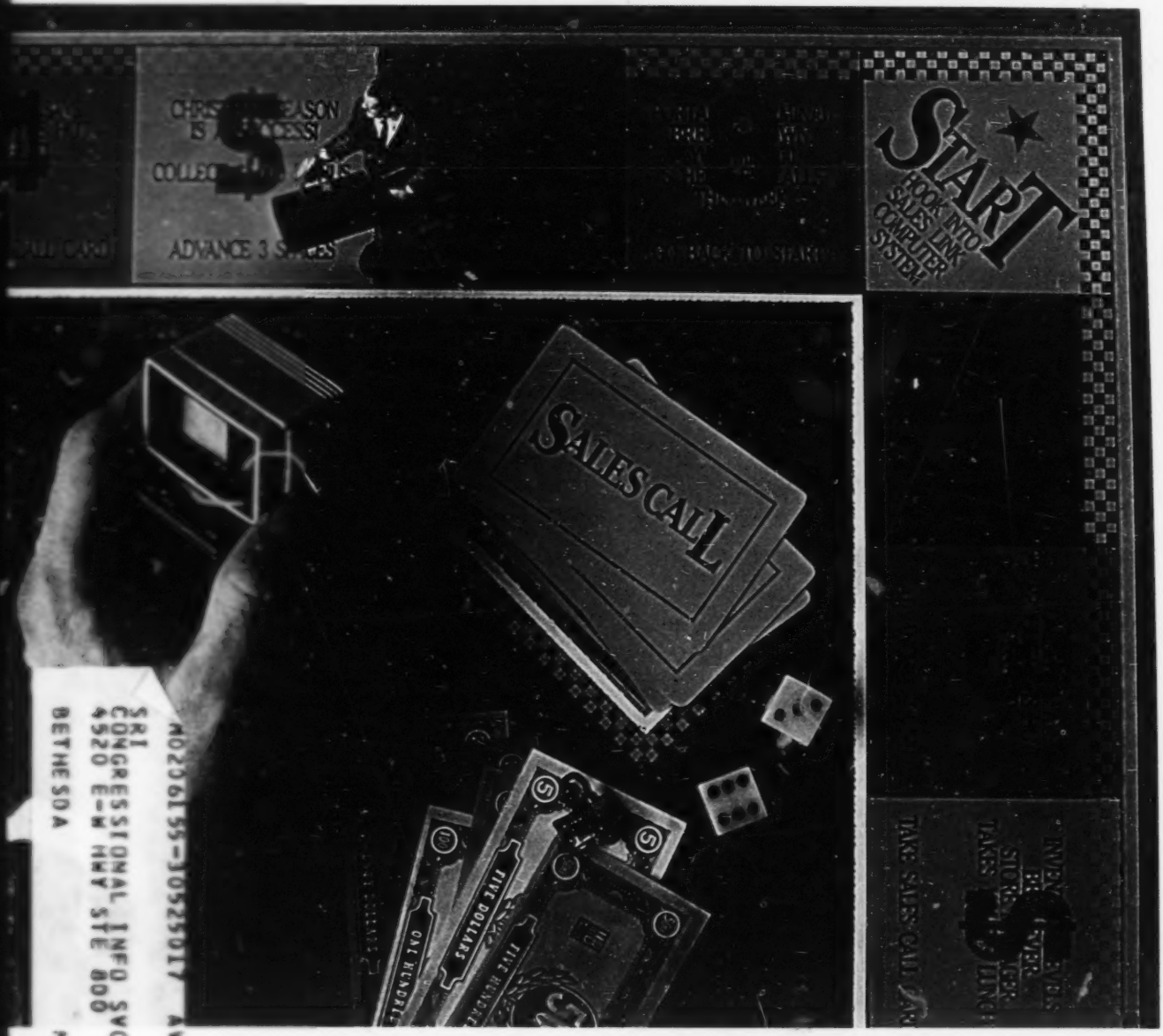
S&MM
SALES MARKETING MANAGEMENT
NOVEMBER 12, 1984
A BILL PUBLICATION
FIVE DOLLARS

MILTON BRADLEY MAKES SELLING A COMPUTER GAME Page 46.



Nick DiBari on mastering the job interview

How to get salespeople to *like* call reports

Sixty years in sales is not enough for 'Mr. Rag'

SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814
M0206155-9505017 AVA- DEC94

S&MM

NOVEMBER 12, 1984

CONTENTS

SALES MANAGEMENT

18 Sales strategies
Kodak tries computer stores

18 Industrial selling
Harnischfeger goes hi-tech

18 Motivation
Salespeople who stop trying

19 Sales force highlight
For saleswomen, wholesale pays

19 Sales training
Sales are made at the counter

MARKETING MANAGEMENT

22 Trade shows
The missing retailers

22 Washington
More sales data—and more often

24 Expanding a market
Bally bets on the lottery

24 Retailing
Ward's own specialty idea

26 New products
Polishing the crystal ball

29 Sales promotion
The beauty of coupons

30 Growth markets
HMOs are in the pink

32 Direct marketing
Skyway's $150 gambit

FEATURES

50 Call reports that tell it all
The best reports are the ones that help make the sale.

54 Romano gives training its best shot
A Chicago liquor distributor trains salespeople not to fast-talk the customer, but listen to him.

COVER: Milton Bradley's computerized sales force management system began as an order-entry program. Now it predicts sales and helps produce more calls. Page 46.

58 The untimely divorce and jubilant remarriage of Kansas City, MO, and Kansas City, KS
A tale of two cities that clashed with the federal bureaucracy—and won.

63 Closing the job interview
Nick DiBari gives a step-by-step guide to winning a job.

67 The "huckster" image: The debate continues
S&MM presents more readers' opinions about why Americans view salespeople the way they do.

75 Alias Mr. Rag
Meet Alan Helffrich, selling's "Marathon Man."

SPECIAL SECTION

79 Meetings with a flair
- More dollars to do the job
- Ciba-Geigy gets to the heart of the matter
- The misunderstood meeting place
- Rules for a productive meeting are Simplicity itself
- Coca-Cola stages a hit
- Arrange the room to suit your purpose
- The MEM Challenge

A NEW S&MM DEPARTMENT

149 Sales promotion
Walter Coddington writes about using promotions to build direct mail lists.

NEWSLETTERS

42 Industrial newsletter
173 International newsletter
41 Marketing newsletter

DEPARTMENTS

166 Advertisers' index
156 Books
73 Changes in the news
150 Compensation
141 Computer in sales & marketing
29 Corporate travel
16 Demographics in action
6 Editor's side pocket
138 Ideas you can use
10 Jaundiced eye
8 Letters to S&MM
72 Marketers, et cetera
174 On the road
21 S&MM Predicts
15 S&MM Viewpoint
176 Sales mart
153 Sales strategies
178 Significant trends
181 Worth writing for

S&MM cover photo by Diana Kassir
Board design by Altemus

VOL. 133, NO. 6 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 CDN). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

© Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1984. All rights reserved.

Buckeye barometer

In politics, it is said that "As Maine goes, so goes the nation." But marketers looking for a national barometer had best look farther west to Ohio. A better indicator of the present state of the nation would be hard to find.

What makes the Buckeye State the perfect microcosm of America? Much like the U.S., the state is experiencing population losses in the traditional industrial centers like Cleveland, Akron, and Youngstown, while metros in the southern and central parts of the state emerge as the new leaders. In fact, of the Big Three Ohio metros—Cleveland, Columbus, and Cincinnati—Columbus has become the front-runner in growth, posting a 14.3% increase as opposed to a nationwide average of only 7.2%.

The new service-based economy is only part of the reason for Columbus's success in attracting new business to the area. Naturally, being the state's capital gave Columbus a firm base on which to build a modern information-oriented economy, evidenced by the list of the city's largest employers that shows government and education in the top five slots. Rounding out the remaining 10, however, are department stores, telecommunications, insurance, and utilities; with aircraft manufacturing the sole heavy-industry listing.

On the other side of the coin, Ohio's northern industrial cities—Cleveland, Akron, Steubenville, Youngstown, and Canton—have all fallen victim to the shift away from an industrial economy, posting five-year population losses ranging from 0.3% in Canton to Cleveland's 5.4% drop. Naturally, everyone is talking comeback, but recovery for Cleveland should take at least as long as it's going to take the Browns to get into the Superbowl.

Of course, Columbus's claim that it is now Ohio's largest city is simply a case of how one reads the numbers. Due to the urban-to-surburban shift that is taking place in virtually every American city, population losses within the city limits are a fairly common occurence. To combat this, Columbus adopted a policy of surburban annexation, increasing the size of the city proper by 140 square miles since 1950. Consequently, the city population now totals just over 570,000 as opposed to Cleveland's 540,000.

Digging deeper

As for the numbers themselves, five-year (1978–83) population figures for Ohio's 14 metro areas show 8 metros with losses and 6 with gains. Of the eight losers, six are in the northern industrial belt. Some of these figures, however, are skewed by definitional changes in metros. Lima's 34.2% drop in metro area population includes the recent loss of two counties containing a total of 64,000 people. Toledo lost Monroe County and its 134,000 residents to the Detroit metro area. Hence, Toledo's seemingly outrageous losses of 27.7%.

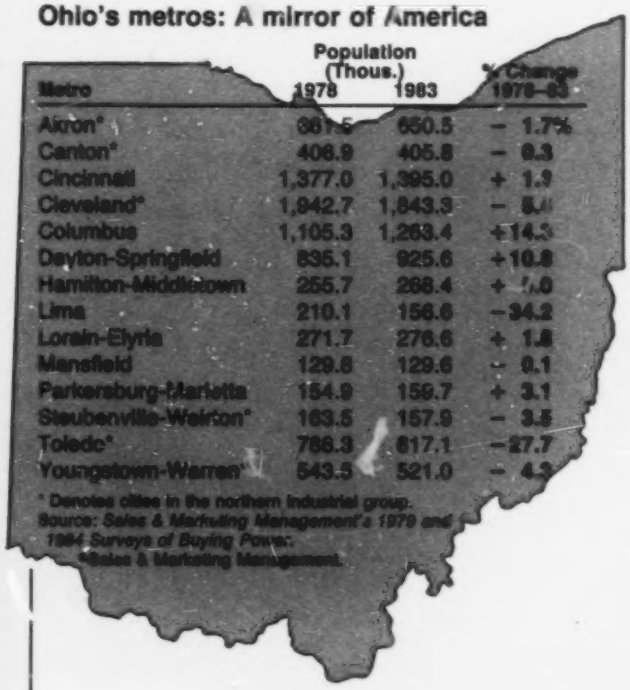
Meanwhile, the only two metros to post double-digit gains between 1978 and 1983 were on the receiving end of this metro-mandering. Dayton's impressive 10.8% growth is mostly due to its absorbing the former Springfield metro area, adding nearly 150,000 people from Clark County alone. Columbus, too, has benefitted from the recent addition of two counties to the tune of more than 155,000 residents.

Obviously, it makes good business sense to be a bit wary of trends. Sometimes they can overstate the problem. A little in-depth investigation reveals the subtle differences beneath the glaring generalities. So while it's true that the white collar and hi-tech companies seem to prefer the landlocked atmosphere of a Columbus or a Dayton, places like Cincinnati and Cleveland may not really warrant the stigma of "former greatness" that they contend with as they try to lift themselves out of the nineteenth century.

By Richard Kern
Editorial Director, S&MM Surveys

As seen by the Surveys:

Ohio's metros: A mirror of America



Metro	Population (Thous.) 1978	1983	% Change 1978–83
Akron*	661.5	650.5	– 1.7%
Canton*	408.9	405.8	– 0.3
Cincinnati	1,377.0	1,395.0	+ 1.3
Cleveland*	1,942.7	1,843.3	– 5.1
Columbus	1,105.3	1,263.4	+14.3
Dayton-Springfield	835.1	925.6	+10.8
Hamilton-Middletown	255.7	268.4	+ 5.0
Lima	210.1	156.6	–34.2
Lorain-Elyria	271.7	276.6	+ 1.8
Mansfield	129.8	129.6	– 0.1
Parkersburg-Marietta	154.9	159.7	+ 3.1
Steubenville-Weirton*	163.5	157.9	– 3.5
Toledo*	766.3	617.1	–27.7
Youngstown-Warren*	543.5	521.0	– 4.2

* Denotes cities in the northern industrial group.
Source: *Sales & Marketing Management's 1979 and 1984 Surveys of Buying Power*; ©Sales & Marketing Management.

SALES FORCE HIGHLIGHT

For saleswomen, wholesale pays

Female salespeople who work full-time in manufacturing industries are increasing their income one-third faster than their male peers—42% vs. 31% in the 1979–82 period (the latest year for which data are available). As a result, they narrowed the traditional earnings gap slightly, from 43% to 39%, new Bureau of Labor Statistics data show. However, females enjoy much greater parity in the wholesale trade, where their median weekly earnings in 1982 were only 28% below male earnings. Which is probably why women show a preference for wholesale selling, increasing their employment there 60% in the three-year period vs. only 14% in manufacturing.

Gaining ground

Sales Representatives	Men 1982	Men % Change 1979–82	Women 1982	Women % Change 1979–82
Manufacturing				
Employed (000)	278	−10.0%	59	+13.5%
Median weekly earnings	$512	+30.6	$315	+41.9
Wholesale trade				
Employed (000)	691	+9.0	104	+60.0
Median weekly earnings	$426	+31.1	$308	+28.3

Source: Bureau of Labor Statistics, *Monthly Labor Review*.
©*Sales & Marketing Management*.

agements ignore the problem often because they don't know what to do about it.

The survey was conducted by Porter Henry & Co., a New York City sales consultant company, with help from the Sales Executives Club of New York. The respondents, executives in widely ranging industries, tended to admit that they knew little about the specifics of why salespeople plateau but confirmed that such people exist in virtually every sales force. The findings: Some 28% of the executives put the figure at up to 10% of the sales force, 54% at between 10% and 25%, and 10% at between 30% and 60%. And 2% more replied that they considered three out of every four of their salespeople to have plateaued; 4% replied they had no such salespeople working for them, and 2% did not hazard a guess at all.

The respondents also tended to associate the plateaued man or woman with, not surprisingly, age—63% said that the burned-out people they have working for them are 40 years of age or older. Still, the problem exists but to a lesser extent among salespeople of all ages: 24% of the executives testified that they have seen it in people 20 to 30 years of age, 26% in individuals between 30 and 40 years of age.

Porter Henry & Co. asked all those who completed its questionnaire to say what they think is behind the plateau problem. Following are some of the reasons given, in order of frequency cited:

- The economic needs of the salesperson are already being met. One of the executives said of these people that they were "simply making too much money. Now they're complacent."
- They lack a "clear career path." National sales managers who participated tended to place most blame for the problem on salespeople's perceiving the potential limits of their jobs. Others believe that such workers had become over-qualified for their positions.

The executives also listed boredom or a burned-out feeling held by some salespeople. Some admitted that the reason could be excessively long selling cycles and that they do not challenge their salespeople.

Another solution Porter Henry & Co. suggest is to change the compensation program; however, many respondents suggested that for them that would create more problems than it would solve. First-line managers frequently suggested that the solution lays in giving the salespeople new assignments or "leadership" roles. Putting such individuals on "probation" was considered probably the least-effective approach.

Common sense suggests that a company should face up to the situation and talk about ways to correct it. However, the survey notes, "over and over again, first-line sales managers as well as vice presidents of sales said that their companies refuse to admit that a problem of this magnitude exists."

SALES TRAINING

Sales are made at the counter

In it's print and TV advertising, Tandy Corp. is telling the world that it is "clearly superior" in product, service, and support.

Although its computers rate high with both critics and consumers, the company felt one area that needed strengthening was sales. Often computer salespeople are as confused as consumers themselves.

Thus, while the main purpose of the company's two-day seminars

MORE DOLLARS TO DO THE JOB

An exclusive S&MM survey reveals that sales and marketing executives spend readily on meetings as the sales effort expands.

For the second year in a row, the sales meeting is enjoying a boom. Last year saw a reversal in the cutbacks of the late 1970s and early 1980s, and this year the trend is continuing. In a comprehensive S&MM survey, salespeople in consumer, industrial, and service companies reported that they're holding more meetings, spending more money on them, and putting less effort into finding ways to cut costs. In particular, for the first time in many years, fewer than half the companies queried said they had any interest in finding ways to keep meeting expenses down.

The questionnaire was mailed in mid-August to 1,500 S&MM readers, asking for information on such topics as meeting frequency, content, cost, and site. Respondents were also asked to rank factors that influenced site selection, describe the composition of meeting agendas, list cost-cutting measures, and suggest ways to improve sales meetings.

As of the September cutoff date, 318 replies had been received. The vast majority of the respondents (88%) reported that they have held or intend to hold at least one sales meeting in 1984. Only 16 companies cut back on meeting frequency from last year, for reasons that ranged from loss of revenue to a decrease in the size of the sales force.

Some companies that cut back in 1984 found other ways to communicate with their sales teams. That's the case exemplified by Wheaton Manor, Millville, NJ, a manufacturer and distributor of specialty candy and food products. When the company decided not to have a national meeting this year, general sales manager Sam Hawkins went on the road to hold mini-meetings with his rep organizations. The individual meetings have gone a long way toward covering the lack of a national meeting, says Hawkins, but they can't do everything. The company has scheduled a national meeting in 1985, because, he says, "sales meetings are a multiplication process. We have found that they're imperative to identify new products, procedures, policies, and sales forecasts and to establish consistent rapport with the rep organization and its salespeople."

Meetings on the rise

This same sentiment is echoed by companies that have increased their meeting schedule for 1984. A marketer at a Dallas concern has stepped up his schedule of national sales meetings from one to two a year because "high motivation and esprit de corps demanded more company-wide meetings."

Brad McKinley, residential sales manager for Wood Specialty Products in Lacey, WA, explains that his company has just started to hold biannual regional meetings in addition to its annual national meeting. Why? "We needed a more effective means of communicating with our agents. We get a better idea of what's going on in the marketplace from our field reps that way. We also find out more about what our competitive position is and get a chance to present new marketing strategies."

Other reasons for holding more meetings include increased sales force size, new-product introductions, an increased emphasis on training, and presentation of new marketing strategy. It's not just companies that have their own sales forces that are increasing meeting frequency either. Of the respondents to the survey, 14% use reps exclusively, while an additional 30% have a combined force of reps and company salespeople. A number of the companies represented in the survey (54%) use distributors, and of those, 70% hold separate meetings for the distributors.

Further indications that sales meetings are enjoying a good year come in the areas of planning, budget, and site. Although meeting budgets ranged from less than $10,000 to more than $100,000, the number of respondents that spend upwards of $50,000 has jumped six percentage points from the numbers reported in last year's survey (Table A-1).

More startling is the shift away from company sites (a cost-cutting measure) to resort hotels in 1984. Last year, fully 72% of companies replying to the survey reported that they held some of their meetings at company locations; this year, the figure dropped to 63%. At the same time, the number of respondents who meet at resort hotels has increased from 40% to 54%. This confirms that companies are easing their efforts to keep meeting costs down. However, conference centers, which enjoyed an increase in popularity last year, have remained stable this year, while

A. Survey results: Planning the meeting

1. What is your annual sales meeting budget (excluding travel)?

	1984	1983
Under $10,000	34%	40%
$10,000–$49,000	42	42
$50,000–$99,000	13	10
$100,000 or more	11	8

Base: 280 replies.

2. How much planning time do you allow?

	National Meetings (Base: 168)	Regional Meetings (Base: 135)
1–4 weeks	4%	33%
5–8 weeks	18	27
9–12 weeks	30	20
13–16 weeks	18	7
17–26 weeks	19	4
27–40 weeks	3	1
41–52 weeks	6	8
More than 52 weeks	2	—

3. Who chooses the meeting site and sets the agenda?

	Meeting Site	Agenda
Vice president, sales/marketing	47%	41%
General sales manager/director of sales	35	23
President	23	27
Marketing director	18	10
Executive vice president	6	10

Base: 281 replies; total is greater than 100% because of multiple answers.

4. What is on the agenda?

	Always	Sometimes	Never
Sales progress reports	73%	25%	2%
Sales force feedback	71	25	4
Sales training	59	37	4
Product introduction	57	42	1
Product promotions	51	47	2
Information on competitors' efforts	49	46	5
Recognition and awards for salespeople	40	48	12
Motivational talks	39	50	11
Announcement of incentive programs	25	58	17

Base: 281 replies.

airport hotels have picked up slightly (to 27% vs. 21% in 1983).

Perhaps in response to the shift in meeting location, respondents are also more demanding in terms of their requirements for a noncompany meeting site. While quality of service and food were rated "very important" by 67% and 56% of those surveyed last year, this year even more emphasis is given those two criteria: 72% say quality of service is "very important," while 60% give the same rating to quality of food. Less important to 1984's meeting goers are convenience of location for attendees and proximity to the airport. As in the past, the site factors rated least important by executives are health and sports facilities, security, and entertainment (Table B-2).

Whatever the site and budget, respondents report that a great deal of preparation goes into planning their meetings. As expected, national meetings take more time to set up than do regionals, with a mean of 9 to 12 weeks and a significant number of companies devoting three to six months to planning (Table A-2). Regional meetings, because they're shorter and less elaborate and involve fewer attendees, are organized more quickly—a third of them in less than a month.

Shorter planning time doesn't mean regional meetings are taken less seriously, though. In many cases, they get just as much attention as the national. Paul Korth, national sales manager at General Web Dynamics, a manufacturer of industrial process controls in Rockford, IL, explains the vital role filled by his regional meetings this way: "We used to hold long meetings (five days) that combined sales training, performance review, new product intros, and technical seminars. At the end of the five-day sessions, which were all business, everybody was exhausted, and we were worried about retention. Ours is a highly technical field, so we decided to shorten the national meeting to three days and set up

regional meetings devoted exclusively to technical seminars. It's worked out much better this way."

As in past years, sign-offs on meeting site selection and agenda planning come from the vice president, sales/marketing, general sales manager/director of sales, company president, and marketing director. Of these, the vice president, sales/marketing, is reported to have the most to say about both meeting site (47%) and agenda (41%), as reflected in Table A-3.

More than half the meeting agendas reported by the questionnaire respondents include such traditional items as sales progress reports, feedback, training seminars, and product introductions and promotions (Table A-4). Slightly less frequent program elements include rundowns on the competition, awards ceremonies, and motivational sessions. Incentive program announcements are the agenda items mentioned least often.

While fewer than half those who replied to the survey (122) expressed any dissatisfaction with their companies' sales meetings, those who did concentrated their suggestions in two areas: participation and planning. Fully one-fifth would like to see more participation in the meeting by attendees and better planning before the event (Table C-2). Speakers received general approval, although 11% of respondents indicated that they think there's room for improvement in that area, too.

Other changes respondents would like to see include more time for relaxation, more training sessions and use of audiovisual materials, and a more balanced format. Very few had any quarrel with site facilities or length of the meetings.

This is the first year in a long while that fewer than half those surveyed (48%) said they tried to cut meeting costs, but that still leaves a substantial percentage who are concerned with keeping expenses down. When we asked what steps they had taken to save on meeting costs, answers ranged from shopping for bargain airfares (24%) to using more teleconferences (2%) (Table C-3). In fact, the marketing manager at a California telecommunications company reported that he makes his "selection of cities based on the cheapest airfare."

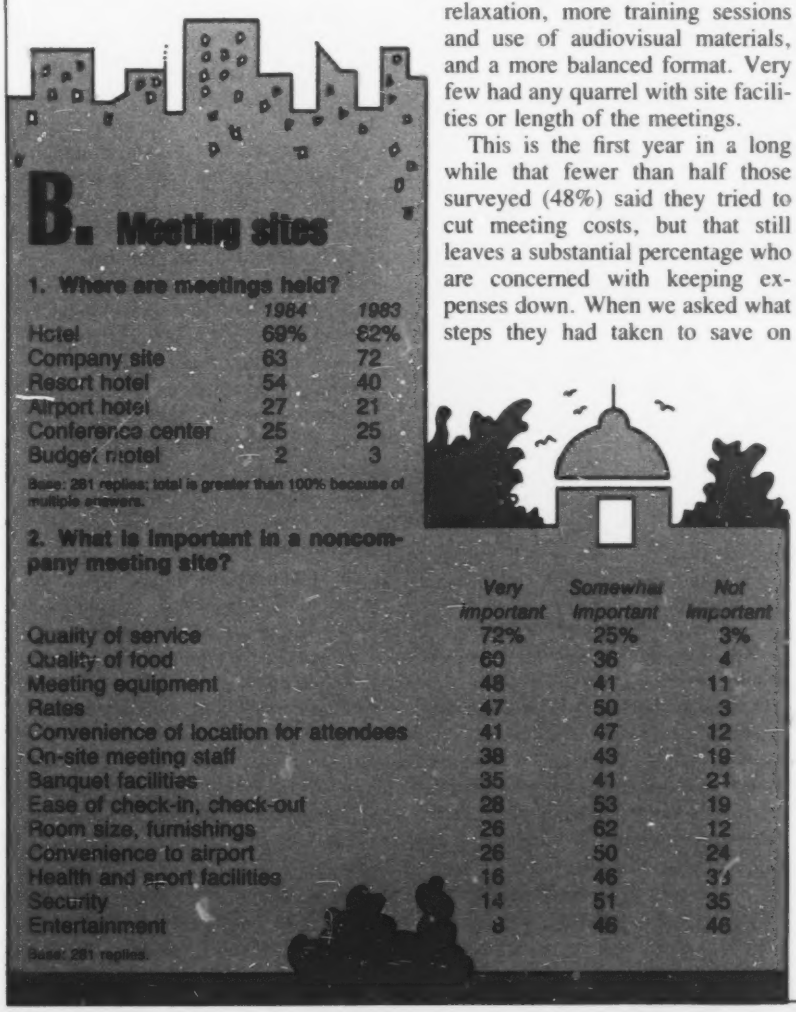
Other solutions included shopping for better site rates; holding fewer or shorter meetings; staying at less luxurious hotels and eating less expensive meals; holding the meeting closer to home to cut down on travel costs; cutting the number of attendees; tying the meeting in with a national trade show; cutting down on frills, such as banquets and gifts for spouses; and spending less on speakers. A few respondents mentioned that they had started to charge a registration fee or ask reps to pay their own travel expenses.

Unexpected dividends

Some companies have reduced their costs by holding several small regional meetings rather than one large national get-together. Others have found unexpectedly fortuitous cost-cutting measures. Richard Fink, for example, marketing manager at WNI Service Systems, a trucking concern in Wilsonville, OR, explains how his selection of a less expensive site yielded unanticipated dividends:

"We decided to be more selective about what we paid for a site, so we stayed at a bed-and-breakfast place in San Francisco rather than a hotel. It was less expensive than a hotel ($60 a night vs. $100) and was a lot of fun, too. The place we stayed in was a 115-year-old house that had been modernized. The atmosphere was wonderful and personal, and the place seemed more like home than a hotel would have been. We also got a Continental breakfast every morning, although we had to go elsewhere for our other meals."

Fink hastens to point out that his solution will only work for an organization with a small sales force (his totals 12) or for a regional meeting. Also, you'll have to find someplace else to hold your business ses-



B. Meeting sites

1. Where are meetings held?

	1984	1983
Hotel	69%	82%
Company site	63	72
Resort hotel	54	40
Airport hotel	27	21
Conference center	25	25
Budget motel	2	3

Base: 281 replies; total is greater than 100% because of multiple answers.

2. What is important in a noncompany meeting site?

	Very important	Somewhat important	Not important
Quality of service	72%	25%	3%
Quality of food	69	36	4
Meeting equipment	48	41	11
Rates	47	50	3
Convenience of location for attendees	41	47	12
On-site meeting staff	38	43	19
Banquet facilities	35	41	24
Ease of check-in, check-out	28	53	19
Room size, furnishings	26	62	12
Convenience to airport	26	50	24
Health and sport facilities	16	46	38
Security	14	51	35
Entertainment	8	46	46

Base: 281 replies.

3. Did you try to cut meeting costs this year?

	1984	1983
Yes	48%	55%
No	52	45

Base: 271 replies.

If so, how?

Took advantage of bargain airfares	24%
Negotiated harder for site rates	22
Held shorter meetings	21
Stayed at a less luxurious hotel	17
Cut travel costs by holding the meeting closer to home	15
Held fewer meetings than last year	13
Allowed fewer attendees	11
Cut frills (spouse gifts, banquets, etc.)	11
Ate less expensive meals	9
Replaced large national meeting with several small regional meetings	9
Tied sales meeting in with trade show or other business	6
Charged for registration or asked reps to pay own transportation	5
Spent less on speakers	5
Used more teleconferencing	2

Base: 82 replies; total is greater than 100% because of multiple answers.

D. Profile of the respondents

1. Approximate annual sales

$10 million or less	35%
$11–$25 million	21
$26–$50 million	17
$51–$100 million	11
$101–$500 million	12
$501 million or more	4

Base: 300 replies.

2. Size of sales force

Fewer than 10	25%
10–19	18
20–49	26
50–99	13
100–149	9
150 and above	9

Base: 318 replies.

3. Composition of sales force

Company sales force	56%
Reps	14
Both	30

Base: 310 replies.

sions—in his case, a sales office a few miles away. All in all, however, he says the meeting was "very well received."

Even companies that are cutting costs are not eliminating meetings entirely. Whether they're held on a small, informal, weekly basis or on a grand national scale, sales meetings are essential "to rekindle the fires," as the marketing manager of a southern chemical manufacturer puts it. More than that, they're essential to the success of any sales effort. Raymond Kutch, sales and marketing manager at Universal Silencer, a manufacturer of industrial filters and silencers in Stoughton, WI, sums up the intent and effect of a good sales meeting this way: "It should create enthusiasm, enhance communications, and encourage the use of all sales tools available. When a salesperson brings all those resources to bear, he should be able to walk away with the order."

S&MM

SALES & MARKETING MANAGEMENT

DECEMBER 3, 1984
A BILL PUBLICATION
FIVE DOLLARS

SMD20 9088-30717017 AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

AN EXCLUSIVE S&MM SURVEY **AMERICA'S BEST SALES FORCES** Page 19.

A new numbers game for co-op advertising

Special Section: Salespeople turn into computer jocks

S&MM

DECEMBER 3, 1984

CONTENTS

AN EXCLUSIVE S&MM SURVEY

19 America's best—and worst—sales forces!

24 What makes sales forces run?

THE WINNERS

28 Blue Bell's Mann with a mission
32 Technology builds sales at Chromalloy
33 At Du Pont, everybody sells
34 Kodak's reputation makes a pretty picture
36 Georgia-Pacific blazes trails
39 The IBM salesperson is king
40 Loyalty and pride at Johnson & Johnson
42 Selling becomes chic at Marriott
43 Motorola gives them what they want
46 How Pepsi keeps its sales sparkle
47 Textron is on Respectable Street

48 And now, the worst

FEATURES

53 Your business success can be planned
Nick DiBari maps the perfect marketing career

55 S&MM's Annual Awards ballot

SPECIAL SECTION

61 Turning salespeople into computer jocks
- How Raytheon plugs in its sales force
- Selling's latest secret weapon
- Start with a data base
- Directory of Sales and Marketing Applications Software

NEWSLETTERS

58 Industrial newsletter
91 International newsletter
57 Marketing newsletter

DEPARTMENTS

95 Advertisers' index
86 Books
51 Changes in the news
82 Cooperative advertising
80 Corporate travel
16 Demographics in action
6 Editor's side pocket
78 Ideas you can use
12 Jaundiced eye
10 Letters to S&MM
50 Marketers, et cetera
92 On the road
15 S&MM Viewpoint
94 Sales mart
96 Significant trends
99 Worth writing for

Cover design by Altemus
Cover illustration by Robert Vincent

VOL. 133, NO. 8 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada $50 (US). Foreign, $85. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

© Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1984. All rights reserved.

Of computers and Cuisinarts

Like it or not, the personal computer has become the newest household appliance. That doesn't mean that it's up there with the VCR or Cuisinart yet, and it'll be a while before the home computer reaches the revered status of say, the dishwasher; but it's happening and it's time we all got used to the idea.

For those of you who, like myself, have occasion to come into contact with these silent, glowing aliens, this news is received with something akin to the feeling the Indians had when introduced to the rifle. It was terribly frightening, but they just *knew* it would turn out to be a handy weapon—if they could only figure out how it worked. Nonetheless, if you deal with statistics, the days of the worksheet and hand calculator are over. A recent survey of subscribers to *American Demographics*, the magazine for anyone who needs a regular demograph-fix, showed that more than 80% of the respondents are already working with microcomputers.

When dealing with demographic or socioeconomic statistics, the two basic things a computer allows you to do are (1) receive information and (2) manipulate it. In the case of data-gathering, there are a number of very useful data bases that one can plug into, and for our purposes, things like the BLS (Bureau of Labor Statistics) Database, Donnelley Demographics, the Trinet data bases (for industrial stats), and U.S. Exports data base provide a wealth of statistical information. Recently, the Census Bureau introduced CENDATA, a data base providing overviews of products, services, related articles, and statistical profiles for those people out there whose need for numbers knows no bounds. Of course, this is just a small sampling of the rapidly expanding list of sources for this kind of information. Access to most of these data bases is available by subscribing to on-line services like CompuServe or Dialog, which offer huge menus of data bases covering all areas of research.

The three basics

Alright, so you have your computer, you're hooked up to the right sources, and the data is yours for the asking—now what are you going to do with it? Anyone who has inadvertently opened a volume of *County Business Patterns* or the *Annual Housing Survey* without some forewarning and a light sedative knows what I mean. Without a way to extract and work with the data you need, having it at your fingertips means very little. Fortunately for us, software designers have been working overtime to bring relief to the weary statistics junkie. In the last two years, dozens of packages aimed at data-manipulators have been introduced, covering everything from A(dvertising) to Z(ip Codes).

Of the basic types of functions available, the most common is the spreadsheet, which allows you to list extracted data in columns, performing simple calculations like percent of change, averaging, and ranking. Some packages contain a great many more features, and the capacity of these different programs varies from one manufacturer to another. Be sure that the package you select has all of the functions you'll be needing. Statistical analysis and demographic analysis software is also on the market, and some packages allow you to plug in different files of demographic statistics according to your particular needs.

The third type of software often used by data drones involves graphics and/or mapping capability. The aspect of visual display is particularly useful for purposes of illustration. In other words, by putting your stats into a graphic context, you can more easily identify trends and shifts over long periods of time. With mapping, certain characteristics can be isolated and plotted on territorial maps, county maps, etc., giving a real geographic framework to what is otherwise just a list of numbers.

So there you have it; the materials are out there if you know what to look for. (You may want to check the directory of sales and marketing applications software in the Computer Special Section beginning on page 61.) The dawn of the computer age has come and gone, and we are now well into the late morning hours. You may want to consider broadening your own horizons before the clock strikes noon and the bell tolls for thee.

By Richard Kern,
Editorial Director, S&MM Surveys

AN EXCLUSIVE S&MM SURVEY

America's best
—and worst—
sales forces

All hail IBM, Kodak, and Pepsi.
All mourn Beatrice, International Paper, and Westinghouse.

It all started last spring with a letter from a reader at a large chemical products company who asked, "Why doesn't S&MM try to find the best sales forces in the country?"

A simple question, but not simple to answer. Still, nine months, 9,000 questionnaires, and several large postage bills later, S&MM editors are satisfied that they have located the slickest of selling machines in 11 different industry groups.

In mid-summer, 850 sales executives from each of those 11 industries received questionnaires asking them to grade the 10 largest companies in their categories on each of 10 different selling functions, such as "holding old accounts," "meeting sales targets," and "quality of management." (Others appear on page 24.) The grades given by the 678 people who responded by the cutoff date ranged from 0 (Poor) to 4 (Excellent), and the scores used to determine the final rankings on the following page represent an average of the 10 overall grades each company received. Generally speaking, any grade of 3.00 or higher is considered very good to excellent in this sampling, while scores at the 2.00 level or lower are fair to poor—much like college grade point averages in which a grade of 4.00 is an "A," 3.00 a "B," and 2.00 a "C."

The winners in many categories were not surprises: IBM in computers and office equipment, Pepsi-Cola USA in food and beverages, and Eastman Kodak in precision instruments. The unexpected names appeared at the bottom of the lists. Beatrice, the Chicago-based consumer products giant which has let it be known on TV and in supermarkets that it intends to be king of the food marketers, apparently still needs lessons in selling. The company's sales force was rated the second worst in its industry, and food and beverage sales executives rated it last in opening new accounts, holding onto old ones, quality of training, and ability to

Because of our special survey, S&MM Short Takes will not appear in this issue.

How they stack up

Forest Products

Rank		Score
1.	Georgia-Pacific	2.54
2.	Champion International	2.48
3.	Boise Cascade	2.47
4.	Scott Paper	2.43
5.	St. Regis	2.41
6.	Kimberly-Clark	2.40
7.	Weyerhaeuser	2.38
(tie)	Mead	2.38
8.	Crown Zellerbach	2.32
9.	International Paper	2.16

Metal Products

Rank		Score
1.	Chromalloy American	2.72
2.	Parker-Hannifin	2.57
3.	Gillette	2.42
4.	Continental Group	2.38
5.	American Can	2.33
6.	Crown Cork & Seal	2.32
7.	CBI Industries	2.31
8.	Foster Wheeler	2.30
9.	Harsco	2.29
10.	National Can	1.87

Chemicals

Rank		Score
1.	Du Pont	2.78
2.	W.R. Grace	2.70
3.	Dow Chemical	2.68
4.	Union Carbide	2.66
5.	Monsanto	2.59
6.	Hercules	2.53
7.	Celanese	2.50
8.	American Cyanamid	2.47
9.	FMC	2.45
10.	Allied	2.40

Diversified Services

Rank		Score
1.	Marriott	2.77
2.	Automatic Data Processing	2.66
3.	Comdisco	2.56
4.	Computer Sciences Corp.	2.53
5.	Waste Management	2.52
6.	Holiday Inns	2.46
7.	Fleming Cos.	2.44
8.	Travelers	2.41
(tie)	Fluor	2.41
9.	Cigna	2.26

Precision Instruments

Rank		Score
1.	Eastman Kodak	2.94
2.	Polaroid	2.84
3.	3M	2.83
4.	Xerox	2.68
5.	Tektronix	2.62
6.	General Signal	2.60
7.	Becton, Dickinson	2.57
8.	Perkin-Elmer	2.50
9.	EG&G	2.36
10.	Lear Siegler	2.31

Electronics

Rank		Score
1.	Motorola	2.70
2.	Litton Industries	2.61
3.	Western Electric	2.60
4.	ITT	2.56
5.	General Electric	2.52
6.	Emerson Electric	2.45
7.	Texas Instruments	2.43
8.	North American Philips	2.33
9.	Raytheon	2.32
10.	Westinghouse	2.19

keep top salespeople. Another disappointment was Westinghouse, whose sales force finished in the cellar of the electronics industry with an overall rating of 2.19, the eighth lowest in the entire survey of 110 company sales forces.

Some top sales forces won hollow victories. Du Pont, for instance, won in chemicals with an average rating of 2.78, yet failed to notch the top spots in the two categories that chemical sales executives said were the most important to running a quality selling operation: reputation among customers and quality of management. W.R. Grace took both those prizes with grades of 3.09 and 2.97, respectively.

One particularly sweet triumph belonged to Pepsi. The company received the highest overall rating of any company in the survey, a 2.95, and took individual honors in five categories within the food and beverage segment, including reputation, opening new accounts, and holding onto old ones. Chief rival Coca-Cola could only manage one blue ribbon—a tie with Pepsi for having salespeople perceived as tops in product knowledge. Sorry Coke, but in selling, *Pepsi* is it.

Industrial & Farm Equipment

Rank		Score
1.	Textron	2.71
2.	Teledyne	2.69
3.	Dresser Industries	2.45
4.	Caterpillar	2.44
(tie)	Kidde	2.44
5.	Ingersoll-Rand	2.42
6.	Baker International	2.41
7.	Deere	2.39
8.	Combustion Engineering	2.31
9.	Borg-Warner	2.22

Computers & Office Equipment

Rank		Score
1.	IBM	2.83
2.	Wang	2.80
3.	Hewlett-Packard	2.78
4.	Burroughs	2.46
5.	Digital Equipment Corp.	2.41
6.	Sperry	2.17
7.	Honeywell	2.13
8.	NCR	2.05
9.	Pitney Bowes	1.96
10.	Control Data	1.93

Pharmaceuticals

Rank		Score
1.	Johnson & Johnson	2.75
2.	Merck	2.71
3.	SmithKline Beckman	2.69
(tie)	Eli Lilly	2.69
4.	Pfizer	2.57
5.	Abbott Laboratories	2.56
6.	Upjohn	2.51
7.	American Home Products	2.49
8.	Bristol-Myers	2.44
9.	Warner-Lambert	2.38

Textiles & Apparel

Rank		Score
1.	Blue Bell	2.79
2.	Levi Strauss	2.74
3.	West Point-Pepperell	2.65
4.	Springs Industries	2.61
5.	Burlington Industries	2.57
6.	Cluett, Peabody & Co.	2.54
7.	J.P. Stevens	2.48
8.	Interco	2.43
9.	Brown Group	2.34
10.	Hartmarx	2.28

Food & Beverages

Rank		Score
1.	Pepsi-Cola USA	2.95
2.	Dart & Kraft	2.39
(tie)	Coca-Cola	2.89
(tie)	Anheuser-Busch	2.89
3.	Nabisco Brands	2.88
4.	General Foods	2.81
5.	Ralston Purina	2.67
6.	General Mills	2.59
7.	Beatrice	2.45
8.	Consolidated Foods	2.38

What the scores mean

Survey respondents were asked to rate each of the top 10 companies in their own industries in 10 different selling functions (see page 24). Grades ranged from 0 (Poor) to 4 (Excellent). Scores for overall rankings represent an average of the 10 grades each company received. Interpret the scores as you would college grade point averages, in which a 4.00 is an "A," 3.00 a "B," and 2.00 a "C."

Sales executives in certain industries often see themselves in a more favorable light than those in other lines of selling. Survey respondents from the food and beverage category gave companies in their industry a high average rating of 2.95 for "reputation among customers." Forest products sales managers, on the other hand, felt that salespeople at the largest companies rated only 2.59 for their collective reputation—maybe because they don't show their faces around customers' offices often enough. Paper and lumber company salespeople rated a sickly 2.19 overall in frequency of calls, a grade just slightly better than the low of 2.14 registered by salespeople at top computer companies.

With the exception of IBM, Wang, and Hewlett-Packard, in fact, computer and office equipment sales forces rated poorly overall. Five companies in this industry sunk below the merely "good" level of 2.00 in "opening new accounts," perhaps a sign of the special struggle computer salespeople face vying against such an entrenched leader as IBM. And in an industry where companies depend

The best and worst in 10 selling categories

(Companies followed by scores, with highest possible score a 4.00)

	Best	Worst

	Meeting Sales Targets		Opening New Accounts		Holding Old Accounts		Frequency Of Calls/Territory Coverage	
Electronics	General Electric	2.69	Litton	2.47	Motorola	2.91	Litton	2.61
	ITT	2.13	Westinghouse	1.93	North American Philips	2.42	Westinghouse	2.11
Pharmaceuticals	Eli Lilly	2.95	Merck	2.59	Johnson & Johnson	3.10	Eli Lilly	2.95
	Upjohn	2.43	Upjohn	2.17	Upjohn	2.56	American Home Products/ Bristol-Myers	2.50
Computers & Office Equipment	IBM	3.14	Wang	2.86	IBM	3.09	IBM	2.52
	Control Data	1.89	Pitney Bowes	1.70	Sperry/ Pitney Bowes	2.07	Control Data	1.79
Industrial & Farm Equipment	Caterpillar	2.48	Teledyne	2.54	Textron	2.86	Textron	2.43
	Baker International	2.09	Borg-Warner	2.04	Borg-Warner	2.24	Combustion Engineering	1.91
Food & Beverages	Nabisco	3.00	Pepsi	2.91	Pepsi	3.18	Pepsi	3.00
	Consolidated Foods	2.35	Beatrice	2.40	Beatrice	2.83	Consolidated Foods	2.20
Textile & Apparel	Blue Bell	2.67	Blue Bell	2.54	Blue Bell	2.86	Blue Bell	2.76
	Hartmarx	2.09	Hartmarx	1.95	Hartmarx	2.15	J.P. Stevens	2.25
Forest Products	Georgia-Pacific	2.77	Champion International	2.48	Boise Cascade	2.78	Boise Cascade	2.40
	International Paper	2.21	International Paper	1.88	International Paper	2.15	International Paper	1.92
Precision Instruments	Polaroid	3.00	Polaroid	2.77	Kodak	3.19	Xerox	2.64
	EG&G	2.25	Lear Siegler	2.18	Lear Siegler	2.00	EG&G	1.86
Chemicals	Du Pont	2.78	Du Pont	2.61	Du Pont	2.77	Union Carbide	2.50
	Celanese	2.31	FMC	2.15	Celanese	2.44	Celanese	2.17
Metal Products	Parker-Hannifin	2.75	Parker-Hannifin	2.86	Chromalloy	2.90	Chromalloy	2.36
	National Can	1.89	Gillette	1.88	National Can	1.75	National Can	1.78
Diversified Services	Marriott	3.00	Marriott	2.86	Marriott	2.82	Automatic Data Processing	2.50
	Cigna	2.35	Cigna	2.12	Travelers	2.27	Cigna	1.81

on constant technological advances for survival, five other sales forces failed to achieve any grades higher than 1.89 for "innovativeness."

It's difficult to draw any concrete conclusions about the diversified services category, which includes a mixed bag of companies such as Holiday Inns, Computer Sciences Corp., and Waste Management. Yet it is safe to say that service company sales managers who responded to the survey have little admiration for insurance salespeople. Two insurance companies, Cigna and Travelers, registered the lowest marks in 8 of the 10 selling categories respondents were asked to grade them on. Cigna was the worst of the two, bottoming out in 6 areas, including training and innovativeness.

One truth that emerged from all industry groups surveyed: It's one thing to assemble a championship

Product/ Technical Knowledge		Reputation Among Customers		Quality Of Training		Ability To Keep Top Salespeople		Quality Of Management		Innovativeness	
Western Electric	3.00	Western Electric	2.91	Motorola	2.79	Motorola	2.55	Motorola	2.71	Motorola	2.77
Westinghouse	2.43	Westinghouse	2.25	North American Philips	2.21	Westinghouse	2.14	Westinghouse	2.24	Westinghouse	1.91
Eli Lilly	3.13	Johnson & Johnson	2.83	Johnson & Johnson	2.96	Johnson & Johnson/ Upjohn	2.64	Merck	2.76	Merck	2.52
Warner-Lambert	2.59	American Home Products	2.24	Warner-Lambert	2.30	Warner-Lambert	2.18	Bristol-Myers	2.23	Bristol-Myers	2.05
Hewlett-Packard	2.93	IBM	3.27	IBM	3.21	Wang	2.67	Wang	3.00	Wang	2.90
Control Data	2.11	Pitney Bowes	2.07	Control Data	1.96	NCR	1.85	Control Data	1.93	Control Data	1.69
Textron	3.00	Textron	3.22	Textron	2.84	Teledyne	2.54	Textron	3.00	Teledyne	2.52
Borg-Warner/Baker International	2.50	Borg-Warner	2.36	Borg-Warner	2.21	Ingersoll-Rand/ Borg-Warner	2.15	Borg-Warner	2.37	Borg-Warner	2.12
Pepsi/Coke	2.91	Pepsi	3.23	Nabisco	3.02	Anheuser-Busch	2.86	Anheuser-Busch/ Dart & Kraft	3.09	Dart & Kraft	2.84
Consolidated Foods	2.41	Consolidated Foods	2.40	Beatrice	2.33	Beatrice	2.33	Beatrice/ Consolidated Foods	2.63	Consolidated Foods	2.16
Levi Strauss/ West Point-Pepperell	3.00	Blue Bell	3.15	Blue Bell	2.85	Springs Industries	2.73	Blue Bell	3.15	West Point-Pepperell	2.83
Hartmarx	2.33	Brown Group	2.39	Hartmarx	2.38	Brown Group	2.21	Hartmarx	2.52	Hartmarx	2.13
Champion International/ Weyerhaeuser	2.70	Weyerhaeuser	2.67	Georgia-Pacific	2.61	Georgia-Pacific	2.43	Georgia Pacific/ Scott Paper	2.68	Georgia-Pacific	2.41
International Paper	2.35	Crown Zellerbach	2.45	International Paper	2.22	International Paper	2.12	International Paper	2.19	International Paper	2.04
3M	3.15	Kodak	3.37	Xerox	3.25	Polaroid	2.85	Kodak	3.22	Polaroid	2.94
Perkin-Elmer	2.33	Lear Siegler	2.36	Lear Siegler	2.42	Lear Siegler	2.09	Lear Siegler	2.33	Lear Siegler	2.15
Du Pont	3.06	W.R. Grace	3.09	Du Pont	2.91	Dow Chemical	2.77	W.R. Grace	2.97	Du Pont	2.88
FMC	2.62	Allied	2.45	Allied	2.32	American Cyanamid	2.33	American Cyanamid	2.39	FMC	2.17
Gillette	2.78	Gillette	2.75	Chromalloy	3.10	Parker-Hannifin	2.78	Chromalloy/Foster Wheeler	2.73	Chromalloy	3.17
National Can	2.00	National Can	2.10	National Can	1.63	National Can	1.75	National Can	1.89	National Can	1.90
Automatic Data Processing	3.09	Marriott	3.05	Comdisco	2.89	Marriott	2.50	Marriott	2.84	Computer Sciences Corp.	2.89
Holiday Inns	2.43	Fluor	2.43	Cigna	2.17	Cigna	2.06	Travelers	2.31	Cigna	2.28

©Sales & Marketing Management.

selling team, but quite another to keep all the players in place. While survey respondents said that the "ability to keep top salespeople" was one of the five most important functions of sales managers, sales forces in nearly every industry group registered their lowest marks in this category. Forest products and computer sales forces fared especially poorly, neither topping an average industry mark of 2.25; and while IBM management rated a 3.21 for the quality of its sales training, it could only manage a 2.59 for keeping top performers in the fold.

Now that you know who the best sales forces in the nation are, you probably want to find out how they got there. S&MM convinced executives at each of these companies to share their tales of sales success, interesting reading you will find on the following pages.

What makes sales forces run?

Of all the qualities salespeople and their managers must develop to rise to the tops of their industries, what is *the* most important?

"There's no single secret reason," snaps back Harry Squasone, a vice president of Pepsi, whose sales force snagged the highest rating of all 110 companies in S&MM's survey. "We don't make our salespeople wear purple ties or anything. We get a great deal of support from other departments of Pepsi, from product development to advertising."

Survey respondents who accepted S&MM's challenge to rank the relative importance of 10 critical factors in running a successful sales organization, however, delivered a clear mandate to three: building a solid reputation among customers, holding onto present accounts, and setting a high standard of management (see table). Nearly half of all sales managers surveyed said these three factors were of extreme importance, though it is interesting to note that less than 5% called *any* of the factors listed "not too important" or "unimportant." The moral is that quality sales managers cannot afford to overlook any details in administering their troops; and while it is difficult to get an executive to admit he delivered his sales force to the top by stressing one or two particular virtues, S&MM gave it a try anyway.

"We have always placed service to our customers first. It's primary," says Ned Brinkman, vice president of sales for Jacobsen, a division of Textron, top finisher in the industrial and farm equipment industry. That's one way to gain the respect of customers, something Textron was rated No. 1 in. Another thing that helped Textron gain its elite ranking was keeping its salespeople well informed about product developments. Textron sales forces placed first in product/technical knowledge, one of the three most important success factors, said respondents in the industrial and farm equipment category. Of course, a knowledgeable sales force is often an experienced one, and Brinkman cites a "special esprit de corps" for holding Jacobsen to a salesperson turnover rate of 5% a year.

A family feeling

At Blue Bell, the force in sales in the textiles and apparel industry, CEO Edward J. Bauman credits high selling standards to a corporate philosophy of tight quality control and meticulous selection of management. He referred S&MM to the "senior statesman" of sales at Blue Bell, Bill Hervey, who is president of Wrangler Menswear. While he stressed that job security offered to managers and salespeople alike engendered a "family aspect" in his sales force, Hervey says they succeed by keeping "dedicated to the idea of Wrangler as a viable brand in the marketplace"—vague, but obviously effective. Blue Bell's sales forces nailed the best ratings in its category for meeting sales targets and opening new accounts—the latter an area in which competition scored lightly in comparison.

Hervey mentions another key area, one where building a high-powered selling machine begins—hiring and training. The Wrangler approach to recruiting focusses on promoting from within. Outside candidates face a half-day battery of testing, including "a rigorous evaluation by company psycholo-

What factors are the most important to running a quality selling operation?

(Base: 678 replies)

Success Factors	% Saying Extremely Important	% Saying Very Important
Reputation among customers	52.5%	23.1%
Holding old accounts	45.0	29.5
Quality of management	44.2	30.0
Ability to keep top salespeople	33.2	38.6
Opening new accounts	32.3	35.2
Product/technical knowledge	28.3	38.5
Meeting sales targets	27.3	34.9
Quality of training	26.1	42.3
Innovativeness	23.3	39.3
Frequency of calls/ territory coverage	15.2	38.2

gists," says Hervey. Training is extensive, and the most highly regarded in the industry. The sales reps labor on a salary plus commission basis, which includes a new program of triple commissions paid to top producers passing their sales projections. And though Hervey says Wrangler's turnover has been a high 30% in recent years, which he attributes to the "Urban Cowboy Phenomenon" ("It caught the whole Western-wear industry with its pants down."), Blue Bell ranks a stalwart second in keeping top salespeople. And in the third most valued quality in sales forces as determined by the body of industrial professionals responding, "quality of management," Blue Bell once again scored first by a wide margin.

Hiring and training was also singled out by William H. Mahar, sales director for the Patients Care Div. of Johnson & Johnson (J&J), whose sales forces placed first among pharmaceutical companies. He says J&J looks for proven salespeople and bright, college-educated prospects with a few years of selling experience. The most attractive candidate, he says, is one who has also achieved success in other endeavors, stable individuals with a positive attitude Mahar believes communicates itself in the field. Once chosen, the recruits are firmly guided through a short period of pure sales training, then are moved on to five weeks in the field, all the while guided by one of J&J's sales trainers. During this period, the new hires continue to attend classes in the evening and on weekends. Following this training, described as intensive by Mahar, the new man is introduced into a territory by the outgoing salesperson. Retraining is scheduled at intervals thereafter. This impressive course of training and field placement has yielded Johnson & Johnson the lead in quality of training in its industry, an attribute rated "very important" by 42% of all survey respondents.

"Miss Horton, my morale needs boosting. Bring in my gold bar please."

©Copyright, Sales & Marketing Management

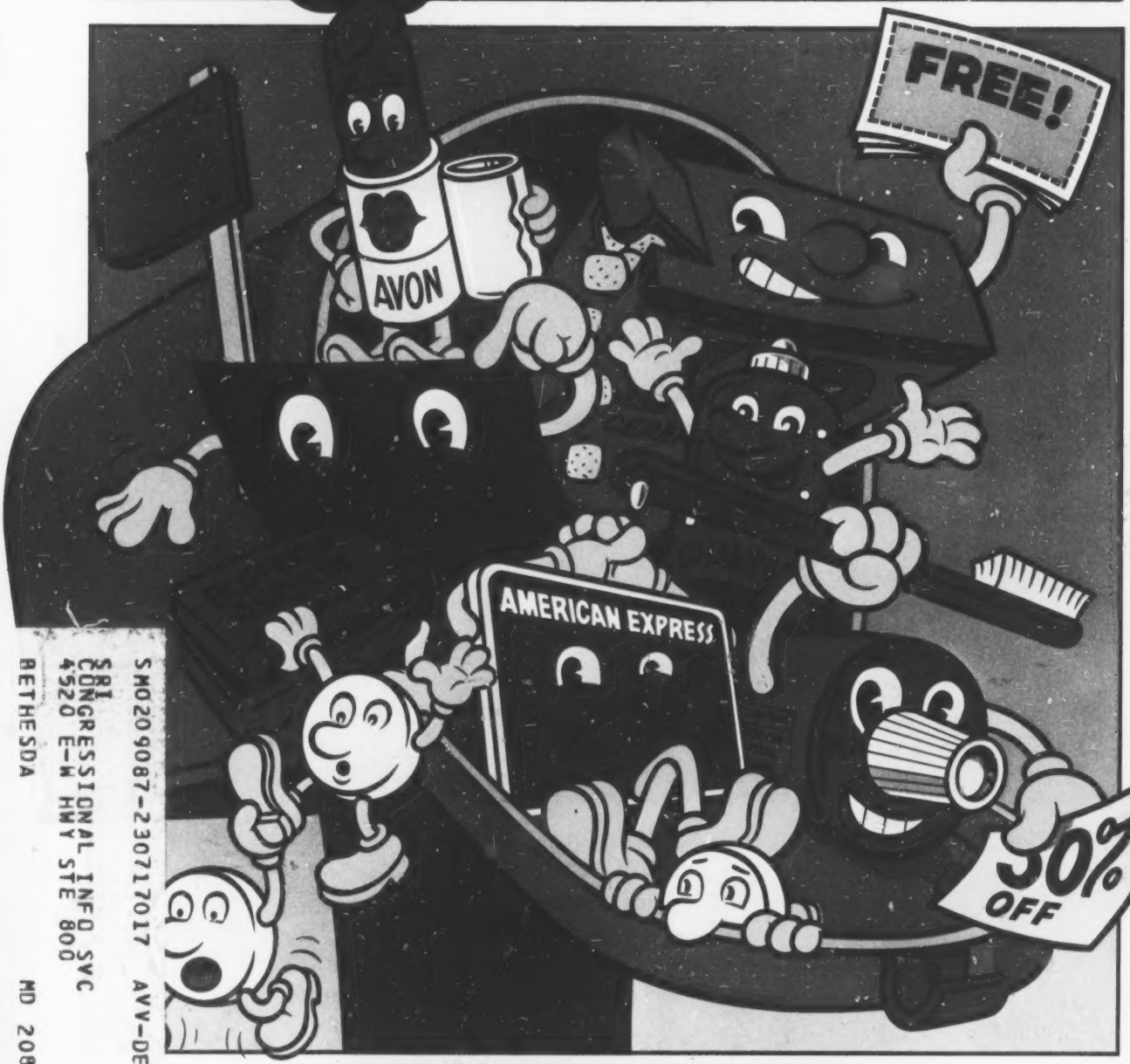
Keep a thick skin

Overall, Mahar painted a picture of a sales force that is happy, well fed, and secure, making for a turnover rate he estimated at 15%. J&J sales forces graded in the middle range in "meeting sales targets," but that trait was voted a low priority by most industries. Interestingly, the pharmaceutical industry rated "quality of management" as its highest priority, and J&J, though topping other categories, finished third in that scoring.

We have looked at the traits deemed most important in building a strong sales force, but what of personal traits needed by the building blocks—the salespeople themselves. Because this topic was not covered by S&MM's survey, we turned to Dr. Stuart Feinberg, an industrial psychologist, for an answer. Salespeople, he says, need, No. 1, the ability to withstand pressure situations; No. 2, resistance to criticism (a thick skin), and No. 3, the assertiveness to close a sale.

And what about managers? "Add to those qualities the ability to motivate," says Dr. Feinberg, "plus a large, well-oiled ego."

S&MM
SALES MARKETING MANAGEMENT
JANUARY 14, 1985
A BILL PUBLICATION
TWELVE DOLLARS



SMO2090870230717017 AVV-DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

MARKETING BY MAILBOX (IT'S A REVOLUTION, FOLKS)

Page 39.

AV's New Look: A Special Section

1985 Business Executives Dining Awards

S&MM

JANUARY 14, 1985

CONTENTS

SALES MANAGEMENT

24 Sales training
A seven-step approach to selling today

24 Industrial selling
Cyanamid builds its arsenal

25 Sales presentations
Letting the product speak for itself

25 Sales force highlight
Mean earnings of manufacturing salespeople

25 Manufacturers' reps
Reps vs. direct:
A need to think again?

MARKETING MANAGEMENT

28 Hispanic marketing
Discovering what's always been there

28 Retailing
Strange rebirth of Goldblatt's

29 New products
A natural look (but not too natural)

29 Sales promotions
Says Clifford, "It's for the birds"

29 Entrepreneurs
"File it" means sales

33 Building a market
Fuji's new professionals

34 Packaging
Fresh look for frozen filo

FEATURES

65 Lefkovits takes one great leap for retailing
What's a bearded, long-haired individualist doing in pinstriped suits and rep ties?

COVER: Major marketers are discovering direct mail as an exciting new means of distribution. Americans like shopping at home—and marketers are out to make it easier. Page 39.

68 Still chasing the American Dream
In the last of his five articles for S&MM, Nick DiBari tells you what to do *after* you've reached the top.

102 1985 Business Executives' Dining Awards
The 100 top restaurants for business dining, as selected by S&MM readers.

SPECIAL REPORT

39 Marketing by mailbox (It's a revolution, folks)
- Marketers go letter perfect
- Why Ryder's letters get results
- From mail to retail for Royal Silk
- Why a direct marketer loves, honors, and obeys his data base
- Nestle mails the very best
- From start-up to upstart in less than a year
- Now American Express says, "Don't leave home" . . . period
- What's in a catalogue?
- Jaundiced eye
- Direct marketing goes electronic
- Bibliography

SPECIAL SECTION

75 AV's New Look
- AV for any audience
- The good, bad, and ugly
- Hi-tech, low cost
- S&MM's 1985 AV gallery and AV equipment purchase costs

NEWSLETTERS

36 Industrial newsletter
113 International newsletter
35 Marketing newsletter

DEPARTMENTS

117 Advertisers' Index
106 Books
71 Changes in the news
90 Computer in sales & marketing
32 Corporate travel
14 Demographics in action
6 Editor's side pocket
10 Letters to S&MM
70 Marketers, et cetera
114 On the road
27 S&MM Predicts
13 S&MM Viewpoint
116 Sales mart
98 Sales promotion
118 Significant trends
121 Worth writing for

S&MM cover design by Altemus
Cover illustration by Dave Coulson

VOL. 134, NO. 1 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

© Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

The Birmingham Bills vs. The Phoenix Eagles?

Once upon a time, a city just wasn't a city if it didn't have a pro football team. It was a sign of prestige, a symbol of legitimacy. The original National Football League (NFL) franchises went to the long-standing centers of population and industry; New York City, Detroit, Chicago, St. Louis. Then, as time went by and the sport grew more popular, the expansionist American Football League (AFL) was born to accommodate those cities that had developed into modern-day rivals of the old giants. The new growth centers were named Miami, Houston, Denver, and San Diego.

This rivalry was not lost on the fans, who saw their teams as the personification of local pride, the proof of their city's strength and prominence. As with all sports, a team's record has a direct correlation to the mood of the local population. Just ask the people of Cleveland—home of the Indians, Browns, and Cavaliers.

Back in 1960, when it came time to select new cities as potential AFL franchise centers, what usually made the difference between selection and rejection were the city's numbers—their demographics. Is the city large enough to support a team? How many males between ages 18 and 45? What's the projected population growth? The per capita retail sales? These were the kinds of things an owner had to know about his city if he hoped to be awarded a franchise. Recently, however, a different kind of location strategy has emerged. It, too, has a lot to do with numbers—but, in this case, the numbers are more about dollars than about people.

It began with owner Al Davis's famous move of the Raiders from Oakland to Los Angeles. Davis said he had a right to go where the money was. The league bosses said he couldn't do that. The courts said he could. Thus the door was opened for other team owners to follow suit and follow the money. So far, only one other major defection has occurred. The Colts, formerly of Baltimore, were courted by half a dozen different cities when their owner, Robert Isray, made it known he wanted a change of scene. Birmingham, AL, Jacksonville, FL, Phoenix, and Memphis were all in the running, but the city of Indianapolis was the eventual winner. How much of the final decision can be credited to demographic data? Well, we posed that question and a few others to David Frick, who was the city's chief negotiator in the drive to bring the Colts to Indianapolis.

Were there any demographic studies done as part of your proposal?

Yes. The NFL had been talking about expanding, and in conjunction with our making a bid for a franchise, we asked SRI [Stanford Research Institute] to prepare a report comparing us with other cities that were in the running. It took the form of a comparative analysis between Indianapolis and these five cities, and it also showed how we stacked up to existing franchise cities.

What types of data were covered?

Everything and anything. Income, sales, TV viewing habits; naturally there's a big concern with potential revenues from national and regional telecasts. I could even tell you how much beer the average Indianapolis fan consumes. They [SRI] were very thorough. We feel they did a tremendous job.

Do you think this was a factor in the Colts' decision to make the move?

Certainly they were impressed. I'm sure it made them feel more secure knowing that we could support a franchise here, although the report wasn't prepared specifically for the Colts' situation.

Do you think demographic data are important for this type of thing?

Definitely. You've got to prove your market. It's the same with any business today. At the decision-making stage, we needed to be able to supply them with empirical data, presented in a professional way. It's an absolute necessity these days if you want to be properly prepared.

One final note: Recently, rumblings have been heard from Philadelphia, where a deal was in the works to move the Eagles to Phoenix. As of this writing, however, the team ownership has indicated the Eagles will stay in the City of Brotherly Love. Now the talk is of Buffalo. Who will be next? Well, with cities like Indianapolis and Phoenix honing their statistical swords, it looks like the battle for big-time status is just beginning.

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey:

From New York to [illegible] Bay:
The bigges[illegible]
and their in[illegible]

Rank/Metro	Population (thous.)	Median household
1 New [illegible]	8,241.8	22,603
2 Los [illegible]	7,719.1	25,280
3 Ch[illegible]	6,028.5	27,453
4 Ph[illegible]	4,225.1	26,120
5 De[illegible]	4,346.9	[illegible]
24 Cincinna[illegible]	1,395.0	24,753
25 New Orlea[illegible]	1,330.5	22,348
26 Indianapoli[illegible]	1,180.4	24,831
27 Buffalo	968.5	24,[illegible]80
[illegible] Green Bay	180.6	26,0[illegible]

Source: S[illegible] 1984 Survey of Buying Power, [illegible] & Marketing Management

and observes its effectiveness against an untreated plot. In 1984, Cyanamid ran 1,800 tests for such customers as Conrail and the Seaboard Railroad, and plans to continue the program this year.

Late last year, Cyanamid made its first overseas sales of Arsenal. Galley is confident that this year his sales and marketing team's legal and biological expertise will "establish a presence for Cyanamid in a market in which it has never been before." S&MM

SALES PRESENTATIONS

Letting the product speak for itself

When it comes to presenting an advertising message in novel fashion, AudioCom, Inc. believes it has a worthy approach. The small, Auburn Heights, MI, company is marketing an unattended low-power AM radio transmitter that incorporates a continuous-play cassette recorder—just right for selling real estate, automobiles, and restaurant specials, it figures.

Since the company was started eight months ago, it has sold some 1,500 of the $495 units (retail), concentrating primarily on realtors who have found them useful for touting the attributes of available homes. House hunters need only pull up outside a listed property and turn their AM radios to a signposted frequency to activate the unit set up inside the house. The next target for the device, called AMCAST, will be shopping centers, notes vice president Nick Kesslering.

He insists that the biggest obstacle to sales is convincing potential customers that the product is a dependable selling tool, not just a fad. Randy McKechnie, a Century 21 broker in Arlington, TX, isn't so sure that's true. He bought six of the units and is using them to market properties as "talking houses." "But they're more useful in attracting listings than buyers," insists McKechnie, who can only indirectly tie sales to the machine. "Once the novelty wears off, their usefulness declines," he says. S&MM

SALES FORCE HIGHLIGHT

For salesmen, aircraft; for saleswomen, iron & steel

Maybe the movie *Flashdance*, with its female steelworker dreaming of a ballet career, wasn't so far off the mark. The manufacturing sector's hightest-paid saleswomen are in the iron and steel industry, with mean earnings of $13,945, a new Census Bureau report on occupational earnings, based on the 1980 population census, shows. Salesmen in the aircraft and space vehicles industry led their male peers with $28,788.

Mean earnings of manufacturing salespeople

Manufacturing Industry	Salesmen	Saleswomen
Aircraft, space vehicles	$28,788	$13,671
Apparel	28,679	8,280
Textile-mill products	28,515	8,779
Furniture	27,598	9,919
Paper	26,266	11,778
Other nondurable goods	25,395	8,762
Iron & steel	25,235	13,945
Other durable goods	25,045	10,409
Nonelectrical machinery	24,492	13,370
Electrical machinery & equip.	24,480	11,806
Rubber & plastics	24,387	9,905
Primary nonferrous metals	23,990	11,488
Chemicals	23,502	12,534
Motor vehicles	23,126	12,305
Fabricated metals	23,088	10,137
Other transportation equip.	22,583	8,845
Lumber & wood	22,209	9,595
Stone, clay & glass	22,168	9,222
Food & beverage	17,931	6,485
Printing & publishing	17,609	8,503
All-manufacturing	**$24,020**	**$10,171**

Note: Earnings are for the year 1979.
Source: Census Bureau, *1980 Census of Population: Occupation by Industry, PC80-2-7C.*
*Sales & Marketing Management.

MANUFACTURERS' REPS

Reps vs. direct: A need to think again?

The decision between a direct sales force and manufacturers' reps is usually based on what the particular industry itself believes in and the "truths" that prevail. An example of the latter: a direct sales force is the better choice if (1) replacing people who sell for you is likely to be difficult because of their skills or experience; (2) evaluating sales per-

C1200-1

S&MM

SALES & MARKETING MANAGEMENT

FEBRUARY 4, 1985
A BILL PUBLICATION
FIVE DOLLARS

SHO209087-230717017 AVV-DEC09
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA
MD 20814

MARKETING UPS AND DOWNS:

DEERE SAILS; HARVESTER AILS

Page 30.

How to keep hold of company secrets

On with the sell!: Special Section on trade shows

S&MM

FEBRUARY 4, 1985

CONTENTS

SALES MANAGEMENT

16 Retailing
Ford's loss is Toyota's gain

16 Sales force development
Regina's new sales force cleans up

17 Sales strategy
Breaking your own rules may be worth it

17 Changing markets
AHS manufactures a new market

MARKETING MANAGEMENT

20 Media
Getting doctors where they live

20 Predictions
Leo Cherne's 45th crystal ball

20 Selling a service
HSMAI teaches members to plot the future

21 Turnaround
Brunswick rolls back to profitability

22 Advertising
Radisson makes a name for itself

22 Retailing
Walgreen says location is the foundation

22 Customer relations
Food stores are fed up

24 Crossover products
Private pay phones make a call

COVER: In a shaky industry, how does one company increase its market share by 9% while another loses 5%? Simple. John Deere triumphed by spending to get sales. International Harvester sliced selling costs—and cut sales. Page 30.

FEATURES

34 Compact discs sing a hi-tech success story
From hobbyist's plaything to mass market hit in two years.

37 Buttons meet the twentieth century
After 172 years, Waterbury Cos. tries to take blazer buttons' brand name.

39 You can keep a secret
How to make sure that, when a salesperson leaves, inside information doesn't leave with him.

SPECIAL SECTION

47 Trade shows: On with the sell!
- How to win at the show
- In Düsseldorf, a show of shows
- Data General computes a hit

NEWSLETTERS

28 Industrial newsletter
75 International newsletter
27 Marketing newsletter

DEPARTMENTS

79 Advertisers' index
70 Books
45 Changes in the news
62 Computer in sales & marketing
66 Cooperative advertising
21 Corporate travel
14 Demographics in action
6 Editor's side pocket
60 Ideas you can use
10 Jaundiced eye
8 Letters to S&MM
44 Marketers, et cetera
76 On the road
19 S&MM Predicts
13 S&MM Viewpoint
78 Sales mart
68 Sales strategies
80 Significant trends
83 Worth writing for

S&MM's cover by Robert Altemus

VOL. 134, NO. 1 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $85. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

© Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

Setting industrial ad budgets

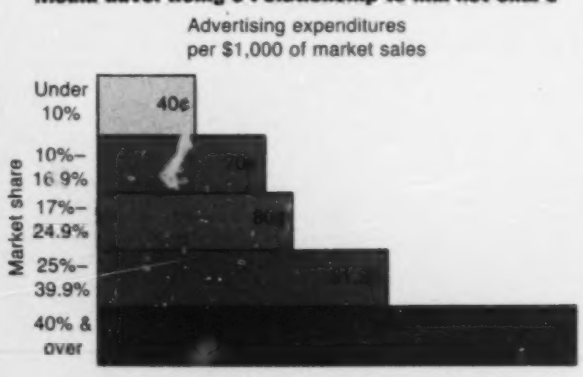
Industrial marketers should look beyond their own sales when setting media advertising budgets, according to a recent study by Cahners Publishing, Boston. Upshot of the study: Targeted share-of-market may be a more reliable yardstick for advertising spending than the conventional share-of-sales rule of thumb.

The publisher commissioned Strategic Planning Institute (SPI), Cambridge, MA, to analyze its PIMS (Profit Impact of Marketing Strategy) data base that contains the operating experiences of more than 1,000 individual businesses with histories that range from 4 to 10 years. Focussing on 600 industrial-type businesses, SPI found a positive correlation between market share and advertising spending. That is, the fatter the market share, the greater the amount of spending on advertising. Businesses with less than a 10% market share spent 40¢ per $1,000 of market sales on advertising compared to $2.00 by those businesses with 40% or more market share.

Consumer goods marketers have long appreciated the relationship between market share and ad spending. However, according to Jerry Neth, vice president of planning in Cahners' magazine division, the SPI analysis provides the "first quantifiable proof" that the rule is equally valid for industrial marketers.

"Industrial marketers should be governed by the rules of the marketplace," he says. "If a company has a 10% market share, they are looking at a market with 10 times their own sales, hence it should set its budget based on the total marketplace. If that company wants to increase its market share to 20%, rather than just spend money in proportion to its own sales, it should look at what companies with a 20% share are spending and match their levels."

Media advertising's relationship to market share



Source: Cahners Publishing Co., *How Much Do Companies Spend on Media Advertising?*, Report No. 2100.01.
*Sales & Marketing Management.

SPI also examined other influences on industrial ad budgets. Companies with broader product lines spent $1.30 per $1,000 of market sales vs. 90¢ by those with narrower offerings. And businesses spent $1.10 per $1,000 of market sales advertising standard products compared to 80¢ for made-to-order products, the reason being that the latter are less threatened by available substitutes.

JD defines vertical restraints

There are lots of ways for manufacturers to restrain the trade of their products—some legal and some illegal, reminds the Justice Dept. (JD). Trouble is, deciding how to tell has been an onerous chore for marketers who have followed often conflicting advice from their attorneys. The JD says it wants to set the record straight.

Slated to be unveiled by the JD at presstime was its first *Vertical Restraints Guide*, aimed at informing both business and the courts just how it views such practices as exclusive dealer contracts, territorial and customer restrictions, and tying arrangements. It hopes judges will refer to the teachings when deciding whether specific nonprice restraints pose a threat to competition.

The guidelines offer a two-stage process to weigh questionable practices. The first would measure a company's market power against an index to evaluate the impact of its restraints. If it's decided the company has a small enough share of an unconcentrated market, no further examination is needed. If it doesn't pass muster, the JD would take a closer look at other areas, such as concentration levels and ease of entry in both supplier and dealer markets.

When analyzing tying arrangements, for example, the department would consider whether the party imposing the tie has a market share of 30% or less in the market for the tying product. If so, it's legal unless the agreement clearly restrains competition. If it's more than 30%, a closer look is taken. The final test, of course, is whether the practices hurt consumers.

Paul McGrath, who heads the Antitrust Div., said he intended to release the guidelines before returning to the private sector this month. He said the department would promote their use in screening out "nuisance" cases against vertical restraint practices.

C1200-1

1985
SURVEY OF SELLING COSTS

SALES & MARKETING MANAGEMENT
FEBRUARY 18, 1985
A BILL PUBLICATION
THIRTY-FIVE DOLLARS

Section I: Survey Features
SCI, CPC, SCEI, ROE—what do they mean? Page 9.

Section II: Metro Sales Costs
Meal, lodging, and transportation costs for 86 major U.S. metros. Page 41.

Section III: Compensation
Salary and commission rates by industry. Benefit programs. Page 55.

Section IV: Sales Meetings & Sales Training
Rates and facilities in major cities. Conference centers, airport hotels, and training costs. Page 65.

Section V: Sales Support & Incentives
Trade show costs. Advertising expenditures. Selected incentive destinations. Page 103.

Section VI: Transportation
Fleet car operating costs. Auto-rental rates. Air fares. Relocation costs. Page 115.

PLUS

1985 Selling Expense Report
Survey Short Takes and a list of Survey contributors.

SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814
S#0209087-230717017 AVA-DEC96

S&MM

FEBRUARY 18, 1985

CONTENTS

SECTION I: SURVEY FEATURES

10 **SCI, CPC, SCEI—what all those initials mean**
An examination of the terminology and features in this year's *Survey*, covering the Selling Cost Index, Cost Per Call, and other pertinent points.

11 **S&MM's Selling Cost Index (SCI)**

12 **Survey Short Takes**
A selection of items from a number of industry sources covering tipping, receipts, fleet car costs, and some additional areas of interest to the sales executive.

12 **1985 SCI forecast: Increases big and small**
In addition to current selling costs, this feature estimates 1985's increases and tells you what to watch for.

14 **Canada: S&MM's Canadian Selling Costs Index**
Meal and lodging rates since 1974, showing how prices compare north of the border for those weekly expenses.

25 **Return on Entertainment: A new bottom-line approach**
Noted cost consultant Jerry McNamee discusses the importance of getting a grip on your sales entertainment expenses—before they get a grip on you.

25 **The five types of salespeople**
Definitions for the categories studied in this year's *Survey*.

31 **The Selling Expense Report: A new look at an old feature**
A look at the reasons behind the inflationary increases in field sales expenses, as well as the full budget forecast for 1985.

37 **How to create your own Sales Call Efficiency Index**
Instructions for weighting your cost-per-call figures so they more realistically reflect the territory's characteristics.

39 **Information please**
A list of contributors to the *Survey*, for those in need of further information.

40 **Step-by-step sequence in preparing a sales costs budget**

HIGHLIGHTS

26 Corporate cards and the industries that use them
28 S&MM's regional and national selling cost averages and per diem indexes: 1984
28 How regional per diem costs are changing
31 How direct sales costs are changing
32 **S&MM's 1985 cost per call: Breaks the $100 mark**
33 Cost per call by type of salesperson
34 High-cost markets and low-cost markets
35 Where sales costs are rising the fastest
35 Average travel & entertainment spending by industry

COST PER CALL DATA

36 I-1 Typical salespeople's call patterns
I-2 Direct sales costs of salesperson's call
I-3 Direct sales costs per salesperson's call
I-4 Cost per call by effective call days per week
37 I-5 How to compute your salesperson's call patterns
I-6 How to compute your salesperson's direct sales costs
I-7 How to compute your salesperson's per-call costs
38 I-8 Territory concentration factor
I-9 Step-by-step sequence for building a Sales Call Efficiency Index

SECTION II: METRO SALES COSTS

42 **II-1 Selling costs in 86 major U.S. markets**
52 II-2 Selling costs in major Canadian markets
53 II-3 Meal & lodging tax rates by metropolitan market

(continued on next page)

VOL. 134, NO. 3 S&MM [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. Copyright S&MM [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP MPA BPA ABC

S&MM CONTENTS *(continued)*

SECTION III: COMPENSATION

56 III-1 Salespeople's annual compensation
III-2 Sales force selling expenses as a percentage of sales in major industries
57 **III-3 Total selling expenses as a percentage of company sales**
III-4 Alternative sales compensation and incentive plans
58 III-5 How salespeople's total compensation is growing
59 III-6 How compensation for sales-support personnel is growing
62 III-7 Average earnings of experienced sales reps
III-8 Benefits paid by companies
III-9 Earnings of salaried reps by selected industries
63 III-10 Starting salaries of trainees with college degrees
III-11 Starting salaries of college graduates to be hired
III-12 Salary satistics for M.B.A. graduates entering marketing

SECTION IV: SALES MEETINGS AND SALES TRAINING

66 Step-by-step sequence in preparing a sales meeting budget
68 IV-1 Average cost of sales training per salesperson
IV-2 Sites most frequently used for sales training
69 IV-3 Length of training period for new salespeople
70 **IV-4 Sales meeting costs**
86 IV-5 Selected conference centers
90 IV-6 Selected resort hotels
98 IV-7 Selected airport hotels
100 IV-8 Selected budget motel chains

SECTION V: SALES SUPPORT & INCENTIVES

104 V-1 Selected incentive travel destinations
106 **V-2 Selected incentive cruises**
V-3 Use of commission dollars by rep agencies
108 V-4 Expected increases in 1985 trade show costs
V-5 Audiovisual equipment purchase costs
110 V-6 Audiovisual equipment rental costs
V-7 Typical trade show exhibit costs
112 **V-8 Estimated advertising percentages in selected industries**

SECTION VI: TRANSPORTATION

116 VI-1 Fleet car operating costs by region
VI-2 5-year forecast of fleet car costs
VI-3 Automobile fleet purchase costs
120 VI-4 Auto mileage reimbursement plans
VI-5 Annual operating costs—manual vs. automatic transmission
VI-6 Annual operating costs for selected 1985 model cars
VI-7 Breakdown of fleet car operating costs
122 VI-8 Sources of autos used by salespeople
VI-9 Operating costs by car size in standard city
VI-10 Fuel costs and consumption by car size
VI-11 Air fares for the 25 most travelled routes
124 VI-12 Average cost of moving between selected cities
126 VI-13 Standard and economy car-rental rates
127 VI-14 Average cost of 15 frequently made moves

130 Advertisers' index
128 S&MM Sales Mart
133 Worth writing for

Survey features

The 1985 Survey of Selling Costs
SCI, CPC, SCEI—
what all those initials mean

Three of the more often-used features of *Sales & Marketing Management's* annual *Survey of Selling Costs* are many times referred to by their initials, causing some confusion for those unfamiliar with what they stand for and what is involved in calculating each one. Because of this, a definition of each of these terms is listed below.

Selling Cost Index. This is a figure developed exclusively by S&MM that indicates the overall increase (or decrease) of projected field sales costs over the last decade. Beginning with weekly costs for the year 1972, a metro market average covering the three basic expenditures—meals, lodging, and auto rental—has been calculated from the 86 major metro areas covered in Survey **Section II.** This index allows sales executives to chart the annual rate of increase in their basic costs, with 1972 acting as the current base (1972 = 100) (page 11).

Cost Per Call. S&MM's annual cost-per-call estimates show the average cost of making a sales call across a range of five different types of salespeople for consumer, industrial, and service companies. Other cost-per-call estimates, most notably those published by McGraw-Hill, Dartnell, and Cahners, are typically higher than those recorded in the *Survey of Selling Costs*. In most cases, the stricter definitions involved in S&MM's methodology, such as limiting data to those titles below the level of regional and district manager, are a contributing factor in what we feel to be a more accurate assessment of these costs (page 33).

Sales Call Efficiency Index. The SCEI allows the formulation of individual cost-per-call figures that are weighted according to specific market characteristics. For example, a simple calculation that divides the number of calls per year into total costs without considering questions of local price differences and/or territory layout does not provide a fair representation of individual salespeople's performance. By using this formula, a more equitable appraisal of per-call costs by territory can be made (page 37).

This year's *Survey* contains some major changes up front. The editorial section has been revamped, starting with the Survey Short Takes that appear on page 12. These items have been selected from a number of highly regarded industry sources—names like PHH Travel Expense Management, Runzheimer International, and American Express—and are combined with a selection of items from recent issues of S&MM that contain information on selling expenses, T&E costs, and other issues of interest to those involved with the budgeting and operation of their sales force. We have included features on the rising tide of expenses in the area of sales entertainment and also current cost estimates for such things as telephone sales, air fares, and other peripheral expenditures as reported in PHH's Selling Expense Report (page 31). In addition, our regular statistics covering metro sales costs, compensation, meetings, training, incentives, and transportation are all here—as well as the three items listed above. All in all, a collection of data that provide answers to the many important questions asked by managers and sales executives as they continue to wage the battle against rising costs.

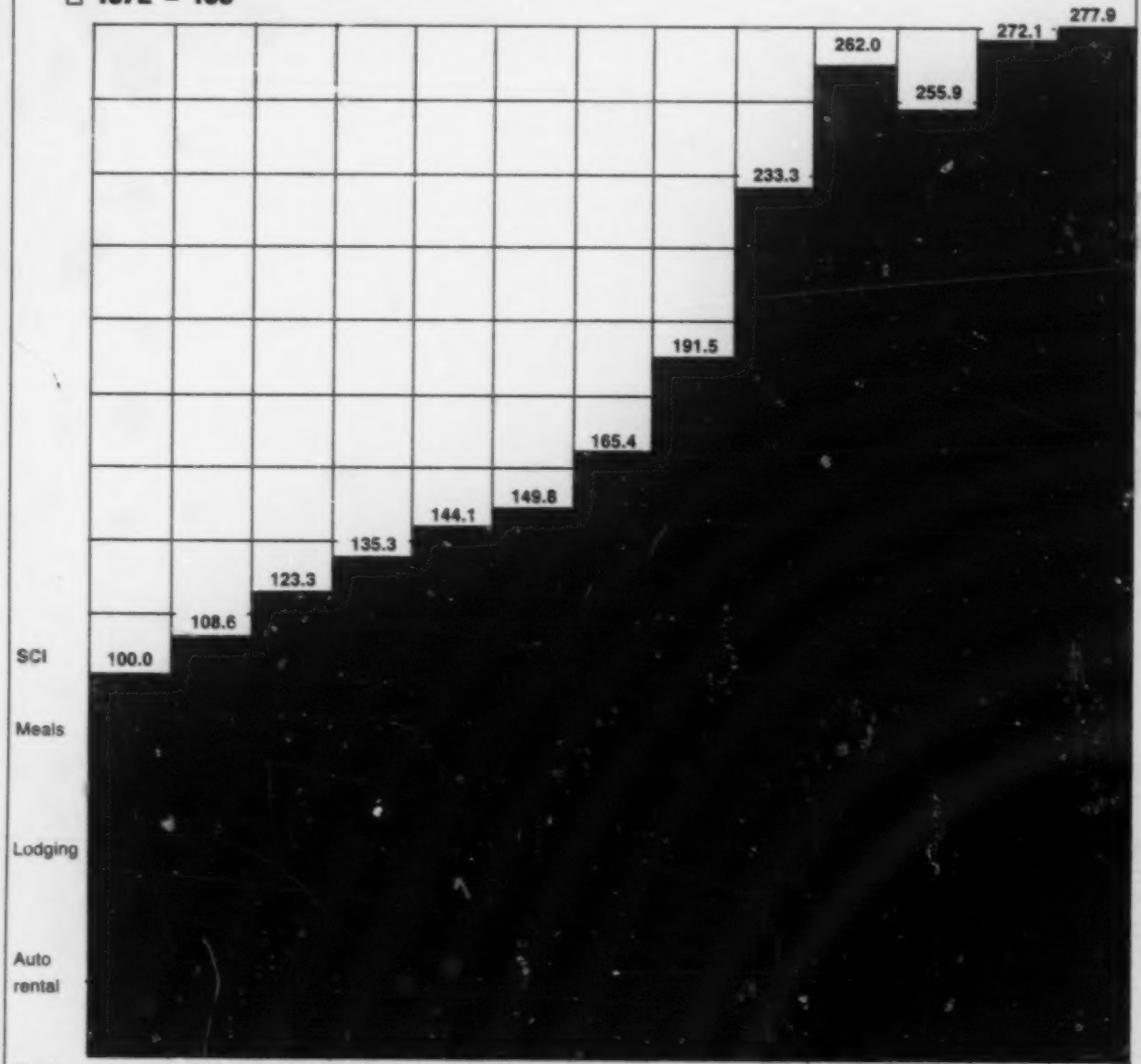
S&MM's Selling Cost Index 1972–84

The **Selling Cost Index (SCI)** is calculated by "costing out" a typical five-day week for a salesperson, based on the figures from the 86 metropolitan markets profiled in Section II (page 42). Sales expenses are computed for the three basic costs: **Meals** (including two drinks per day), single-room **Lodging**, and **Auto Rental**, which includes mileage and gasoline for 250 miles. Taxes are not included, since they vary too widely between markets (see Table II-3, page 53). Also excluded are intercity travel costs, such as air, rail, and bus, since they don't occur as often as the regular SCI components.

An 86-market average is computed for each SCI component, and the three resultant figures are added together, producing the overall U.S. total.

In 1984, a typical week in the field cost the average salesperson $695.90. The base year for the SCI is 1972, when a typical week's costs came to $250.45. The annual SCI figure is derived by dividing the current year's dollar total by the base year's dollar total, producing a 1984 SCI of 277.9.

1 S&MM's U.S. Selling Cost Index (SCI) 1972 = 100



	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984
Total	$250.45	$272.05	$380.05	$388.75	$361.00	$375.25	$414.25	$479.50	$584.25	$655.25	$641.00	$681.00	$895.90

Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.* Reproduction strictly prohibited.

Survey short takes

Tipping

When it comes to tipping, every one of us has to ponder the questions: How much? Who? Where? When? What seems to be a minimal business expense could actually be costing you thousands of dollars each year. We don't advocate eliminating tips. But we do advise that you take a look at the philosophy behind your tipping practices. Do you tip based on embarrassment? If you are not satisfied with the service, don't tip. Tipping for poor service will only reinforce a degeneration of service quality. Tips should be earned—not merely expected. When it comes time to update your travel policy, why not address tipping? Here are some guidelines:

- Avoid tips for baggage handling. Travel light and use carryon luggage whenever possible.
- Don't draw on your cash reserve; tip on credit cards whenever you can.
- Has a service charge been added to your bill? No need to tip further, unless you'd like to add a modest tip for extraordinary service.
- How much for food and beverage service? Unless you've requested special service, a maximum of 15% for full meal service and 10% for drinks is sufficient. If you receive a separate check for the services of a wine steward, tip a reasonable amount but not necessarily a percentage.
- Room service usually includes a service charge which goes to the server. If unsure, check when you phone for service.
- Taxi drivers should be tipped 15%—possibly less if there was no help with your bags.
- Remember, do not tip for poor service—anyone, anyplace, anytime!

One interesting note: If you have international travellers, be sure they check the tipping customs for each country. In some places, tipping could be considered an insult and would not be recommended.

—PHH Group Travel Expense Management Systems

Cost control

A series of seminars to help corporations control rising travel costs is being held throughout the country, beginning in 1984 and continuing this year. Conducted by Management Alternatives, a travel expense management group, each of the two-day seminars covers such topics as how to take advantage of the changes brought about by airline deregulation; how to keep up with ever-changing fares; and developing a corporate travel policy and a usable travel manual. Seminars al-

2 1985 SCI forecast: increases big and small

After another year of intense competition in both the auto-rental and hotel industries, Sales & Marketing Managment's projection of the 1985 Selling Costs Index (SCI) shows a slightly more conservative estimate of increases in overall field selling expenses. Last year's estimated rise of 6.2% proved to be far beyond the actual increase of just over 2%, mostly attributed to the continuing chaos in the auto-rental market, where prices are still in flux. Since 1981, when the SCI showed a weekly auto-rental figure of $340.00, this component has had its ups and downs, and actually decreased by 3.2% between 1983 and 1984. Consequently, this year's auto-rental estimate has been cut to a more modest 2.3% increase, an indication that stability in this industry is not yet assured.

Individual components in this year's SCI estimates all show increases, although the variance in these figures is far greater than in last year's projections. The total weekly expenditure estimate of $731.65 translates into a 5.1% rise overall, as opposed to last year's estimated increase of 6.2%. This is still a welcome change from the increases of more than 10% that were the norm in the late 1970s.

- Meal costs (food & drink) are expected to show a 4.9% rise this year, according to the National Restaurant Assn. This is due to a moderate increase in food prices, coupled with a 4% increase in labor costs.
- Auto-rental costs, based on data gathered by Runzheimer International, will increase only slightly, after posting a 3.2% decline last year. This was only the second time in recent years that rental costs fell, and with many price wars still raging, this figure may be difficult to pin down.
- Lodging rates are estimated to rise the most of any of the three SCI components with an 8% increase in 1985. According to Laventhol and Horwath, a continued rise in hotel occupancy rates is the major contributing factor in this increase.

Overall, the average weekly cost of keeping a salesperson on the road this year is estimated to be $731.65, a 5.1% increase over last year's figure of $695.90. The more conservative increases of recent years will continue to result in fewer of the heavy cuts in sales force expenditures that were instituted following the runaway increases of the 1970s. Good news for both salespeople and sales managers.

S&MM's projection of 1985 Selling Costs Index (SCI)

	Average Weekly Cost 1985	1984	% Increase (Est.)
Food & drink	$165.75	$158.00	4.9%
Auto rental	270.50	264.40	2.3
Lodging	295.40	273.50	8.0
Total	**$731.65**	**$695.90**	**5.1%**
Selling Costs Index	**292.15**	**277.85**	**5.1%**

Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.* Reproduction strictly prohibited.

ready scheduled for this year include: Feb. 26–27, Marriott West Loop, Houston; Mar. 12–13, Royal Sonesta, Cambridge, MA; Mar. 26–27, Marriott Downtown, Chicago. Scheduling for the remainder of 1985 can be obtained through Management Alternatives. The cost of the seminar (which may be tax deductable) is $595 for one person from a company, $495 for the second person, and $395 for the third. Write: Management Alternatives, P.O. Box 8119, Stamford, CT 06905.

—S&MM, Oct. 8, 1984

Agent rebates

Air travel rebates from your travel agent can help reduce expenses. Almost 40% of U.S. companies receive such rebates, either as discounts on airline tickets or as a percentage of the agent's income from bookings. The agents themselves receive a 10% commission from the airlines; those who give their client companies rebates give an average of 3.1%. These figures come from a survey of 92 travel managers conducted by Runzheimer International. Rebates are often reimbursement for services handled by the company's own corporate travel department; for example, a company may make its own airline reservations and the travel agent simply provides the ticket. Or, if a company gives an agent a great deal of business, the agent may give the company some form of rebate in order to keep that business. Companies with travel budgets of less than $500,000 seldom receive rebates from travel agents, the study shows.

—S&MM Apr. 2, 1984

Receipts

Requiring receipts only for expenses over $25 invites waste and can encourage your employees to take advantage of the company. If employees know that they will not be required to document all their spending at the end of a trip, they will be far less likely to keep track of every dollar spent. Even if they do not intend to defraud the company, they'll be far more likely to estimate or round off breakfast, lunch, or taxi costs when they fill out their expense reports. Remember, employees rarely round down or underestimate their expenses.

In addition to stipulating when receipts are required, it is necessary to specify what kinds of receipts will be accepted. For example, receipts that are given to travelers with amounts entered, such as restaurant "tear tabs," are of little value to a company seeking greater control. If you issue a travel and entertainment (T&E) card to your employees, require them to use the card for all travel expenses that can be charged. That way, you will have a dual record of each charge—the receipt turned in with the expense report and the listing of the charge on the monthly card statement—as well as uniform receipts from all employees. Use of a T&E credit card also simplifies the process of completing expense reports,

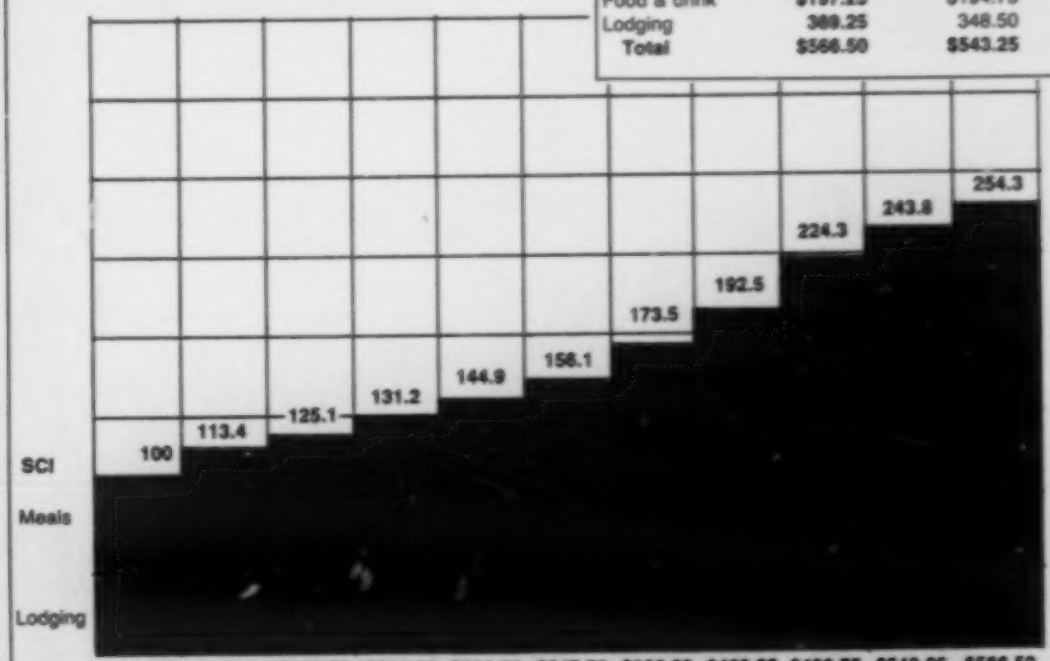
3 CANADA

S&MM's Canadian Selling Costs Index (SCI) 1974 = 100

Increases in Canadian field selling costs*

	1984	1983	% Increase
Food & drink	$197.25	$194.75	1.3%
Lodging	369.25	348.50	6.0
Total	$566.50	$543.25	4.3%

*Canadian dollars



Note: All figures are shown in Canadian dollars. Auto-rental figures do not appear, since figures for 1984 were unavailable. Costs for previous years can be found in S&MM's 1982 Survey of Selling Costs.

Source: Sales and Marketing Management's 1985 Survey of Selling Costs. Reproduction strictly prohibited.

since receipts show the exact amount charged, the date, and the name of the establishment (information that is also valuable for Internal Revenue Service [IRS] purposes).

—The American Express 1984/1985 Survey of Business Travel.

Fleet costs

Managers of sales car fleets are turning to the computer for a firmer grip on salespeople's travel costs. Nearly one of every five (19%) fleet managers will use the computer to "gain greater control over fleet maintenance programs" this year, according to a survey by Runzheimer International, Rochester, WI.

Some of the ways managers said they will tap the computer, says the survey: To "computerize post-maintenance scheduling; establish maintenance lease with computer reports; originate a documented, computerized post-maintenance program; use of in-house microcomputer within garage for costing and tracking; and entering into a computerized cost-control program using monthly data on mileage and fixed and operating expenses, which will then be combined in statistical audits."

The report sums the matter up by saying, "Computers, as the key to maintenance program improvements, will allow managers to manipulate and analyze fleet cost data in new ways."

—S&MM, Mar. 12, 1984

New tax rules

The salesperson's traditional bias against paperwork will be strained even more, thanks to the tax bill passed by Congress in July. In addition, the new laws, aimed at pumping $50 billion into the treasury each year, include stricter business-use requirements that will govern whether investment tax credits and depreciation can be taken on property used for entertainment and recreation.

Mainstay of the new law is a 50% test that governs deductions for personal property used at least half the time for business. For employees who use their own cars, for example, the law means keeping more scrupulous records than ever, so that actual usage can be verified and a new formula for write-offs can be applied. Drivers must now maintain log books detailing their trip mileage and business purposes—not summaries written on the night of Apr. 14.

The same 50% test applies for write-offs of other personal property—except personal computers, which are covered separately. The act penalizes purchases of luxury cars for business, although not as severely as had been proposed. Cars costing more than $16,000 will take longer to write off, while the first-year investment credit will be limited to $1,000, not 6% as for other autos.

The new law also resolves a long-standing tug-of-war between Congress and the IRS over employee fringe benefits such as discounts, no-additional-cost service, and working condition fringes. In short, the new rules will continue existing practices regarding traditional tax-exempt benefits (such as air-fare discounts for airline employees), but will tax any benefit not specifically excluded. Six categories of benefits are stipulated which are deductible if employed on a nondiscriminatory basis. Example: Discounts on purchases of employee-made products or services will be excluded from income if the discount does not exceed the employer's gross profit percentage, based on the price offered to customers. Discounts for services may not exceed 20% of the price to customers.

—S&MM, Aug. 13, 1984

Rental tips

If your company's total auto-rental bill is substantial, you may be able to realize significant savings in the following two areas:

- Gasoline—Encourage your frequent travellers to return rental cars with full gasoline tanks. The price most rental companies charge for refueling is commonly much higher than what your employees would pay for gas locally.
- Insurance—Make sure your travel policy specifies whether employees should accept or decline car-rental insurance. It may be worthwhile to check with your company's insurance specialist to determine if this extra expense is necessary on every car rental.

—The American Express 1984/1985 Survey of Business Travel

Travel expenses

Getting there is nearly half the cost. The single highest travel expense is air fare, according to Runzheimer's *1984–85 Survey and Analysis of Business Travel Policies & Costs*. The next highest expense, says the survey, is lodging.

For every travel dollar spent, 44.2¢ pays for air travel, while 24.5¢ is spent on lodging. Meals and car rentals account for another 14.4¢ and 9.5¢ of the travel dollar, respectively. Miscellaneous items, such as entertainment and taxis, account for just 7.4¢. According to the survey, companies have recently changed their travel policies to better control these costs. In the past two years, 62% of companies surveyed have worked to reduce high costs by requiring their travellers to fly on the lowest available fares. Just over half of the companies have moved to limit their first-class air travel.

Other policy changes include negotiating car-rental and hotel rates, enforcement of a closer adherence to company travel guidelines, the requirement to use vendors with whom special rates have been negotiated, and limiting entertainment expenses. Negotiating car-rental and hotel rates helps to slash travel costs. By negotiating, companies have saved 7% of their annual hotel tab, for a median reported savings of $8,664 and saved 12.6% of their car-rental bill for a median savings of $6,018. Savvy negotiators will realize sharper discounts with car-rental companies because nationwide competition is greater than among hotels.

***Runzheimer Survey and Analysis of Business Travel Policies & Costs,* Runzheimer International**

Return on Entertainment: A new bottom-line approach

By JERRY McNAMEE
President
J.D. McNamee and Associates

Having served at various points in his career as a sales counselor, consultant, company representative, and salesman himself, Jerry McNamee has a thorough knowledge of the problems, skill requirements, and challenges confronting people handling customer contact today. A recipient of a Ph.D. in Counseling and Testing from Ohio State Univ., McNamee is author of *Transitions*, a soon-to-be-published book analyzing the classic evolutionary stages in the personal lives and career paths of businesspeople.

For many years, salespersons' entertainment expense accounts were treated as a sacred cow in business. Companies, large and small, traditionally ignored this major expenditure as merely a "cost of doing business." Rarely did they try to analyze or account for it.

Yet, sales entertainment expenses have exerted a strong influence on the overall bottom line. For example, let's take a mid-sized company with revenues in the $37 million range. Say this company has a sales staff of 35. Industry statistics indicate that the average cost of entertainment for each salesman per year is somewhere between $6,000 and $10,000. This only covers such items as lunches and dinners, tickets to shows and athletic events, and the like. If a company maintains other facilities, such as deer leases and hunting lodges and aircraft, the cost of entertaining clients and customers can go much higher.

So, a $37 million company with 35 salespeople could well expect to spend a minimum of anywhere from $210,000 to $350,000 per year on basic entertainment expenses.

If an item of this magnitude showed up in any other area of a company's business operations, it would get a long hard look from the corporate finance and accounting departments. But a lot of companies, in the past, routinely approved and rubber-stamped the sales entertainment expense report.

All of this is now changing, however, as more companies realize that this thing called Return on Entertainment (ROE) *can* be measured and controlled. Used properly, ROE can be an important factor in a company's profit improvement strategy. These days, businesses can no longer afford the luxury of ignoring ROE. In a period when the sales effort is tougher than ever, companies—and their customers—can no longer waste time and money on entertainment that doesn't produce desired sales results.

By conducting a sales audit and examining ROE, a company can determine which individual salespeople are getting the most effective (or ineffective) use out of the entertainment dollar.

ROE is no mystery. There is a fixed formula for determining how it functions within a company. First of all, keep in mind that there are only four basic kinds of sales entertainment encounters:

1. Reward. The salesperson has received an order and wants to

4 The five types of salespeople

These are the five categories of salespeople studied in S&MM's annual Survey:

Account representative—A salesperson who calls on a large number of already established customers in, for example, the food, textiles, apparel, or wholesaling industries. Much of this selling is low key and there is minimal pressure to develop new business.

Detail salesperson—A salesperson who, instead of directly soliciting an order, concentrates on performing promotional activities and introducing products. The medical detail salesperson, for example, seeks to persuade doctors, the indirect customers, to specify the pharmaceutical company's trade name product for prescriptions. The company's actual sales are ultimately made through a wholesaler or direct to pharmacists who fill prescriptions.

Sales engineer—A salesperson who sells products for which technical know-how and the ability to discuss technical aspects of the product are extremely important. The salesperson's expertise in identifying, analyzing, and solving customer problems is another critical factor. This type of selling is common in the chemical, machinery, and heavy-equipment industries.

Industrial products salesperson, nontechnical—This salesperson sells a tangible product to industrial or commercial purchasers; no high degree of technical knowledge is required. Industries such as packaging materials or standard office equipment use this type.

Service salesperson—A salesperson who sells intangibles, such as insurance and advertising. Unlike the four preceding types, those who sell services must be able to sell the benefits of intangibles.

say "thanks" to the customer, or, it could also be an occasion where the salesperson wants to acknowledge an old and valued customer in a nonoffice atmosphere.

2. Prospecting. The salesperson has learned about a new company and wants to find out how to penetrate this potential business in the right way. Through preliminary screening, he discovers the prospect's likes and dislikes, and designs an entertainment agenda that's compatible with the prospect's style. Some customers do not want to be lavishly entertained. In fact, they may even resent it. Using entertainment as a prospecting tool, the salesperson can determine who wants what and stand a better chance of making the sale. This also includes protocol and etiquette—a situational approach.

3. Information exchange. In this "state of the art" session, the salesperson gets an update and some insight into what's happening with whom. It's a chance to find out whether the account is unhappy with any aspect of sales and service, to glean information about competitors, and to learn about potential leads to be pursued.

4. Gaining a commitment. This includes a good deal more than just "closing the sale," or getting a name on the dotted line of a particular contract. In a broader context, it involves moving the entire sales cycle forward.

Of course, there may be times when these four functions overlap. A reward lunch could even lead to an unexpected commitment for added business. But each entertainment opportunity should be undertaken with a specific, measurable goal in mind.

Entertainment skills are important for success in selling. Women face different challenges in developing entertainment strategies. They are situational for most salespeople, in that each account can be different just as people are different. Women in sales have recognized differences when entertaining male decision-makers and influencers.

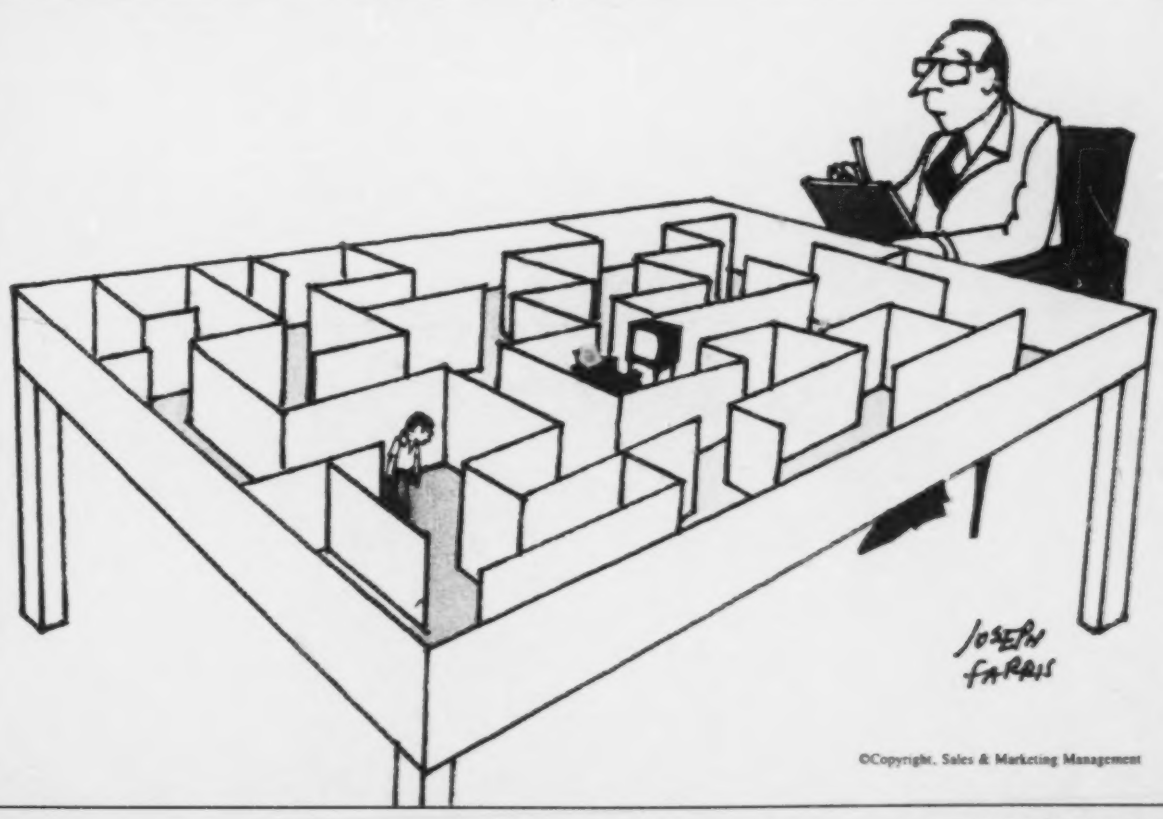
Women have the entertainment

SURVEY HIGHLIGHT

Corporate cards and the industries that use them

Industry Group	Use Air Travel Cards	Use Auto-Rental Cards	Use Telephone Credit Cards	Use Gas/Oil Co. Credit Cards
Chemical & petroleum	49.5%	58.6%	71.7%	26.3%
Mining & forestry	21.3	46.8	61.7	55.3
Construction	31.1	63.9	71.3	59.8
Heavy mfg. & govt. prod.	42.1	60.5	76.3	36.8
Mfg. (end products)	35.2	58.4	65.5	31.1
Retail & wholesale	24.8	43.8	52.6	37.2
Business-related serv.	30.7	53.1	57.9	31.0
Entertainment serv.	21.8	31.7	49.5	28.7
Transportation & utilities	37.0	57.1	64.9	38.3
Heavy mfg. (other)	45.5	64.8	73.1	24.1

Source: *American Express 1984/85 Survey of Business Travel.* ©1984.



©Copyright, Sales & Marketing Management

edge because they tend to be better planners and are more intuitive. However, there are factors, such as accepted social roles, which must be planned for when entertaining.

McNamee & Associates has examined these differences and has created an ROE application targeted toward women in sales. The outcome is a frame of reference that establishes a comfort zone and procedures for a situational approach to protocol and etiquette for women. The effect of this approach is to allow for the management of accounts toward sales objectives.

Once the type and frequency of the entertainment encounters have been identified, a number of fixed variables can be used to evaluate individual sales performances and compute ROE. These variables include such things as year-to-date sales in dollars, full-year sales forecasts, proportion of the year completed, and length of the sales cycle.

A second index computes the amount of entertainment dollars spent on a client to date, the amount of entertainment dollars budgeted to close a sale, and the proportion of planned calls made to date.

The interaction of all of these variables provides a data base to compute a formula for ROE. Once a strategy has been established for each individual salesperson, it's merely a matter of monitoring the system and keeping information current. Thus the ROE of each salesperson, or the entire staff, can be accurately measured at any given time. If an individual or staff is over budget, the ROE index can be used to bring costs back in line.

With an appropriate coding system, the focus of ROE can shift from the individual salesperson to the customer himself. ROE can be analyzed by type and size of customer to establish and monitor profitable entertainment levels in line with accepted industry practices and company goals.

ROE software

The gathering, processing, and analysis of ROE data is best handled via computer systems. The historical data thus accumulated provides a more accurate basis for both future forecasts and new methods of analyzing current performance. The ROE approach can be incorporated into existing sales performance monitoring systems, or it can be used as a freestanding system.

McNamee's John V. Winchester is currently developing a personal computer–based ROE software package. This will be available later in 1985 and will interface with commonly used spreadsheet forecasting systems.

Using the 80-20 rule, the ROE system, as is, can be applied to most standard business environments. However, the system can be customized to fit specific corporate needs, such as extended sales cycles or industry-specific situations. Consulting services are available to tailor the ROE system to suit individual company requirements.

In sum, ROE is the tip of the iceberg in terms of account management information which salespeople must juggle to be successful. It also opens the door for management to create a data base for effective account coaching and realistic forecasting of potential revenue.

Once the ROE system has been implemented, a company will be able to:

- Develop realistic sales goals directed by daily time management techniques.
- Analyze past expenditures for ROE and track them against current expenses.
- Target funds to company areas with the greatest profit potential.
- Find the most effective uses for available entertainment time.
- Develop salespeople's protocol and etiquette for relating better to clients and customers.
- Use entertainment to achieve specific, identifiable business objectives.
- Most of all, improve profitability—which is what business is really all about.

SURVEY HIGHLIGHTS

S&MM's regional and national selling cost averages and per diem indexes: 1984

Region	Lodging	Meals	Per Diem Total	Per Diem Index	Cost of Two Drinks
Northeast	$57.90	B $ 4.65	**$85.85**	105	$4.80
		L $ 7.20			
		D $16.10			
Midwest	$49.15	B $ 4.55	**$74.40**	91	$4.20
		L $ 6.50			
		D $14.20			
South	$55.10	B $ 4.70	**$82.10**	101	$5.05
		L $ 6.85			
		D $15.45			
West	$56.20	B $ 5.10	**$83.40**	102	$4.65
		L $ 7.15			
		D $14.95			
U.S.	**$54.70**	**B $ 4.75**	**$81.60**	**100**	**$4.70**
		L $ 6.95			
		D $15.20			

Note: B—breakfast, L—lunch, D—dinner. Per diem index is the ratio between a region's per diem total and the U.S. per diem total.

How regional per diem costs are changing

Region	1984 Cost	% Increase 1983–84	% Increase 1982–83
Northeast			
Meals	$27.95	5.3%	8.1%
Lodging	57.90	7.7	7.2
Total	85.85	6.9	7.5
Midwest			
Meals	25.25	1.2	6.6
Lodging	49.15	6.6	4.6
Total	74.40	4.7	5.3
South			
Meals	27.00	2.5	4.4
Lodging	55.10	7.4	6.5
Total	82.10	5.7	5.8
West			
Meals	27.20	1.9	3.1
Lodging	56.20	8.2	4.7
Total:	83.40	6.0	4.2
U.S.			
Meals	**$26.90**	**2.7%**	**5.9%**
Lodging	**$54.70**	**7.5%**	**5.9%**
Total:	**$81.60**	**5.8%**	**5.9%**

Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.* Reproduction strictly prohibited.

The Selling Expense Report: A new look at an old feature

One of the annual features of *S&MM's Survey of Selling Costs* in years past was the Selling Expense Index (SEI). Based on client reports from PHH Group's Travel Expense Management Systems Div., the SEI measured *actual* expenditures by sales forces as reported to PHH over the course of the year. For purposes of comparison, many of the additional data gathered by PHH were eliminated from this index—a factor that we've now rectified.

This year, a combined report incorporates average monthly expenditure figures for the last five years with PHH's budget analysis and 1985 spending forecast. Anthony V. Ferrara, National Service Manager for the Travel Expense Management Systems Div., provides S&MM with an analysis of the individual factors that make up sales expenditures. His report on the current state of the art—and what to expect for the rest of 1985—follows.

SELLING EXPENSE REPORT HIGHLIGHT

Monthly business travel expenditures 1980–84

Expense	1980	1981	1982	1983	1984*
Meals	$101.50	$114.23	$101.48	$ 94.66	$ 87.02
Lodging	113.01	133.16	122.04	126.51	137.47
Air travel	91.05	105.09	131.64	154.68	168.17
Auto rental	9.24	10.54	28.54	30.10	26.00
Entertainment	56.51	66.53	68.30	63.79	61.33
Telephone & telegraph	80.40	87.30	71.22	66.94	78.58
Postage & supplies	15.93	17.60	33.40	27.14	30.37
Miscellaneous	36.36	38.63	39.22	43.13	45.42
Total monthly expenses	**$504.00**	**$573.08**	**$595.84**	**$606.95**	**$634.36**

*All figures are average monthly expenditures based on 12 months, with the exception of 1984, which is based on the 11 months through November.
Source: PHH Group, Travel Expense Management Systems Div.

1985 selling expense report

Both salespeople and sales managers often wonder why the inflation rate for business travel expenses is so much higher than that measured by the Consumer Price Index. To explain what is involved and what we can do about it, let's look at the pricing structures of the business travel services we purchase.

Air transportation. Spurred by deregulation, major carrier service to small cities has been greatly curtailed, leaving the routes to one or two regional carriers. Since these regionals are, so to speak, the only game in town, prices have climbed, and there's little the business traveller can do if he or she must fly into or out of such locations. So what about the deeply discounted fares that the airlines regularly advertise? Usually, the advance purchase, limited arrival and departure days, required length of stay, and/or limited seating restrictions are neatly arranged to exclude most business flyers.

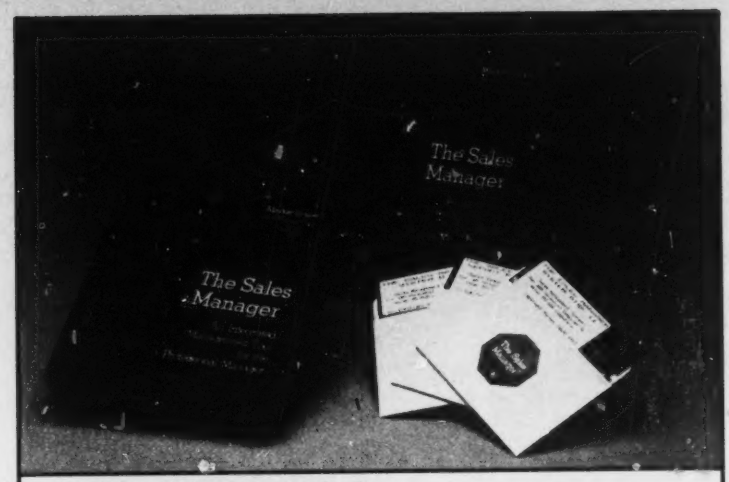
Lodging. The cost of a night's lodging has more than tripled in the last 10 years. Generally, in nonresort facilities, rates are highest from Sunday through Thursday, the evenings when most businesspeople will use the service. Also, many hotels are near capacity during these days of the week. Week-long and weekend discounts are often available, but the business traveller's

SURVEY HIGHLIGHT

How direct sales costs are changing

Type Of Salesperson[1]	Median Direct Sales Costs 1984	% Change 1984–83	Compound Annual % Increase 1974–84
Account representative			
Total	$45,800	+ 9.2%	+ 8.9%
Compensation	33,900	+10.8	+ 7.8
Auto and T&E[2]	11,900	+ 5.0	+13.0
Detail salesperson			
Total	**49,700**	**+14.2**	**+11.3**
Compensation	33,050	+12.0	+ 9.0
Auto and T&E	16,650	+18.7	+18.7
Sales engineer			
Total	**66,650**	**+12.2**	**+ 9.3**
Compensation	45,650	+11.3	+ 8.3
Auto and T&E	21,000	+14.0	+11.6
Industrial products salesperson			
Total	**63,750**	**+ 8.7**	**+11.0**
Compensation	36,000	+ 0.3	+ 7.5
Auto and T&E	27,750	+22.0	+18.7
Service salesperson			
Total	**64,300**	**+14.8**	**+11.6**
Compensation	42,450	+23.9	+ 9.0
Auto and T&E	22,850	+ 1.4	+19.0

[1]See page 25 for definition of salesperson type.
[2]T&E: Travel and entertainment, including meals and lodging.
Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.*



The Sales Manager includes:

★ Prospecting ★ Sales Forecasting ★ Lead Source Analysis
★ Sales Call Reporting ★ Telemarketing ★ Unlimited Reporting
★ Commission and Quota System ★ Plan versus Actual Analysis
★ Sales Analysis ★ Sales Planning ★ Performance Monitor
★ Tickler Files ★ Mail Campaigns ★ Expense Tracking
★ Territory / Account Management ★ Sales Force Management
★ Lead Management ★ Customer Information

Software for the IBM PC's and compatibles.

MARKET POWER, INC.
COMPUTER INNOVATIONS
11780 Rough & Ready Rd., Rough & Ready, CA 95975
(916) 432-1200

Circle No. 123 on Reader Service Card

schedule is such that he or she often can't take advantage of them.

Auto rental. The pricing strategy of most rental companies is very much like that of the hotel/motel industry. Rates are highest during the business week, while discounts are offered for long-term and weekend use.

Telephone. Again, when are long-distance rates usually the highest? Naturally, from 8 a.m. to 5 p.m.—the time when most business calls are made!

SURVEY HIGHLIGHT

S&MM's 1985 cost per call: Breaks the $100 mark

Do you sell to industry? You need . . .

DESIGN ACTIVITY IN INDUSTRY

The most comprehensive and informative study ever about design engineering activity, trends, and product changes.

From the research department of MACHINE DESIGN magazine.

Industry's very first DESIGN ACTIVITY IN INDUSTRY survey is "must reading" for:

•Company presidents •Marketing managers •Sales managers •Product managers •Ad managers

The most comprehensive study ever initiated to determine design engineering trends, including:

• Materials, components, systems
• New technologies • Buying influences
• Much, much more

Just $125.
Discounts for 2 or more.

To order, call Susan Bobby (216) 696-7000, ext. 4137, or use the convenient order form.

Send order form and check to:

Design Activity In Industry • Room 406
Penton Plaza • Cleveland, Ohio 44114

15-day money-back guarantee

ORDER FORM

YES, I want DESIGN ACTIVITY IN INDUSTRY.

☐ Please send me one copy at $125.

☐ Please send me _____ copies at the discounted price $_____ each.
(2-9 copies $105 each; 10-49 copies $90 each; 50 or more $75 each.)

NAME_____
COMPANY _____
ADDRESS_____
CITY_____ STATE_____ ZIP_____

Make checks payable to: Penton/IPC Publishing Co.

Amount enclosed $_____

Or, charge my:
☐ Visa ☐ MasterCard ☐ Am. Exp.

Interbank No. _____
Acct. No. _____
Expiration _____
Signature _____

Circle No. 113 on Reader Service Card

Your travelling employees are fighting stiff odds to keep their travel and entertainment (T&E) expenses in line. They're butting heads with the laws of supply and demand. Are you forced, then, to bite the bullet and simply absorb the inflationary increases as they come? Consider these questions:

- Is this trip necessary?
- Have I planned ahead?
- Can I combine this call with others in the area? Can I link this trip with another?
- Have I explored a less costly alternative to the business travel expense I'm about to incur?
- Have I made use of all discounted services available to me?
- Have I spent my company's funds *prudently* and *profitably?*

Your answers to these questions will play a major role in your company's success in controlling business travel expenses in 1985.

1985 budget forecast

This 1985 forecast of business travel expenses is predominantly based on unit price changes. Thus each dine-alone meal will cost 5%–6% more in 1985 on a per-person basis; each airline ticket will run 10%–12% higher; and so on.

However, be sure to consider these key points when developing budgets by expense categories: (1) What travel policy changes, if any, will impact employee spending rates in the new year? (2) Have any major business decisions been made (i.e., a new product launch, closer watch on new field office locations) that would suggest heavier travel? (3) Will staffing significantly increase or decrease among employee groups with travel-related duties?

With these factors in mind, let's next examine the individual components of salespeople's expenditures to see what's in store for the rest of this year.

Meals. Cost per meal should follow general inflationary patterns and result in a 5%–6% increase in 1985 prices. The number of dine-alone meals should remain nearly level, assuming no changes to reimbursement rules in your corporate policy. Total outlay for meals (and other expenses) should also be fac-

(continued)

SURVEY HIGHLIGHT

Cost per call by type of salesperson

Type Of Salesperson	Median 1984 Cost Per Call	% Change 1984–83	% Change 1983–82	1974–84 Annual Rate
Account representative	$ 86.15	+12.8%	– 8.4%	+ 8.5%
Detail salesperson	47.50	+13.9	+ 0.8	+10.9
Sales engineer	118.95	+12.7	+10.9	+ 9.2
Industrial products salesperson	87.65	+10.5	+ 1.9	+11.7
Service salesperson	65.75	+17.4	+ 2.2	+11.7

Note: Median 1984 cost per call is calculated from the data in the four cost-per-call tables on page 36. It is developed in this manner, with Account Representative data serving as an example: (1) Lowest direct sales costs ($39,200) divided by highest number of calls (1,140) equals $34.38. (2) Highest direct sales costs ($52,400) divided by the lowest number of calls (380) equals $137.89. (3) To arrive at the midpoint of the two cost-per-call averages, add them up ($172.27) and divide by 2, which results in a median $86.15. All figures are rounded to the nearest nickel.

Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.*

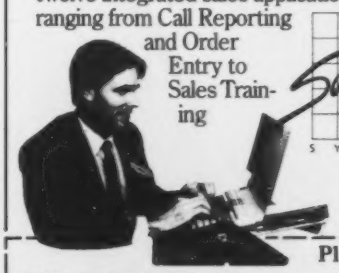
THERE MUST BE A DOZEN WAYS YOUR PEOPLE COULD BE SELLING BETTER.

There are—with the twelve modular, fully integrated software packages of Envoy's SalesMate® System. A portable system that helps your field sales people sell better and gives you the opportunity to dramatically increase your corporate bottom line profits.

Tailored to meet your unique selling requirements, this easy-to-use system is a 9 lb. portable computer, twelve integrated sales applications ranging from Call Reporting and Order Entry to Sales Training and Computer Aided Presentations, a communications network, and a sales information center.

Prove it to yourself—with our Pilot Program.

You can convince yourself of SalesMate's effectiveness using only a part of your sales force, branch office, or sales region. We will provide complete hardware and software installation, training, and documentation—all at our Pilot Program price. Call Bob Warn at (617) 890-1444 or (800) 537-3755 (outside Massachusetts), and give us the opportunity to prepare a free, tailored Needs/Requirements Analysis and Pilot Proposal.



The SalesMate® System: 12 answers to increasing your sales productivity.

Please send me the following information:

- ☐ Needs/Requirements Analysis
- ☐ Pilot Program
- ☐ SalesMail™ Electronic Mail
- ☐ SalesFile™ Account Management, Call Reports
- ☐ SalesOrder™ Order Entry & Price Lookup
- ☐ SalesAid™ Computer Aided Presentations
- ☐ SalesTrain™ Field Sales Training
- ☐ SalesReport™ Forecasting & Expense Reporting
- ☐ SalesDesk™ Personal Secretary
- ☐ SalesInquire™ Inquire to a Database
- ☐ SalesQuote™ Proposal Preparation
- ☐ SalesTarget™ Lead Qualification
- ☐ SalesPlan™ Account Sales Strategy
- ☐ SalesInfo™ Public Database Access
- ☐ Please have a salesperson call me

Envoy Systems Corporation
1432 Main Street, Waltham, MA 02154
(617) 890-1444 or (800) 537-3755

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Telephone (___) _____

Circle No. 104 on Reader Service Card

tored against known increases or declines in staff, as well as business decisions to step up or curtail travel.

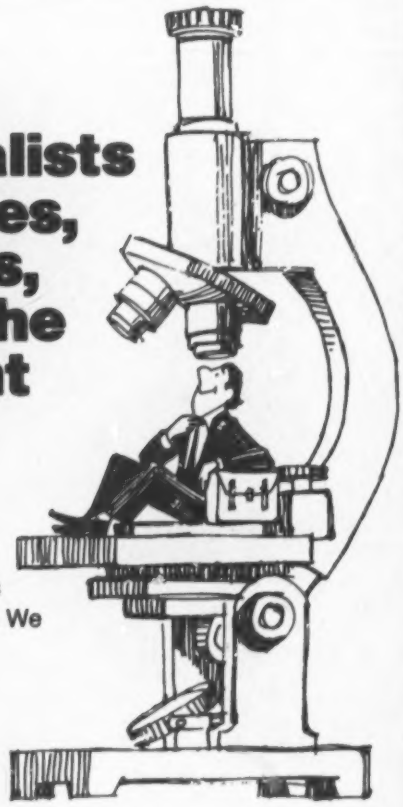
Lodging. Look for a 10%–12% rise in the cost of a night's lodging. To lessen the impact of this expected climb in rates, encourage your employees to use moderately priced or economy lodgings when possible. The number of overnight trips per month should hold at around the 1984 level, again influenced by anticipated changes in travel frequency and staffing.

Air fares. On average, fare increases should be in the 10%–12% range, with regional carriers' fares running somewhat higher, especially where competition is light. On routes where several carriers are contesting for the market, substantial discounts should be available, even to the business traveller. Again, we encourage the use of a travel agency that specializes in business travel. The good ones are equipped to give your employees the lowest fare options available on any flight.

Auto rental. Daily rates for 1985 should run approximately 5% higher, possibly less in some areas. Look for rate increases early in the year, followed by a stabilizing trend throughout the balance of 1985.

Telephone costs. Recent Federal Communications Commission rulings on access charges will play a major role in determining the fate of

With over 500 specialists in 100 offices, in 35 states, we'll find the sales talent you need.



Nobody can find sales talent like Sales Consultants. We save you time and money and locate the kind of experienced sales and sales management people you're looking for. **And you pay no fee until you make the final hiring decision.**

Thousands of client companies, large and small, depend on us to find qualified sales people fast. You should too. Give us a call today.

SALES CONSULTANTS®
Finding sales and sales management talent is our only business.®

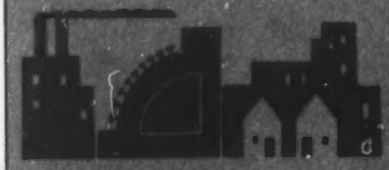
Look in the White Pages for the Sales Consultants office nearest you.

SURVEY HIGHLIGHT

High-cost markets and low-cost markets

Highest sales costs

Rank	Metro Area	1984 Per Diem Index U.S. = 100
1.	New York	165
2.	San Francisco	158
3.	Washington, DC	146
4.	Chicago	144
5.	Los Angeles	133
6.	Boston	129
7.	Atlanta	126
8.	New Orleans	125
9.	Newark	123
10.	Miami	120



Lowest sales costs

Rank	Metro Area	1984 Per Diem Index U.S. = 100
86.	Dayton	74
85.	Canton	75
84.	Des Moines	78
83.	Sacramento	79
82.	Springfield, IL	80
81.	Memphis	81
80.	Wichita	81
79.	Indianapolis	82
78.	Albuquerque	83
77.	Louisville	83
76.	New Bedford	83
75.	Omaha	83

Source: Sales & Marketing Management's 1985 Survey of Selling Costs.

Circle No. 117 on Reader Service Card

long-distance rates. If a $6-per-month-per-line charge is implemented, look for rates to drop by 6%–8%. Of course, your company will have to absorb these access increases; but for most companies, the dollar impact will probably be felt somewhere other than the T&E budget. Otherwise, look for fairly stable rates.

Postage. First-class postage rates will climb 10%, to 22¢, effective this month.

Entertainment. Entertainment, because of its discretionary nature, is one element of T&E spending that can easily be controlled—or abused—depending on the posture taken in your corporate travel policy. One thing is certain; unless the ground rules are clear, the tendency will be toward higher expense levels. Employees should be reminded that entertainment must be related to the achievement of a business objective, and that spending should be in line with the importance of that objective to the company. In fact, restraint *is* in evidence. Latest statistics indicate that entertainment expenses were down slightly in 1984, and this year's figures should be about the same.

So there you have it, 1985's expectations and the reasons behind the increases. All in all, the predicted rise in expenditures shows no real surprises—and that in itself is good news for everyone.

SURVEY HIGHLIGHTS

Where sales costs are rising the fastest

Metro Area	Per Diem % Increase 1983–84	1982–83
New Brunswick	17.0%	18.8%
Riverside	13.3	– 0.1
Toledo	12.9	6.7
San Jose	11.9	1.8
Akron	11.2	4.8
Las Vegas	11.2	9.4
Greensboro	10.9	5.5
Fort Worth	10.8	N.A.
Tucson	10.8	2.1
Boston	10.5	7.7
U.S.	5.8%	5.9%

N.A.—Not Available.
Note: Although U.S. per diem costs (meals & lodging) rose 5.8% last year as opposed to 5.9% in 1983, selected metro areas showed increases significantly higher than the average.
Source: *Sales & Marketing Management's 1985 Survey of Selling Costs.*

Average travel & entertainment spending by industry

Industry Group	Per Company Average ($000)	Per Employee Average
Chemicals & petroleum	$2,124	$2,000
Mining & forestry	571	900
Construction	267	500
Heavy mfg.	2,148	600
Mfg. (end products)	1,022	1,200
Retail & wholesale	803	600
Business-related serv.	1,440	800
Entertainment serv.	1,067	900
Transportation & utilities	1,180	700
Heavy mfg. (other)	1,878	1,600

Source: *American Express 1984/85 Survey of Business Travel.* *1984.

Circle No. 106 on Reader Service Card

TABLE I-1 Typical salespeople's call patterns

Type Of Salesperson		Average Calls Per Day Territory A	Average Calls Per Day Territory B	Estimated Days In Field Per Year	Average Calls Per Year Territory A	Average Calls Per Year Territory B
Account representative	R*	4–6	2–3	190[1]	760–1,140	380–570
	M**	5	2.5		950	475
Detail salesperson	R	6–10	4–6	190[1]	1,140–1,900	760–1,140
	M	8	5		1,520	950
Sales engineer	R	4–7	3–4	141[2]	564–987	423–564
	M	5.5	3.5		775.5	493.5
Industrial products salesperson	R	6–8	3–5	190[1]	1,140–1,520	570–950
	M	7	4		1,330	760
Service salesperson	R	8–10	4–6	190[1]	1,520–1,900	760–1,140
	M	9	5		1,710	950

*R: Range of Calls.
**M: Mean number of calls.
[1]Based on 5 days, 52 weeks per year, less 1 day per week office/nonfield work, less 6 holidays, and less 15 days for vacation and sickness.
[2]Based on 239 workdays less 2 days per week in office (48 weeks).
Territory definitions: A—Usually a metro area where customers are concentrated, the salesperson can make several calls at one location, or the sales manager's philosophy emphasizes maximum calls per day. B—Customers are dispersed and longer sales calls are required to sell a product or service.
Source: Sales & Marketing Management survey.

TABLE I-2 Direct sales costs of salesperson's call

Type Of Salesperson	Compensation Range	Compensation Average	Range Of Yearly Direct Sales Costs Average[1] Expenses	Total 1984	Total 1983
Account representative	$21,900–$45,900	$33,900	$ 5,300–$18,500	$39,200–$52,400	$38,802–$45,066
Detail salesperson	22,500–43,600	33,050	12,300–21,000	45,350–54,050	39,500–47,547
Sales engineer	25,300–66,000	45,650	11,500–30,500	57,150–76,150	51,833–67,025
Industrial products salesperson	22,700–49,300	36,000	8,100–47,400	44,100–83,400	43,029–74,260
Service salesperson	24,600–58,300	41,450	6,300–39,400	47,750–80,850	44,787–67,200

[1]Includes average travel, entertainment, food, lodging, and auto expenses.
Note: Base salary and commission or bonus ranges obtained from Executive Compensation Service, Inc., a subsidiary of the Wyatt Co., *Sales Personnel Report*, 1984 edition.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co., an international acturial compensation, and employee-benefit consulting company.

TABLE I-3 Direct sales costs per salesperson's call

Type Of Salesperson		1984 Direct Sales Costs	Average Calls Per Year Territory A	Average Calls Per Year Territory B	Median Cost Per Salesperson's Call Territory A	Median Cost Per Salesperson's Call Territory B
Account representative	R*	$39,200–$52,400	760–1,140	380–570	$34.40–$68.95	$68.75–$137.90
	M**	45,800	950	475	51.70	103.35
Detail salesperson	R	45,350–54,050	1,140–1,900	760–1,140	23.85–47.40	39.80–71.10
	M	49,700	1,520	950	35.65	55.45
Sales engineer	R	57,150–76,150	564–987	423–564	57.90–135.00	101.30–180.00
	M	66,650	775.5	493.5	93.45	140.65
Industrial products salesperson	R	44,100–83,400	1,140–1,520	570–950	29.00–73.15	46.40–146.30
	M	63,750	1,330	760	51.10	96.35
Service salesperson	R	47,750–80,850	1,520–1,900	760–1,140	25.15–53.20	41.90–106.40
	M	64,300	1,710	950	39.20	74.15

*R: Range—middle 50% arrayal of respondents.
**M: Mean—Midpoint between each set of ranges.

Note: Median Cost Per Salesperson's Call = Direct Sales Cost / Average Calls Per Year

TABLE I-4 Cost per call by effective call days per week

Type Of Salesperson		5 Days Per Week Territory A	5 Days Per Week Territory B	4 Days Per Week Territory A	4 Days Per Week Territory B	3 Days Per Week Territory A	3 Days Per Week Territory B
Account representative	R*	$27.35–$54.80	$54.65–$109.65	$34.40–$68.95	$68.75–$137.90	$46.35–$92.95	$92.70–$185.90
	M**	41.10	82.15	51.70	103.35	69.70	139.30
Detail salesperson	R	18.95–37.70	31.65–56.50	23.85–47.40	39.80–71.10	32.15–63.90	43.35–86.15
	M	28.35	44.10	35.65	55.45	48.05	64.75
Sales engineer	R	N.T.E.		57.90–135.00	101.30–180.00	78.05–182.00	105.20–245.35
	M	N.T.E.		96.45	140.65	130.00	175.25
Industrial products salesperson	R	23.05–58.15	36.90–116.30	29.00–73.15	46.40–146.30	39.10–98.60	52.70–132.90
	M	40.60	76.60	51.10	96.35	68.85	92.80
Service salesperson	R	20.00–42.30	33.30–85.60	25.15–53.20	41.90–106.40	33.90–71.70	45.70–96.65
	M	31.15	58.95	39.20	74.15	52.85	71.25

*R: Range
**M: Mean
N.T.E.: Not Typical Experience.

Note: 5-day workweek based on 239 workdays, 4-day workweek based on 190 workdays, 3-day workweek based on 141 workdays. Each assumes an annual 15 days of vacation and sick time, and 6 holidays.

Source: Sales & Marketing Management survey.

5

How to create your own Sales Call Efficiency Index

S&MM's cost-per-call data can help you evaluate the effectiveness of your own management of this critical cost ratio. Because the data are detailed for types of salespeople and selling situations, they are most helpful if you develop your own **Sales Call Efficiency Index** that you can then use to monitor the efficiency of your field sales force.

1. Call patterns. Information on your salespeople's call patterns (Table I-5) can be gained either by totalling the number of calls listed on call reports or by multiplying the average number of calls per day by the number of days salespeople spend in the field.

2. Direct sales costs. Unless you keep your own records, company financial records will provide much of the information on direct sales costs (Table I-6). They can be supplemented by the sales force's expense accounts, as well as the Metro Sales Costs (page 41) and Transportation (page 115) data.

3. Cost per call. Using the summary data from the first two tables, you calculate cost per call (Table I-7) by dividing the salespeople's number of calls into their total direct sales costs. If you want to make the sales force more aware of this critical ratio, you can redesign the format of your call reports so that individuals can compute their own cost per call each time they submit a report.

4. Territory concentration factor. No two territories are exactly alike because of differences in geography, number and type of accounts, and industry concentration or dispersal. You can compensate for this diversity by assigning "weights" to the salespeople or territories being compared. Here, you first develop an average number of calls per day for your entire sales

TABLE I-5 **How to compute your salesperson's call patterns**

Salesperson	Actual Calls Reported	Estimated Calls Per Year			Actual Or Estimated Calls Per Year
		Average Calls Per Day	Total Days In Field	Estimated Total Calls	

TABLE I-6 **How to compute your salesperson's direct sales costs**

Salesperson	Yearly Direct Sales Cost					Total Direct Sales Cost
	Base Salary	Bonus Or Comm.	Auto Expense	Expense Account Reported	Other	

TABLE I-7 **How to compute your salesperson's per-call costs**

Salesperson	Direct Sales Cost	Total Calls Per Year	Cost Per Salesperson's Call[1]

[1]Cost Per Salesperson's Call = Direct Sales Cost / Total Calls Per Year

Dartnell proudly announces a unique new sales film that will . . .

give all your salespeople a head start over competition

"WICKERSHAM!"

In 28 attention-grabbing minutes, "WICKERSHAM!" zeros in on six selling principles, six basic tried and true selling tips that will help every salesperson on your team learn the secrets of how to deal with – and beat the competition into the dust. "WICKERSHAM!" will simply help make your sales force more productive and help keep your company ahead of the race in today's marketplace. And, it's presented in a fresh, imaginative manner that will capture the interest of your entire sales team.

Available in 16mm or videocassette format for Purchase ($520), Rental ($140), or Executive Preview ($45)

NEED THIS FILM IN A HURRY?

Call our Film "Hot-Line" number **800/621-5463**

(In Illinois, please dial **312/561-4000**). Ask for Lois Goldmann, she'll do her best to meet your deadline.

DARTNELL
4660 Ravenswood Avenue
Chicago, Illinois 60640

force; that figure represents the norm. Then, using the Territory Concentration Factor (Table I-8), which shows the statistical relationship between a set of common numbers, you "equalize" the differences in the number of sales calls. That is, it compensates for the differences where one territory averages eight calls per day, another, only four.

Next, you adjust for the differences in selling and living costs between the markets. A step-by-step procedure, comparing the Washington, D C , and Omaha markets, is provided in the following example.

TABLE I-8

Territory concentration factor

Standard Average Calls Per Day	Average Calls Per Day For Territory									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

TABLE I-9

Step-by-step sequence for building a Sales Call Efficiency Index

Market	Direct Sales Cost	Number Of Sales Calls	Unweighted Cost Per Sales Calls	Territory Concentration Factor (TCF)	Weighted Per Diem Index*	Efficiency Index	Sales Call Efficiency Index
Washington, DC	$60,250	1,330	$45	0.83	146	$37	$48
Omaha	$44,300	475	$93	2.50	83	$45	$39

*As indicated in Section II: Metro Area Sales Costs.

$$\text{Sales Call Efficiency Index} = \frac{\text{Direct Sales Costs}}{\text{Calls/Year (Territory Concentration Factor)}} \times \frac{(100)}{\text{(Per Diem Index)}}$$

For Washington, DC, the calculation is as follows:

$60,250 (0.68) / 1,330 (0.83) = $40,970.00 / 1,103.90 = **$37.11**

For Omaha:

$44,300 (1.20) / 475 (2.50) = $53,160.00 / 1,187.50 = **$44.77**

Weighted Sales Call Efficiency Index

For Washington, DC:

$39,200 + $21,050 (0.68) / 1,330 (0.83) = $53,514.00 / 1,103.90 = **$48.48**

For Omaha:

$33,200 + $11,100 (1.20) / 475 (2.50) = $46,520.00 / 1,187.50 = **$39.17**

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. This hypothetical example analyzes two different markets: Washington, DC, with above-average per diem costs, and Omaha, with below-average per diem costs.

The Omaha salesperson has direct sales costs of $44,300 and makes about 475 calls a year, while the Washington, DC, salesperson has direct sales costs of $60,250 and makes about 1,330 calls. Thus, the **Unweighted Cost Per Sales Call** in Omaha is $93.26 ($44,300 ÷ 475 = $93.26) compared with $45.30 in Washington ($60,250 ÷ 1,330 = $45.30). At first glance, it appears that the Washington, DC, salesperson is managing his expenses much better than his Nebraska counterpart.

However, a fair evaluation of the relative performance of each salesperson must recognize that Washington, DC, and Omaha are two distinctly different markets. A first step toward developing a **Sales Call Efficiency Index** that compensates for these differences involves the **Territory Concentration Factor (TCF)** (Table I-8).

Assuming the entire sales force averages about five calls per day, and using the table to relate each salesperson's calls to that number, the TCF of Washington's six calls per day is 0.83 while that of Omaha's 2 calls is 2.50.

Next, the Metro Sales Costs section (page 41) reveals that Washington's per diem index is 146 and Omaha's is 83. Dividing each number into 100, the all-U.S. norm yields a factor of 0.68 for Washington, and 1.20 for Omaha.

With this data in hand, it is now possible to construct a Sales Call Efficiency Index for each territory using the equation illustrated above. This reveals that, on an adjusted basis allowing for market differences, the cost per call in Washington is $37.11 and in Omaha, $44.77. What was almost a $48 difference has been cut to under $8.

The adjusted index can be further refined by allowing for living costs differences. In this example, the Washington salesperson has a base salary of $39,200 plus $21,050 for expenses, while the Omaha salesperson has a base salary of $33,200 plus $11,100 for expenses. Using the above equation—multiplying each individual's expenses by the per diem factor mentioned earlier (0.68 for Washington, 1.20 for Omaha)—results in a **Weighted Sales Call Efficiency Index** of $48.48 for Washington and $39.17 for the Omaha salesperson.

6 Information please

The following consulting organizations and associations are major sources of the data used in *S&MM's Survey of Selling Costs*. For those desiring more specific information on a particular topic, the name and address of each company is listed below, along with a brief description of its activities.

• **American Express Travel Related Services Co., Inc.,** 125 Broad St., New York, NY 10004 (212-323-2224). Recently published their third annual *Survey of Business Travel*, one of the most comprehensive volumes on travel policy, corporate attitudes, payment, and control systems currently available. The company also operates Travel Management System (TMS), a computer-based system for comprehensive corporate travel management.

• **The Conference Board, Inc.,** 845 Third Ave., New York, NY 10022 (212-759-0900). Publishes periodic reports on compensation of field sales representatives, conducts research, and publishes studies on business economics and management experience. Also conducts seminars in these areas.

• **Dartnell Corp.,** 4660 Ravenswood Ave., Chicago, IL 60640 (312-561-4000). Publishes biennial *Survey of Sales Force Compensation*, as well as materials for business executives, managers, salespeople, and supervisors dealing with training and development. Also sponsors seminars.

• **Executive Compensation Service, Inc. (ESC),** 2 Executive Dr., Fort Lee, NJ 07024 (201-585-9808). Publishes data on sales compensation, selling expenses, and incentives that are the basis of *S&MM's Survey* statistics. ECS also prepares reports and conducts surveys of competitive employment information, and has recently published their 29th annual *Sales Personnel Report*.

• **Manufacturers' Agents National Assn. (MANA),** P.O. Box 3467, 23016 Mill Creek Rd., Laguna Hills, CA 92654 (714-859-4040). Professional association for manufacturers' reps. Publishes *Agency Sales* magazine, as well as an annual survey of reps' commissions and operating expenses.

• **PHH Group, Peterson, Howell & Heather, Inc.,** 11333 McCormick Rd., Hunt Valley, MD 21031 (301-667-4000). Provider of cost control and analysis systems for corporations, utilities, and municipalities in the area of transportation, automotive fleets, and transfer and relocation of employees. Also gathers statistics relating to these areas.

• **Runzheimer International,** Runzheimer Park, Rochester, WI 53167 (414-534-3121). An international management consulting com-

Circle No. 102 on Reader Service Card

pany specializing in travel and living costs. Publishes *Runzheimer Reports on Transportation* and *Travel Management*.

• **Schonfeld & Associates,** 2550 Crawford Ave., Evanston, IL 60201 (312-869-5556). A management consulting company that publishes an annual study of advertising and promotional expenditures of major U.S. corporations, as well as other forecasts and tracking studies in the areas of marketing and advertising.

• **Technomic Consultants,** 100 Corporate North, Bannockburn, IL 60015 (312-295-8900). The major provider of data for the *Survey of Selling Costs*, this consulting company works with all phases of the business planning process, from plan formulation and market research to strategy development and implementation. Their data base is the source of our metro sales costs tables as well as data on cost per call, meetings, and sales training.

7 Step-by-step sequence in preparing a sales costs budget

(Bold-faced numbers in the chart refer to explanation below)

TERRITORY PERIOD

FORECAST OF FIELD SELLING EXPENSES

1. Major Cities	2. Forecast Sales	3. Budgeted Salaries	4. Lodging	5. Food And Drink	6. Auto Rental	7. Misc. (Parking, Taxi, Tips)	8. Entertainment	9. Other Travel	10. Promotional	11. Total City Expenses
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
12. Total	$_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
13. % Total Territory	_____%	_____%	_____%	_____%	_____%	_____%	_____%	_____%	_____%	_____%
14. Total Territory	$_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

15. Budgeted Salaries $_____

16. Forecast Expenses $_____

17. Total Expenses $_____ ÷ Forecast Sales $_____ = Gross Dollar Return On Sales _____%

STEP-BY-STEP SEQUENCE IN PREPARING A SALES COSTS BUDGET

1. List the major cities in your territory that are included in Section II: Metro Sales Costs.
2. Enter the forecast sales for each city.
3. List in total only the budgeted salaries of the territory sales manager and salespeople as fixed costs.
4. Estimate the number of nights to be spent in each city and multiply by the lodging averages shown in Section II.
5. Estimate the number of meals and drinks per day in each city (S&MM assumes an allowance of two drinks per day per salesperson) and multiply by the appropriate food and drink medians that are shown in Section II.
6. If an auto will be rented, estimate the number of miles per week. Multiply the number of days by the rate per day, add the sum of the number of miles times the rate per mile, add insurance of $2 per day, and subtract your company discount (if any). Auto-rental data are in Sections II and VI.
7. Estimate the miscellaneous expenses.
8. Add entertainment costs by multiplying the dinner and drink rates (for each city) by the number of clients or customers entertained.
9. Estimate other travel expenses—air, train, or bus fares—that may be incurred in trips to the home office or the sales meeting.
10. Estimate promotion expenses by including advertising, sales promotion, trade shows, meetings, and so on that may be charged to the territory.
11. Total expenses across Columns 4 to 10 to derive expenses by city.
12. Total all expenses shown in Columns 4 to 11.
13. Calculate the percent of the territory's sales that will be accounted for by total sales of the cities listed; do the same for expenses. A possible shortcut: Assume that a city's percentage of total territory sales will be the same as its share of total territory expenses.
14. Enter the expected total sales of the territory.
15. Enter total budgeted salaries.
16. Enter total forecast expenses for the cities from Column 11. Total salaries and expenses should be adjusted for any overhead—rent, utilities, secretarial expenses—charged to the sales office.
17. Add salaries (Item 15) and expenses (Item 16). Subtract total expenses (Item 17) from forecasted sales (Item 12), giving the gross dollar return on sales. This gross dollar return can then be converted to a percentage figure be dividing by the forecast sales total. Comparing the percent shown here with your company's targeted profit ratio tells you if you are on target. If you are not, analysis of the data may suggest the reasons why.

Metro sales costs

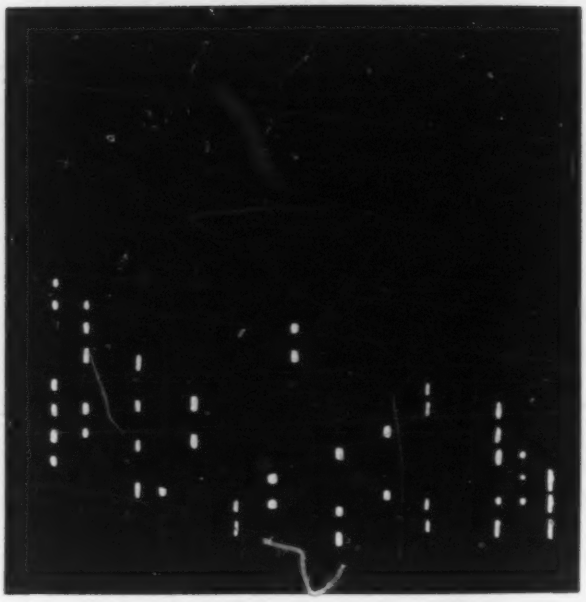


TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
ALABAMA								
Birmingham	Average $45.80 Range $21.50–$74.00	B $ 5.70 L $ 6.00 D $14.80	$ 72.30	8.1%	89	$5.40	Limo: None Taxi: $6.00 Dist.: 5 mi. NE Time: 15–20 min.	$48.85
ARIZONA								
Phoenix-Scottsdale	Average $52.70 Range $25.00–$105.00	B $ 4.80 L $ 6.40 D $12.40	76.30	5.2	93	4.50	Limo: $4.00 Taxi: $8.50 Dist.: 4 mi. SW Time: 10–15 min.	42.90
Tucson	Average $48.60 Range $26.00–$80.00	B $ 4.80 L $ 5.90 D $14.45	73.75	10.8	90	4.00	Limo: $4.25 Taxi: $12.00 Dist.: 10 mi. S Time: 15–20 min.	42.20
ARKANSAS								
Little Rock-North Little Rock	Average $42.85 Range $29.00–$60.00	B $ 4.45 L $ 6.50 D $14.45	68.25	0.7	84	4.50	Limo: $3.00 Taxi: $4.50 Dist.: 3.5 mi SE Time: 10–15 min.	48.05
CALIFORNIA								
Anaheim-Santa Ana	Average $53.35 Range $30.00–$98.00	B $ 4.65 L $ 7.80 D $14.50	80.30	3.4	98	4.00	Limo: $3.20 Taxi: $14.00 Dist.: 10 mi. S Time: 20–30 min.	N.A.
Fresno	Average $46.70 Range $31.00–$60.00	B $ 4.85 L $ 6.65 D $14.30	72.50	4.8	89	3.80	Limo: None Taxi: $10.50 Dist.: 7 mi. NE Time: 15 min.	58.25
Los Angeles-Long Beach	Average $72.75 Range $38.00–$138.00	B $ 4.90 L $ 9.60 D $21.30	108.55	1.2	133	5.50	Limo: $5.40 Taxi: $25.00 Dist.: 5 mi. SW Time: 35–45 min.	52.95
Oakland	Average $60.35 Range $38.00–$92.00	B $ 6.25 L $ 7.70 D $16.70	91.00	6.9	112	4.00	Limo: None Taxi: $14.00 Dist.: 11 mi. SE Time: 10–15 min.	N.A.
Oxnard-Ventura	Average $56.50 Range $31.00–$105.00	B $ 4.35 L $ 7.10 D $10.95	78.90	7.3	97	4.25	Limo: None Taxi: $3.00 Dist.: 1 mi. S Time: 5 min.	N.A.

N.A.—Not Available

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1983 to 1984 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: *Sales & Marketing Management;* American Hotel Assn.: *1984 Hotel & Motel Red Book; Hotel and Travel Index;* Crampton Associates, Inc.: *Airport Transit Guide,* Glen Ellyn, IL: Runzheimer International Car Rental Survey.

TABLE II-1 Selling costs in 86 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Riverside-San Bernardino	Average $46.95 Range $23.50–$110.00	B $ 4.70 L $ 4.80 D $11.75	$68.20	13.3%	**84**	$4.00	Limo: None Taxi: $23.00 Dist.: 15 mi. NW Time: 20 min.	N.A.
Sacramento	Average $42.60 Range $22.00–$70.00	B $ 3.75 L $ 6.60 D $11.35	64.30	–2.4	**79**	4.40	Limo: $4.20 Taxi: $17.00 Dist.: 11 mi. NW Time: 20–25 min.	$53.25
San Diego	Average $62.25 Range $39.00–$114.00	B $ 5.20 L $ 7.75 D $16.00	91.20	8.1	**112**	4.50	Limo: None Taxi: $6.00 Dist.: 3 mi. NW Time: 10–15 min.	50.95
San Francisco	Average $84.20 Range $37.00–$190.00	B $ 8.20 L $12.00 D $24.55	128.95	4.7	**158**	6.25	Limo: $6.00 Taxi: $20.00 Dist.: 14 mi. S Time: 25–35 min.	50.25
San Jose	Average $60.50 Range $36.00–$105.00	B $ 5.30 L $ 7.40 D $13.20	86.40	11.9	**106**	4.20	Limo: None Taxi: $6.50 Dist.: 3 mi. NW Time: 10 min.	46.95
COLORADO								
Boulder	Average $48.90 Range $32.00–$75.00	B $ 4.60 L $ 6.70 D $11.00	71.20	5.5	**87**	4.50	Limo: None Taxi: $42.50 Dist.: 30 mi. NW Time: 45 min.	N.A.
Denver	Average $66.65 Range $22.00–$120.00	B $ 4.25 L $ 6.25 D $15.40	92.55	4.3	**113**	5.00	Limo: $5.00 Taxi: $9.50 Dist.: 7 mi. NE Time: 20–30 min.	54.15
CONNECTICUT								
Bridgeport-Stamford-Norwalk-Danbury	Average $65.90 Range $37.00–$109.00	B $ 4.20 L $ 9.70 D $12.05	92.55	1.8	**113**	5.00	Limo: None Taxi: $5.90 Dist.: 4 mi. SE Time: 10 min.	58.20
Hartford-New Britain-Middletown-Bristol	Average $56.90 Range $40.00–$99.00	B $ 5.85 L $ 9.00 D $16.50	88.25	8.3	**108**	4.80	Limo: $4.25 Taxi: $14.00 Dist.: 14 mi. N Time: 30 min.	53.35
New Haven-Waterbury-Meriden	Average $49.60 Range $31.00–$79.00	B $ 4.15 L $ 6.70 D $15.15	75.60	10.3	**93**	4.00	Limo: None Taxi: $6.00 Dist.: 3.5 mi. SE Time: 15 min.	47.70
DELAWARE								
Wilmington	Average $61.05 Range $37.00–$125.00	B $ 4.05 L $ 6.50 D $15.15	86.75	5.7	**106**	4.50	Limo: None Taxi: $10.00 Dist.: 5 mi. SW Time: 20 min.	60.35
DISTRICT OF COLUMBIA								
Washington	Average $82.60 Range $48.00–$135.00	B $ 6.60 L $ 9.05 D $21.15	119.40	5.7	**146**	5.50	**National** Limo: $4.75 Taxi: $6.50 Dist.: 4 mi. S Time: 20 min.	**Dulles** 56.30 Limo: $9.60 Taxi: $29.00 Dist.: 26 mi. W Time: 45–60 min.

N.A.—Not Available.

TABLE II-1 Selling costs in 86 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
FLORIDA								
Fort Lauderdale	Average $64.80 Range $23.00–$135.00	B $ 3.60 L $ 6.40 D $12.00	$ 86.80	3.1%	106	$5.00	Limo: $5.00[1] Taxi: $6.00 Dist.: 4 mi. S Time: 10 min.	N.A.
Jacksonville	Average $48.35 Range $23.00–$97.00	B $ 4.20 L $ 6.40 D $12.35	71.30	6.4	87	4.45	Limo: $8.00 Taxi: $19.00 Dist.: 17 mi. N Time: 30–40 min.	$47.20
Miami-Hialeah	Average $65.95 Range $43.00–$135.00	B $ 5.40 L $ 8.95 D $17.90	98.20	1.8	120	6.00	Limo: $6.00 Taxi: $11.00 Dist.: 7 mi. NW Time: 20–30 min.	45.50
Orlando	Average $59.85 Range $30.00–$110.00	B $ 4.75 L $ 7.60 D $15.50	87.70	8.3	107	5.25	Limo: $10.00 Taxi: $13.00 Dist.: 10 mi. S Time: 15–20 min.	43.90
Tampa-St. Petersburg-Clearwater	Average $57.10 Range $30.00–$110.00	B $ 4.75 L $ 6.70 D $15.75	78.30	4.3	96	5.00	Limo: $3.50 Taxi: $10.00 Dist.: 5 mi. NW Time: 10–15 min.	44.90
West Palm Beach-Boca Raton-Delray Beach	Average $47.70 Range $26.00–$74.00	B $ 4.20 L $ 5.50 D $15.70	73.10	4.1	90	4.50	Limo: $6.50 Taxi: $8.50 Dist.: 17 mi. N Time: 15 min.	N.A.
GEORGIA								
Atlanta	Average $72.55 Range $44.00–$125.00	B $ 5.30 L $ 7.30 D $17.90	103.05	7.6	126	5.00	Limo: $5.25 Taxi: $13.50 Dist.: 8 mi. SW Time: 20–30 min.	48.10
HAWAII								
Honolulu	Average $63.00 Range $25.00–$115.00	B $ 5.55 L $ 6.15 D $14.70	89.40	6.5	110	7.00	Limo: None Taxi: $8.50 Dist.: 4.5 mi. NW Time: 10–15 min.	36.75
ILLINOIS								
Chicago	Average $87.30 Range $59.00–$145.00	B $ 4.80 L $ 7.85 D $17.90	117.85	6.7	144	4.00	**O'Hare** Limo: $6.75 Taxi: $21.00 Dist.: 18 mi. NW Time: 45–65 min. **Midway** Limo: $6.00 Taxi: $14.50 Dist.: 10 mi. SW Time: 25–40 min.	55.55
Springfield	Average $42.65 Range $26.00–$75.00	B $ 4.30 L $ 6.10 D $12.60	65.65	5.4	80	3.50	Limo: None Taxi: $5.15 Dist.: 3 mi. N Time: 15 min.	52.25
INDIANA								
Indianapolis	Average $46.45 Range $29.00–$100.00	B $ 4.05 L $ 5.70 D $10.50	66.70	7.1	82	3.50	Limo: $6.90 Taxi: $8.00 Dist.: 7 mi. SW Time: 15 min.	65.95

[1]Minimum two passengers.
N.A.—Not Available.

TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
IOWA								
Des Moines	Average $40.20 Range $23.00–$64.00	B $ 4.15 L $ 6.00 D $13.25	$ 63.60	3.8%	78	$4.00	Limo: None Taxi: $8.00 Dist.: 5.5 mi. SW Time: 15–20 min.	$48.10
KANSAS								
Wichita	Average $43.95 Range $12.00–$69.00	B $ 4.20 L $ 6.25 D $11.50	65.90	4.1	81	5.00	Limo: None Taxi: $7.50 Dist.: 6 mi. SW Time: 25–30 min.	50.75
KENTUCKY								
Louisville	Average $44.20 Range $31.00–$68.00	B $ 2.50 L $ 5.85 D $14.85	67.40	4.5	83	3.90	Limo: $3.75 Taxi: $8.40 Dist.: 5 mi. S Time: 15–20 min.	53.75
LOUISIANA								
New Orleans	Average $71.45 Range $49.00–$102.00	B $ 5.10 L $ 8.00 D $17.70	102.25	4.3	125	6.20	Limo: $7.00 Taxi: $18.00 Dist.: 14. mi. W Time: 30–40 min.	58.25
MARYLAND								
Baltimore	Average $56.80 Range $27.00–$98.00	B $ 4.00 L $ 7.50 D $15.70	84.00	0.2	103	5.00	Limo: $5.00 Taxi: $15.00 Dist.: 10. mi. SW Time: 30–40 min.	57.15
MASSACHUSETTS								
Boston	Average $76.80 Range $35.00–$175.00	B $ 4.50 L $ 6.80 D $17.10	105.20	10.5	129	5.00	Limo: $4.25 Taxi: $6.50 Dist.: 3 mi. NE Time: 30–40 min.	65.50
New Bedford-Fall River-Attleboro	Average $40.80 Range $24.00–$60.00	B $ 4.70 L $ 6.60 D $15.30	67.40	4.0	83	4.50	Limo: None Taxi: $5.00 Dist.: 2.5 mi. N Time: 15 min.	N.A.
Springfield	Average $45.20 Range $30.00–$78.00	B $ 4.00 L $ 6.75 D $14.65	70.60	8.2	87	4.70	Limo: $6.00 Taxi: $27.50 Dist.: 18 mi. S Time: 30 min.	54.80
Worcester-Fitchburg-Leominster	Average $52.70 Range $34.00–$81.00	B $ 4.30 L $ 6.70 D $16.20	79.90	5.8	98	5.00	Limo: None Taxi: $7.00 Dist.: 5 mi. W Time: 20 min.	59.80

N.A.—Not Available.

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1983 to 1984 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: *Sales & Marketing Management;* American Hotel Assn.: *1984 Hotel & Motel Red Book; Hotel and Travel Index;* Crampton Associates, Inc.: *Airport Transit Guide,* Glen Ellyn, IL; Runzheimer International Car Rental Survey.

TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
MICHIGAN								
Detroit	Average $55.10 Range $23.00–$89.00	B $ 5.30 L $ 7.70 D $16.70	$84.80	0.4%	**104**	$5.50	Limo: $5.00 Taxi: $22.50 Dist.: 19 mi. SW Time: 30–45 min.	$54.90
Grand Rapids	Average $44.25 Range $31.00–$58.40	B $ 5.10 L $ 7.25 D $15.30	71.90	4.1	**88**	5.25	Limo: None Taxi: $10.00 Dist.: 10 mi. SE Time: 20–25 min.	N.A.
MINNESOTA								
Minneapolis-St. Paul	Average $64.75 Range $26.00–$125.00	B $ 5.85 L $ 6.75 D $16.40	93.75	3.1	**115**	4.50	Limo: $5.50 Taxi: $15.50 Dist.: 13 mi. SE Time: 20–30 min.	51.90
MISSOURI								
Kansas City	Average $52.10 Range $25.00–$98.00	B $ 4.55 L $ 6.50 D $14.25	77.40	3.9	**95**	4.25	Limo: $8.50 Taxi: $22.00 Dist.: 21 mi. NW Time: 35–50 min.	52.00
St. Louis	Average $55.00 Range $32.00–$90.00	B $ 5.50 L $ 7.35 D $15.30	83.15	3.0	**102**	4.50	Limo: $5.90 Taxi: $18.00 Dist.: 13 mi. NW Time: 20–40 min.	54.70
NEBRASKA								
Omaha	Average $45.60 Range $27.95–$73.00	B $ 4.35 L $ 5.50 D $12.35	67.80	6.4	**83**	3.50	Limo: None Taxi: $5.00 Dist.: 5 min. NE Time: 5–10 min.	54.45
NEVADA								
Las Vegas	Average $52.25 Range $32.00–$95.00	B $ 5.10 L $ 6.45 D $17.90	81.70	11.2	**100**	4.50	Limo: $4.00 Taxi: $14.00 Dist.: 7 mi. S Time: 35–45 min.	52.60
NEW JERSEY								
Jersey City-Bergen-Passaic	Average $48.50 Range $32.00–$64.00	B $ 4.35 L $ 6.10 D $16.15	75.10	5.9	**92**	5.50	Limo: None Taxi: $18.00 Dist.: 9 mi. W Time: 40 min.	N.A.
Long Branch-Asbury Park	Average $52.90 Range $42.00–$80.00	B $ 3.60 L $ 7.00 D $15.00	78.50	5.5	**96**	5.00	Limo: None Taxi: $42.00 Dist.: 45 mi. NW Time: 60 min.	N.A.
New Brunswick-Perth Amboy-Sayreville	Average $67.40 Range $40.00–$95.00	B $ 5.25 L $ 6.00 D $17.60	96.25	17.0	**118**	5.00	Limo: $12.00 Taxi: $33.50 Dist.: 23 mi. NW Time: 40 min.	N.A.
Newark	Average $70.20 Range $48.00–$105.00	B $ 5.20 L $ 6.75 D $18.60	100.75	2.4	**123**	4.70	Limo: $4.00 Taxi: $8.00 Dist.: 3 mi. S Time: 20 min.	60.35

N.A.—Not Available.

TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
NEW MEXICO								
Albuquerque	Average $42.20 Range $18.00–$68.00	B $ 4.85 L $ 6.85 D $13.50	$67.40	3.0%	83	$5.00	Limo: $4.50 Taxi: $6.50 Dist.: 4.3 mi. SE Time: 15–20 min.	$43.50
NEW YORK								
Albany-Schnectady-Troy	Average $50.85 Range $29.00–$93.00	B $ 4.10 L $ 6.70 D $15.30	76.95	4.4	94	4.50	Limo: $4.90 Taxi: $9.90 Dist.: 10 mi. NW Time: 30 min.	48.00
Buffalo	Average $48.65 Range $19.00–$95.00	B $ 3.85 L $ 5.25 D $15.40	73.15	4.6	90	3.90	Limo: $5.00 Taxi: $11.00 Dist.: 8 mi. NE Time: 20–30 min.	58.70
Nassau-Suffolk (Long Island)	Average $60.45 Range $40.00–$92.00	B $ 4.80 L $ 8.80 D $17.70	91.75	8.8	112	5.00	Limo: Varies Taxi: between Dist.: airport and Time: destination	N.A.
New York	Average $91.70 Range $56.00–$145.00	B $ 7.20 L $12.00 D $23.95	134.85	9.1	165 **La Guardia** Limo: $5.00 Taxi: $12.00 Dist.: 8 mi. NW Time: 20–40 min.	7.00 **Kennedy** Limo: $7.00 Taxi: $26.00 Dist. 15 mi. SE Time: 35–60 min.	**Newark** Limo: $4.00 Taxi: $32.50 Dist. 16 mi. SW Time: 30–45 min.	64.35
Rochester	Average $51.85 Range $20.00–$90.00	B $ 4.60 L $ 6.50 D $14.70	77.65	8.2	95	4.00	Limo: None Taxi: $8.50 Dist.: 15 mi. SW Time: 10–20 min.	59.05
Syracuse	Average $51.25 Range $30.00–$83.00	B $ 4.30 L $ 5.30 D $14.00	74.85	4.0	92	4.50	Limo: None Taxi: $10.20 Dist.: 9 mi. NE Time: 15–20 min.	51.05
NORTH CAROLINA								
Charlotte-Gastonia-Rock Hill	Average $46.00 Range $30.00–$79.00	B $ 5.30 L $ 7.00 D $17.00	75.30	5.0	92	6.00	Limo: $3.00 Taxi: $8.50 Dist.: 8 mi. W Time: 20–25 min.	56.45
Greensboro-Winston Salem-High Point	Average $48.50 Range $25.00–$78.00	B $ 3.80 L $ 5.95 D $13.45	71.70	10.9	88	5.00	Limo: $6.75 Taxi: $11.00 Dist.: 9 mi. W Time: 10–20 min.	N.A.
OHIO								
Akron	Average $45.35 Range $24.90–$70.00	B $ 5.10 L $ 6.25 D $15.00	71.70	11.2	88	4.00	Limo: $6.50 Taxi: $27.00 Dist.: 15 mi. SE Time: 20–30 min.	55.10
Canton	Average $41.00 Range $24.00–$49.00	B $ 3.15 L $ 5.90 D $11.50	61.55	9.6	75	3.00	Limo. None Taxi: $12.00 Dist.: 10 mi. NW Time: 15–20 min.	N.A.

N.A.—Not Available.

TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Cincinnati	Average $45.95 Range $22.00–$70.00	B $ 4.60 L $ 6.70 D $15.60	$72.85	5.0%	89	$4.75	Limo: $6.00 Taxi: $14.00 Dist.: 13 mi. SW Time: 20–30 min.	$50.10
Cleveland	Average $47.75 Range $20.00–$95.00	B $ 3.45 L $ 6.55 D $14.00	71.75	2.2	88	4.00	Limo: None Taxi: $16.00 Dist.: 10 mi. SW Time: 20–40 min.	64.45
Columbus	Average $46.50 Range $24.00–$62.00	B $ 3.95 L $ 6.50 D $15.30	72.25	5.6	89	4.60	Limo: $4.75 Taxi: $10.00 Dist.: 7 mi. E Time: 25 min.	57.45
Dayton-Springfield	Average $37.55 Range $20.00–$84.00	B $ 4.25 L $ 5.45 D $13.40	60.65	7.0	74	3.40	Limo: $6.00 Taxi: $12.50 Dist.: 12.5 mi. N Time: 20–25 min.	53.10
Toledo	Average $48.90 Range $32.00–$85.00	B $ 4.80 L $ 5.30 D $17.55	76.55	12.9	94	4.20	Limo: $13.00 Taxi: $24.00 Dist.: 17 mi. SW Time: 20–30 min.	53.75
OKLAHOMA								
Oklahoma City	Average $47.10 Range $23.00–$83.00	B $ 4.65 L $ 7.10 D $12.40	71.25	6.0	87	5.00	Limo: $5.75 Taxi: $11.50 Dist.: 11 mi. SW Time: 15–25 min.	49.70
Tulsa	Average $44.65 Range $26.00–$75.00	B $ 4.70 L $ 6.00 D $13.50	68.85	2.1	84	4.50	Limo: $6.00 Taxi: $10.00 Dist.: 9 mi. NE Time: 20–30 min.	N.A.
OREGON								
Portland	Average $55.00 Range $30.00–$98.00	B $ 5.00 L $ 6.75 D $14.90	81.65	5.0	100	4.00	Limo: $4.00 Taxi: $14.50 Dist.: 9 mi. NE Time: 25–30 min.	52.05
PENNSYLVANIA								
Harrisburg-Lebanon-Carlisle	Average $51.40 Range $30.00–$83.00	B $ 3.70 L $ 6.60 D $13.00	74.70	4.5	92	4.00	Limo: $9.00 Taxi: $14.00 Dist.: 9 mi. S Time: 45 min.	62.00
Philadelphia	Average $61.60 Range $38.00–$90.00	B $ 5.10 L $ 7.90 D $15.30	89.90	8.8	110	4.50	Limo: $4.75 Taxi: $15.00 Dist.: 8 mi. SW Time: 30–40 min.	56.00
Pittsburgh	Average $60.15 Range $34.00–$95.00	B $ 5.60 L $ 7.30 D $17.55	90.60	10.4	111	5.00	Limo: $6.00 Taxi: $22.00 Dist.: 14 mi. W Time: 35–40 min.	59.00
RHODE ISLAND								
Providence-Pawtucket-Woonsocket	Average $61.15 Range $27.00–$92.00	B $ 4.55 L $ 6.65 D $16.40	88.85	0.9	109	4.80	Limo: None Taxi: $14.00 Dist.: 7 mi. S Time: 15–20 min.	58.25

N.A.—Not Available.

TABLE II-1 Selling costs in 88 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
TENNESSEE								
Memphis	Average $41.45 Range $32.00–$58.00	B $ 5.40 L $ 6.55 D $12.60	$66.00	3.0%	81	$4.50	Limo: $5.00 Taxi: $12.50 Dist.: 9 mi. SE Time: 15–20 min.	$47.10
Nashville-Davidson	Average $47.70 Range $28.00–$81.00	B $ 4.85 L $ 6.20 D $15.75	71.70	2.0	88	5.50	Limo: None Taxi: $9.00 Dist.: 6 mi. SE Time: 20–25 min.	54.75
TEXAS								
Austin	Average $63.75 Range $40.00–$125.00	B $ 4.75 L $ 7.45 D $18.50	94.45	10.2	116	5.00	Limo: None Taxi: $5.00 Dist.: 4 mi. NE Time: 10–20 min.	47.85
Dallas	Average $57.75 Range $28.00–$98.00	B $ 6.75 L $ 8.80 D $16.80	90.10	7.3	110	5.50	Limo: $6.00 Taxi: $21.50 Dist.: 21 mi. NW Time: 25–40 min.	51.50
Fort Worth-Arlington	Average $51.75 Range $29.00–$99.00	B $ 3.70 L $ 5.60 D $15.10	76.15	10.8	93	4.50	Limo: $6.00 Taxi: $22.00 Dist.: 24 mi. NE Time: 30–40 min.	N.A.
Houston	Average $62.60 Range $35.00–$135.00	B $ 5.50 L $ 7.20 D $17.45	92.75	6.1	114	5.90	Limo: $5.00 Taxi: $20.80 Dist.: 22 mi. N Time: 30–50 min.	54.15
San Antonio	Average $49.95 Range $33.00–$105.00	B $ 4.15 L $ 6.60 D $12.70	73.40	7.0	90	5.00	Limo: $5.00 Taxi: $10.25 Dist.: 8 mi. N Time: 15–20 min.	44.50
UTAH								
Salt Lake City-Ogden	Average $46.05 Range $27.00–$110.00	B $ 5.65 L $ 6.60 D $15.20	73.50	2.4	90	No sale of drink permitted	Limo: None Taxi: $8.50 Dist.: 6 mi. NW Time: 15–20 min.	51.20
VIRGINIA								
Norfolk-Virginia Beach-Newport News	Average $49.85 Range $25.00–$98.00	B $ 4.55 L $ 5.70 D $16.00	76.10	4.4	93	4.80	Limo: $4.75 Taxi: $11.00 Dist.: 6 mi. NE Time: 15–25 min.	47.15
WASHINGTON								
Seattle	Average $62.65 Range $30.00–$115.00	B $ 4.95 L $ 7.65 D $14.45	89.70	9.7	110	4.50	Limo: $4.75 Taxi: $15.00 Dist.: 13 mi. S Time: 20–30 min.	50.30
WISCONSIN								
Milwaukee	Average $47.70 Range $22.00–$75.00	B $ 4.65 L $ 7.55 D $15.30	75.20	2.2	92	4.30	Limo: $4.50 Taxi: $12.00 Dist.: 7 mi. S Time: 15–25 min.	54.14

N.A.—Not Available.

TABLE II-2 Selling costs in major Canadian markets*

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1983–84	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Calgary, Alberta	Average $65.15 Range $39.00–$106.00	B $ 6.20 L $ 8.00 D $18.85	$ 98.20	4.2%	93	$5.75	Limo: $5.00 Taxi: $12.50 Dist.: 5 mi. NE Time: 30 min.	N.A.
Montreal, Quebec	Average $86.55 Range $46.00–$150.00	B $ 4.95 L $11.10 D $15.00	117.60	–1.3	111	8.00	Limo: $5.50 Taxi: $19.00 Dist.: 14 mi. W Time: 30–45 min.	N.A.
Ottawa, Ontario	Average $66.40 Range $47.00–$99.00	B $ 5.10 L $ 7.50 D $15.75	94.75	3.0	89	6.20	Limo: $4.50 Taxi: $14.00 Dist.: 5 mi. S Time: 20–30 min.	N.A.
Toronto, Ontario	Average $80.70 Range $38.00–$140.00	B $ 6.55 L $10.05 D $18.30	115.60	8.1	109	7.00	Limo: $6.00 Taxi: $20.00[1] Dist.: 18 mi. NW Time: 30–45 min.	N.A.
Vancouver, British Columbia	Average $82.60 Range $48.00–$142.00	B $ 7.80 L $ 8.95 D $19.00	118.35	4.3	112	7.60	Limo: $5.00 Taxi: $13.00 Dist.: 11 mi. SW Time: 30–40 min.	N.A.
Winnipeg, Manitoba	Average $61.55 Range $28.00–$99.00	B $ 6.70 L $ 9.15 D $16.00	93.40	4.1	88	7.00	Limo: $4.00 Taxi: $7.00 Dist.: 4 mi. W Time: 15 min.	N.A.

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1983 to 1984 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of all-Canadian average (an index of 102, for example, means that the area's total cost is 2% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Driving times are approximate. **Auto rental:** Costs are not available due to discontinued publication of the *Official Airline Guide—Ground Transportation* supplement.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it. All costs are in Canadian dollars.

*In Canadian dollars.

N.A.—Not Available.

[1]Represents fare for four riders.

Sources: *Sales & Marketing Management;* American Hotel Assn.: *1984 Hotel & Motel Red Book; Hotel and Travel Index;* Crampton Associates, Inc.: *Airport Transit Guide,* Glen Ellyn, IL.

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

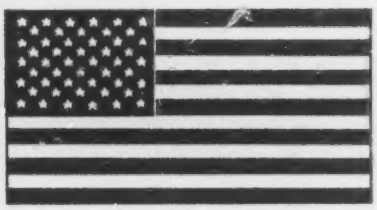
TABLE II-3

Meal & lodging tax rates by metropolitan market

U.S. Metro Area	Lodging Tax	Meal Tax
Akron	11.5%	5.5%
Albany-Schenectady-Troy	8.0	7.0
Albuquerque	3.0	4.6
Anaheim-Santa Ana	8.0	6.0
Atlanta	8.0	5.0
Austin	11.0	5.5
Baltimore	12.0	5.0
Birmingham	7.0	7.0
Boston	5.7	5.0
Boulder	8.7	5.85
Bridgeport-Stamford-Norwalk-Danbury	7.5	7.5
Buffalo	10.0	7.0
Canton	6.0	5.0
Charlotte-Gastonia-Rock Hill	7.5	4.5
Chicago	10.1	8.0
Cincinnati	10.0	5.5
Cleveland	12.5	6.5
Columbus	9.5	5.5
Dallas	8.5	6.0
Dayton-Springfield	12.0	6.0
Denver	8.7	6.8
Des Moines	9.0	4.0
Detroit	5.0	4.0
Fort Lauderdale-Hollywood-Pompano Beach	7.0	5.0
Fort Worth-Arlington	11.0	5.3
Fresno	8.5	6.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	7.5	4.5
Harrisburg-Lebanon-Carlisle	6.0	6.0
Hartford-New Britain-Bristol-Middletown	7.5	7.5
Honolulu	4.0	4.0
Houston	11.0	6.1
Indianapolis	10.0	6.0
Jacksonville	9.0	5.0
Jersey City-Bergen-Passaic	6.0	6.0
Kansas City	7.0	6.62
Las Vegas	7.0	5.75
Little Rock-North Little Rock	7.0	7.0
Long Branch-Asbury Park	6.0	6.0
Los Angeles-Long Beach	10.0	6.5
Louisville	9.2	5.0
Memphis	12.75	7.75
Miami-Hialeah	10.0	5.0
Milwaukee	11.0	5.0
Minneapolis-St. Paul	10.0%	6.0%
Nashville-Davidson	10.75	7.75
Nassau-Suffolk (Long Island)	8.25	8.25[1]
New Bedford-Fall River-Attleboro	5.7	5.0
New Brunswick-Perth Amboy-Sayreville	6.0	6.0
New Haven-Waterbury-Meriden	7.5	7.5
New Orleans	11.0	9.0
New York	8.25 (plus $2 surcharge)	8.25
Newark	6.0	6.0
Norfolk-Virginia Beach-Newport News	7.0	8.0
Oakland	8.0	6.5
Oklahoma City	7.0	5.0
Omaha	8.0	5.0
Orlando	7.0	5.0
Oxnard-Ventura	9.0	6.0
Philadelphia	9.0	6.0
Phoenix-Scottsdale	7.0	5.0
Pittsburgh	9.0	6.0
Portland	6.0	—
Providence-Pawtucket-Woonsocket	2.0	6.0
Riverside-San Bernardino	8.0	6.0
Reno	7.0	6.0
Rochester	9.0	7.0
Sacramento	10.0	6.0
St. Louis	8.6	6.63
Salt Lake City-Ogden	9.85	5.75
San Antonio	10.0	5.6
San Diego	7.0	6.0
San Francisco	9.8	6.5
San Jose	6.0	6.5
Seattle	12.0	8.0
Springfield, IL	10.0	7.0
Springfield, MA	5.7	5.0
Syracuse	10.0	7.0
Tampa-St. Petersburg-Clearwater	7.0	5.0
Toledo	12.0	5.5
Tucson	8.0	7.0
Tulsa	5.0	5.0
Washington, DC	10.0 (plus $1 surcharge)	6.5
West Palm Beach-Boca Raton-Delray Beach	7.0	5.0
Wichita	8.0	3.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	5.7	5.0

Note: Tax rates are for the first city in a given metro area.

[1]Average for establishments polled by S&MM. Rates may vary slightly among the townships in the two counties.



Canadian Metro Area	Lodging Tax	Meal Tax
Calgary	—	—
Montreal	—	10.0%
Ottawa	5.0%	7.0
Toronto	5.0	7.0
Vancouver	7.0	7.0
Winnipeg	6.0	6.0

Source: Sales & Marketing Management survey.

Compensation

TABLE III-1

Salespeople's annual compensation

Salesperson Level	Consumer Products 1984	Consumer Products 1983	Consumer Products % Change	Industrial Products 1984	Industrial Products 1983	Industrial Products % Change
Sales trainee						
Straight salary	$18,150	$17,950	+ 1.4	$20,647	$18,623	+10.9
Salary plus incentive						
Salary	20,150	17,250	+16.8	20,490	18,560	+10.4
Incentive	2,250	2,600	−24.0	3,315	3,960	−19.5
Total	22,300	20,600	+ 8.3	25,175	22,620	+11.3
A&B salespeople						
Straight salary	22,850	22,760	+ 0.4	29,621	26,100	+13.5
Salary plus incentive						
Salary	20,520	21,020	− 2.4	24,880	23,075	+ 7.8
Incentive	6,080	4,160	+46.2	6,780	5,588	+21.3
Total	26,660	24,980	+ 6.7	32,195	28,969	+11.1
Senior salespeople						
Straight salary	30,770	30,500	+ 0.9	37,036	34,500	+ 7.4
Salary plus incentive						
Salary	26,640	26,260	+ 1.4	30,156	29,200	+ 3.3
Incentive	7,780	5,240	+48.5	9,556	6,000	+59.3
Total	34,120	31,480	+ 8.4	40,419	36,900	+ 9.5
Sales supervisor						
Straight salary	38,433	33,400	+15.1	43,358	39,750	+ 9.1
Salary plus incentive						
Salary	35,300	34,900	+ 1.2	37,800	37,440	+ 1.0
Incentive	7,580	5,500	+37.8	10,020	7,993	+25.4
Total	43,980	41,900	+ 5.0	47,247	43,819	+ 7.8

Note: Some differences between years reflect changes in the organizations that reported data. It should also be noted that in the "salary plus incentive" category, the "total" compensation will not equal the sum of the "salary" and "incentive" components because not all respondents provided information for each of the components.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-2

Sales force selling expenses as a percentage of sales in major industries

Industry	Compensation 1984	Compensation 1983	T&E Expenses 1984	T&E Expenses 1983	Total 1984	Total 1983
Consumer goods						
Durable goods	2.1%	4.2%	1.3%	2.2%	3.4%	9.0%
Ethical pharmaceuticals, surgical supplies, & equipment	5.2	5.2	1.7	3.1	6.9	16.9
Food	1.9	1.6	0.5	0.4	2.4	3.5
Major household items	3.3	2.1	0.7	0.7	4.0	4.4
Proprietary drugs and toiletries	1.1	1.3	0.8	N.A.	1.9	7.9
Industrial goods						
Automotive parts & accessories	2.6	3.1	1.0	1.6	3.6	5.5
Building materials	1.2	1.5	0.5	0.7	1.7	5.4
Chemicals & petroleum	2.4	1.3	0.4	0.5	2.8	1.4
Computers	4.2	*	1.7	*	5.9	*
Containers, packaging materials, & paper	1.0	0.8	0.2	0.4	1.2	1.6
Electrical materials	1.6	0.6	0.6	0.6	2.2	3.9
Electronics & instruments	3.4	1.9	1.3	1.4	4.7	5.2
Fabricated metals (heavy)	1.0	2.0	0.4	0.8	1.4	3.8
Fabricated metals (light)	2.5	1.9	1.4	0.9	3.9	4.9
Fabrics & apparel	2.2	0.9	0.5	0.4	2.7	5.3
Iron & steel	1.4	0.8	0.6	0.3	2.0	2.4
Machinery (heavy)	2.0	2.3	0.7	0.7	2.7	5.4
Machinery (light)	3.3	3.9	1.3	1.5	4.6	9.2
Office & educational equipment	2.1	*	1.2	*	3.3	*
Printing & publishing	5.2	3.6	1.3	0.9	6.5	9.7
Rubber, plastics, & leather	1.9	1.0	1.0	0.8	2.9	4.4

*Not meaningful due to change in industry definition.

N.A.—Not Applicable.

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Also, percentages in this table are percentages of sales by the sales force.

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-3

Total selling expenses as a percentage of company sales

Industry	1984	1983
Consumer goods		
Durable goods	14.8%	9.0%
Ethical pharmaceuticals, surgical supplies, & equipment	9.2	16.9
Food	7.9	3.5
Major household items	5.4	4.4
Proprietary drugs & toiletries	5.5	7.9
Industrial goods		
Automotive parts & accessories	5.4	5.4
Building materials	3.9	5.4
Chemicals & petroleum	3.9	1.4
Computers	6.2	*
Containers, packaging materials, & paper	1.5	1.8
Electrical materials	4.3	4.8
Electronics & instruments	4.8	5.2
Fabricated metals (heavy)	3.6	3.8
Fabricated metals (light)	5.8	4.9
Fabrics & apparel	3.8	4.2
Iron & steel	2.5	2.4
Machinery (heavy)	5.7	0.7
Machinery (light)	7.2	9.2
Office & educational equipment	13.8	*
Printing & publishing	10.0	9.7
Rubber, plastics, & leather	3.1	4.4

*Not meaningful due to change in industry definition.

Note: Selling expenses cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data.

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-4

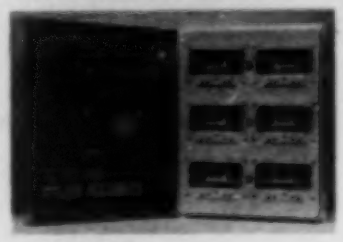
Alternative sales compensation and incentive plans

Method	% Of Companies Using Plans: All Industries 1984	All Industries 1983	Consumer Products 1984	Industrial Products 1984	Other Commerce/ Industry 1984
Straight salary	17.1%	20.4%	12.4%	14.2%	27.4%
Draw against commission	6.8	5.4	5.1	6.5	8.4
Salary plus commission	29.0	30.9	21.2	32.5	25.9
Salary plus individual bonus	33.6	30.1	46.0	33.4	25.9
Salary plus group bonus	2.3	1.9	4.4	2.0	1.5
Salary plus commission plus bonus	11.2	11.3	10.9	11.4	10.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Some year-to-year differences reflect changes in the organizations reporting data.

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

THREE KEYS TO SELLING MAJOR ACCOUNTS



HOW TO EFFECTIVELY GENERATE MORE SALES THRU LARGE ACCOUNTS

Eighty percent of your ability to sell major accounts depends on three factors. . .

—How you perceive your role as a salesperson and your objective of the call.

—How you gain entry to the account and qualify the buyer.

—How you develop and deliver "problem-solving" proposals versus the standard "boilerplate" price and specification quotes.

Don Beveridge talks with you, one-on-one, in this 6 cassette series and shows you how to use each of these keys to sell major accounts.

$65.00 plus shipping
Improve performance immediately by ordering today. Write or call

1-800-BBS-IDEA

BBS Beveridge Business Systems

P.O. Box 223, Barrington, IL 60010

Circle No. 151 on Reader Service Card

COPYRIGHT NOTICE and rights of reproduction

The *Survey of Selling Costs* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Selling Costs* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

Definitions

Field sales personnel

Sales trainee: Anyone who is learning about the company's products, services, and policies, as well as proven sales techniques, in preparation for a sales assignment.

Salesperson Grade A: A "regular" salesperson who has little or no selling experience except that which has been acquired in the company's sales training program. He contacts established and prospective customers to develop interest in the company's products and to sell them.

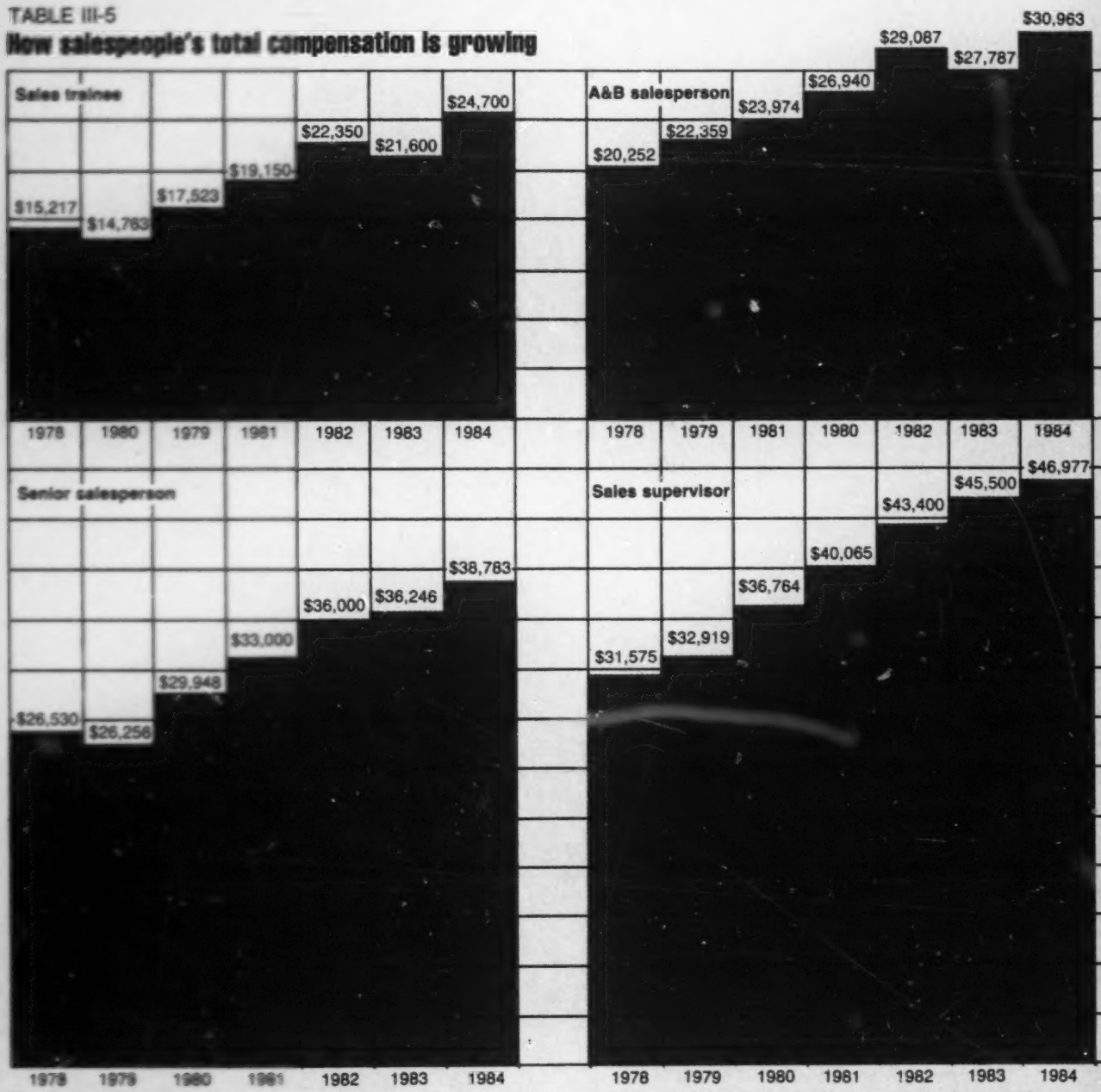
Salesperson Grade B: A salesperson who has broad knowledge of the company's products and services and sells in a specifically assigned territory. He maintains contact with established customers and develops new prospects.

Senior salesperson: A salesperson at the highest level of selling responsibility. He is completely familiar with the company's products, services, and policies; he usually has years of experience and is assigned to major accounts and territories.

Sales supervisor: A veteran salesperson who, be-

TABLE III-5

How salespeople's total compensation is growing



Note: Compensation comprises salaries, plus commissions and incentives. Figures apply to consumer goods, industrial goods, and other (i.e., insurance, miscellaneous services, transportation, and utilities).

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

cause of his abilities and experience, leads others. Although his primary function is to direct the activities of and train salespeople and sales trainees, he may also sell to selected key accounts.

Sales-support personnel

Level I: This individual performs assigned tasks, using established procedures that require little evaluation. Generally reports to a supervisor.

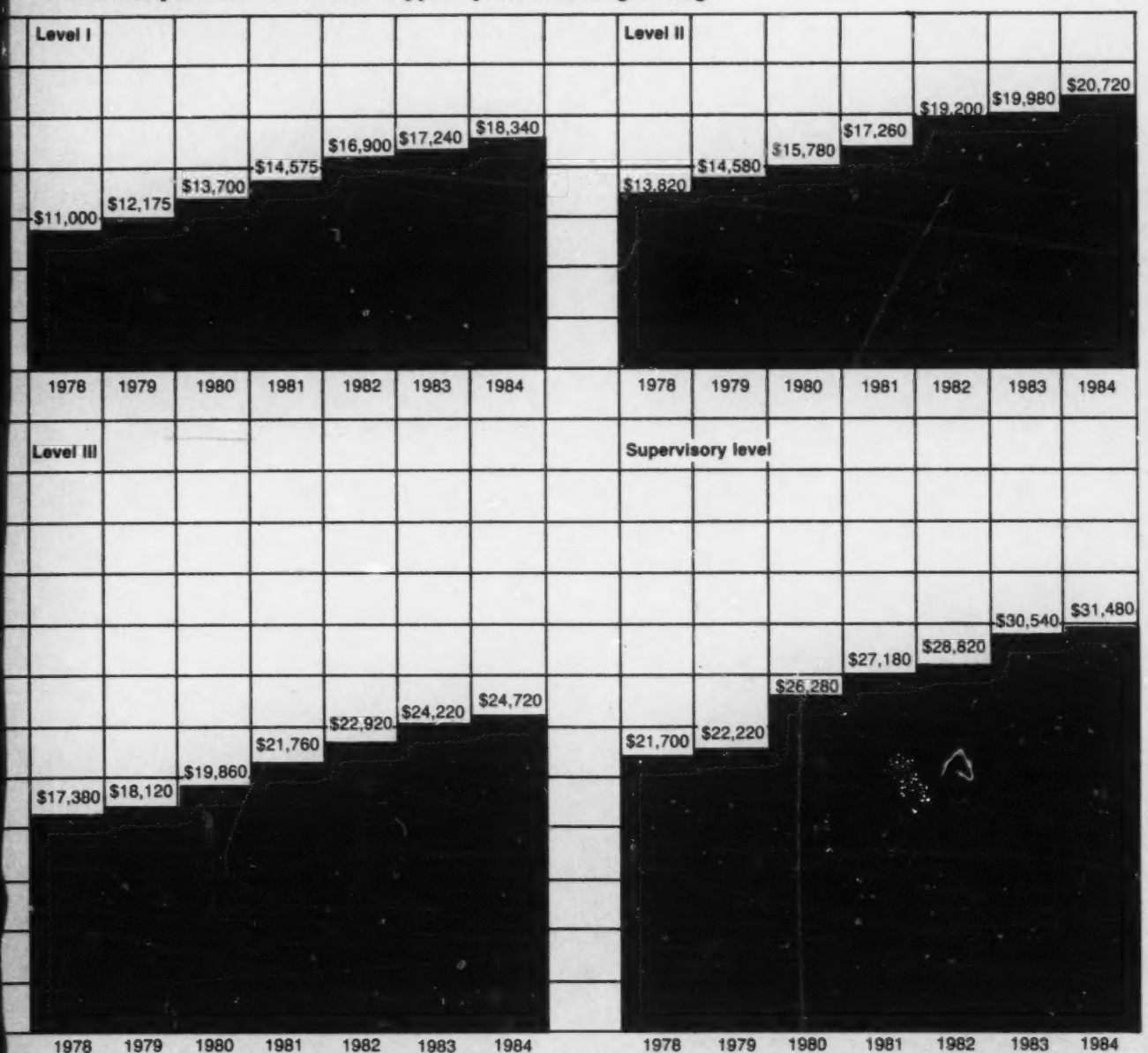
Level II: An intermediate-level worker who performs tasks involving limited responsibilities and standard procedures. Some originality and evaluation is required.

Level III: The highest nonsupervisory worker, expected to exercise considerable originality and make evaluations. On occasion, this person assists in training and supervising trainees and Level I employees.

Supervisor: This individual's primary job is to direct others in the accomplishment of assigned work. He also consults with superiors on more complex phases of assigned work.

TABLE III-6

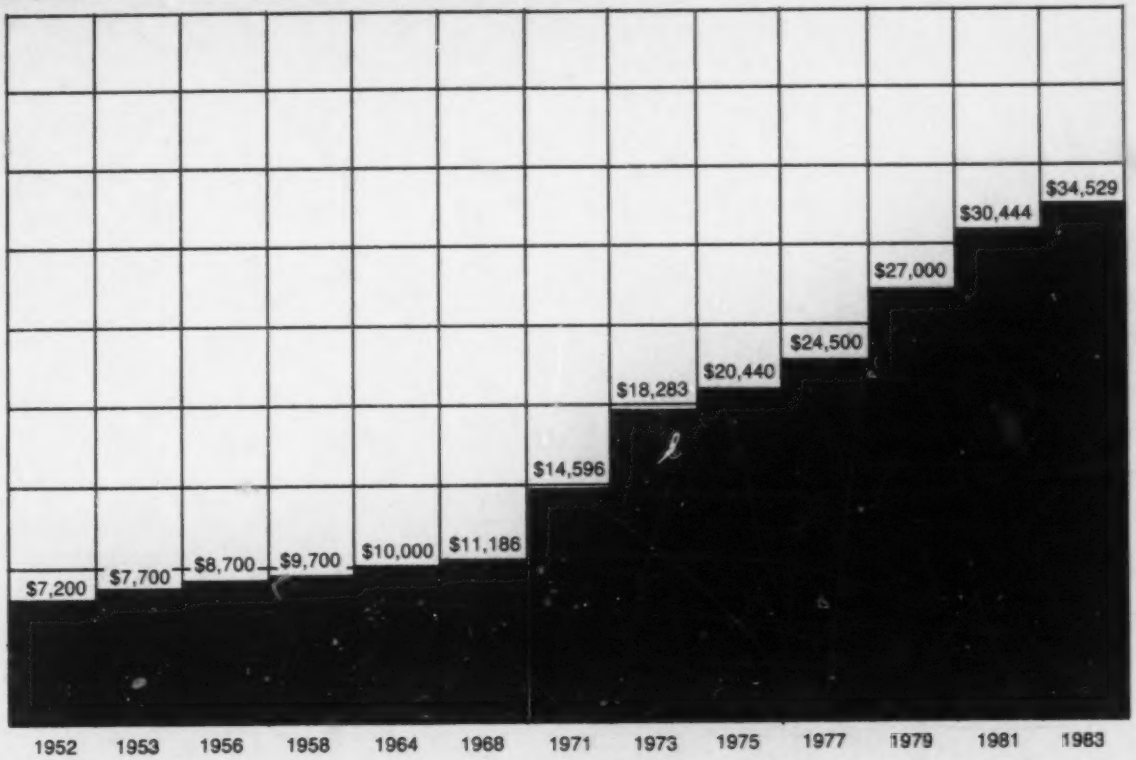
How compensation for sales-support personnel is growing



Note: Support personnel includes sales analysts, inside customer service representatives, sales correspondents, sales training representatives, and exhibit and display coordinators.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-7

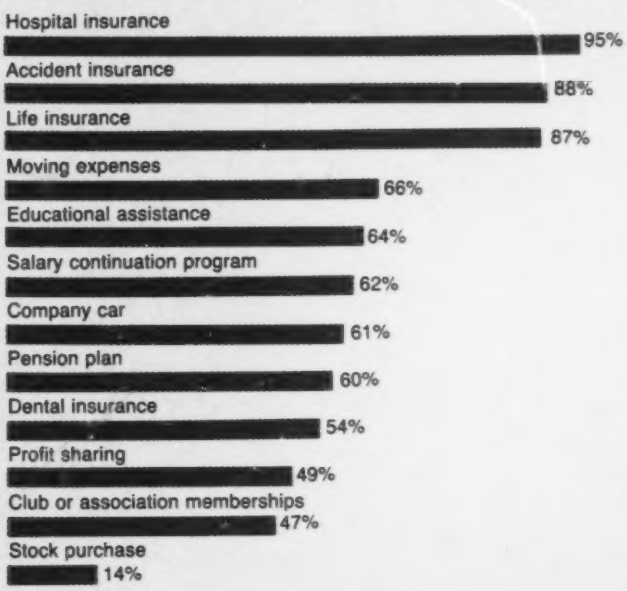
Average earnings of experienced sales reps: 1952–83



Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

TABLE III-8

Benefits paid by companies



Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

TABLE III-9

Earnings of salaried reps by selected industries

Industry Group	High Median	Low Median
Building materials	$35,000	$18,000
Computer products/services	33,000	35,000
Electrical equip.	48,000	18,000
Electronics	36,000	24,000
Fabricated metals	35,000	25,000
Food products	27,000	19,000
General machinery	39,000	25,000
Instruments & allied products	33,800	32,500
Iron & steel	30,000	22,000
Nonferrous metals	32,000	25,000
Rubber, plastics, & leather	35,000	20,000
Tools & hardware	33,000	19,000
Transportation equip.	35,000	20,000
13-industry average	**$34,750**	**$23,270**

Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

TABLE III-10

Starting salaries of trainees with college degrees

Functional Area	Average Annual Salary 1984	1983	% Change 1983–84
Bachelor's Degree			
Sales—nontechnical degree	$18,300	$17,568	+4.2%
Sales—technical degree	23,484	22,560	+4.1
M.B.A. Candidates			
Business administration, industrial management, or commerce			
With nontechnical undergraduate degree[1]	$28,500	$26,580	+7.2%
With technical undergraduate degree	30,492	30,288	+0.7

[1]Less than one year full-time, nonmilitary employment.
Note: The salary survey is a study of beginning salary offers made to graduating students during the recruiting period September through June. The salary survey reports offers, not acceptances, with no limit on the number of offers per student. The data are submitted by 187 placement offices throughout the U.S.
Source: College Placement Council, *Salary Survey—A Study Of 1983–84 Beginning Offers*, Copyright 1984.

TABLE III-11

Starting salaries of college graduates to be hired

Field	Class Of 1985	Class Of 1984	% Change 1984–85
		Bachelor's Degree	
Sales-marketing	$20,616	$19,620	+ 5.1%
Business administration	19,896	19,416	+ 2.5
		M.B.A. Degree	
With technical B.S.	$31,800	$28,428	+11.9%
With nontechnical B.A.	30,348	28,764	+ 5.5

Note: Salaries shown are what companies offered, not what they actually paid.
Source: Northwestern Univ. Placement Center, *The Endicott Report 1985*; copyright 1984.

TABLE III-12

Salary statistics for M.B.A. graduates entering marketing

Field	Range	Average
Sales	$18,000–$50,000	$35,166
Marketing research	27,000–37,500	33,500
General marketing	30,000–42,000	36,482

Note: The survey sample includes graduates with two to four years experience prior to receiving their M.B.A.
Source: *1984 MBA Placement Survey*, Wharton Graduate School, Univ. of Pennsylvania.

Profits from Packaging

Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) 1-800-462-1151

GERALD FRIED DISPLAY CO., INC.

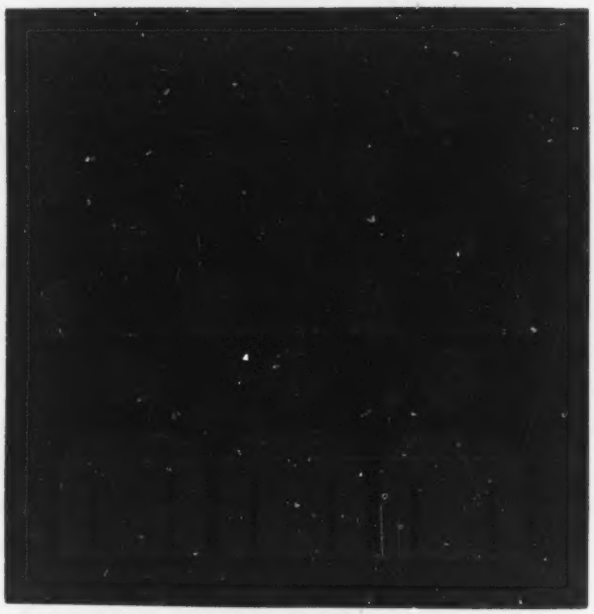
550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

New York Showroom
Empire State Building
350 Fifth Avenue
Room 5108
Telephone 212/564-1401

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF **Call or Write for Free Catalog**

Sales meetings and sales training



Step-by-step sequence in preparing a sales meeting budget

Using information from *S&MM's Survey of Selling Costs*, a marketer can get a more reliable fix on the costs of a sales meeting. In the hypothetical example used here, a two-day divisional meeting is planned for St. Louis. Of the 48 people who will attend, 43 will arrive from out of town the evening before the meeting starts.

Hotel Costs	1. City (St. Louis)	2. No. Of Meeting Participants	3. No. Of Times Cost Is Incurred	4. Cost Per Person	11. Total Cost Per Meeting
5. Lodging	$65.00	48	91	$70.59	$6,424
6. Meals					
Breakfast	8.50	48	96	8.50	816
Lunch	13.00	48	96	13.00	1,248
Dinner	16.30	53	53	16.30	864
7. Coffee breaks	1.50	48	144	1.50	216
8. Cocktail party	8.20	53	53	4.10	217
9. Meeting room					—
10. Hospitality-suite rental					—
12. Subtotal (hotel costs)					**$9,785**
Supplementary costs					
13. Audiovisual rental					$ 292
14. Meals away from hotel					702
15. Transportation from airport to meeting site					774
16. Automobile rental					—
17. Transportation to and from meeting city					7,924
18. Entertainment, printed materials, handouts, etc.					1,275
19. Subtotal (supplementary costs)					**$10,967**
20. Grand total					**$20,752**
21. Number of participants					48
22. Average cost per participant					**$ 432**

Hotel costs

1. According to Table IV-4: Sales Meeting Costs (page 70), median group lodging rates range from $50 to $74 for a single room. For budget purposes, the sales manager plans to use a hotel that charges no more than $65 daily (Column 1, Line 5).
2. He enters the number of meeting participants who will attend each function in items 5 through 8.
3. The 43 people arriving the night before will need lodging for two nights, the other 5 only one night, so the number of times the lodging cost is incurred comes to 91 (Column 3, Line 5).
4. Table II-3: Meal and Lodging Tax Rates (page 53), indicates that St. Louis has a 8.6% room tax, which brings the cost per person to $70.59.
5. Multiplying this figure by the figure in Column 3 results in a total lodging cost of $6,424 (Column 11, Line 5).
6. Referring again to Table IV-4, he enters the cost of group meals in Column 1, Line 6: Breakfast, $8.50, Lunch, $13.00, and Dinner, $16.30. The two-day meeting will require two breakfasts and two lunches so the number of times those individual costs are incurred comes to 96. Multiplying that figure by each meal cost results in a total breakfast cost of $816, and a total lunch cost of $1,248. A reception and dinner will be held in the hotel at the end of the first day, and 5 people from top management will attend as guest speakers, bringing the number of attendees to 53. Multiplying that number by the meal cost results in a total dinner cost of $864.
7. The meeting will end early the afternoon of the second day so only three coffee breaks are planned (Column 3, Line 7).
8. Although the median rate for a two-hour reception is $8.20 (as indicated in Table IV-4), the sales manager plans only a one-hour function and cuts the cost in half to $4.10 (Column 4, Line 8).
9. Because he has reserved sleeping rooms and will have sizable meal functions, the sales manager knows that the hotel will waive meeting-room charges.
10. The same applies to hospitality-suite rental.
11. The total cost for each function is derived by multiplying the cost of each function by the number of times the cost will be incurred (Column 11).
12. Adding the functional costs in Column 11 results in a total hotel cost of $9,785.

Supplementary costs

13. The sales manager would have no audiovisual rental cost because he will use the overhead projector and screen normally furnished by hotels; however, he plans to rent a large TV screen and player for entertainment during the dinner function and he determines from Table V-4 (page 108) that he can expect to pay about $292 for this equipment (Line 13).
14. Dinner costs will have to be allowed for the 43 attendees arriving on the night before the meeting. Table II-1: Metro Sales Costs (page 42) shows that a dinner in St. Louis costs about $15.30. Table II-3 shows that St. Louis adds a 6.68% tax to meals, which brings the cost per person to $16.32. Multiplying this figure by 43 results in a $702 cost for meals away from the hotel (Line 14).
15. The taxi fare from airport to downtown, also found in Table II-1, indicates that the total cost for this item will come to $774 (Line 15).
16. The attendees will spend all their time at the meeting, hence there will be no need for auto rentals (Line 16).
17. The traffic department tells the sales manager that air coach fares for flying the 43 out-of-towners to New Orleans will aggregate $7,924. (Line 17).
18. The cost for transparencies, printed workshop materials, and the like is budgeted at $1,275 (Line 18).
19. Adding up the various supplementary items results in a subtotal of $10,967 (Line 19).
20. Combining hotel and supplementary costs provides a grand total of $20,752 (Line 20).
21. The number of participants is 48.
22. Dividing grand total costs by 48 results in an average cost per participant of $432 (Line 22). If this same procedure is followed for calculating the per-participant cost of other candidate cities, the sales manager will learn which location is a more economical choice.

TABLE IV-1

Average cost of sales training per salesperson

Type Of Company	Training Cost* Including Salary 1984	1983	% Increase 1983–84	Median Training Period (Weeks) 1984	1983
Industrial products	$25,700	$24,600	4.5%	18	20
Consumer products	17,810	16,600	7.2	18	18
Services**	18,100	16,000	13.1	13	20

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.

**Includes insurance, financial, utilities, transportation, retail stores, etc.

Source: Sales & Marketing Management survey.

TABLE IV-2

Sites most frequently used for sales training

Location	% Of Companies Conducting Training At This Location: Industrial Products	Consumer Products	Services*	Median Length of Training Time At This Location: Industrial Products	Consumer Products	Services*
Home office	60%	75%	50%	5 wk.	2 wk.	6 wk.
Field office	75	88	25	2 wk.	7 wk.	7 wk.
Regional office	50	38	45	6 wk.	2 wk.	4 wk.
Plant locations	25	13	0	2 wk.	1 wk.	0
Central training facility (away from home office)	50	13	12	2 wk.	2 wk.	1 wk.
Noncompany site (hotel, restaurant, club)	0	10	38	0	1 wk.	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.

Source: Sales & Marketing Management survey.

If you're thinking California, step up to La Costa.

Conference facilities for up to 380.

Thanks to La Costa's problem-solving Gold Key Award professionalism, you will enjoy one of the nation's most complete Conference Centers, with 10,000 square feet of modern facilities. Only 35 minutes from San Diego International Airport, our letter-perfect program will be ready for your group when it arrives.

The finest meeting facilities are where you'd also find the world's greatest Spa, the MONY Tournament of Champions golf course, 25 tennis courts, five exciting restaurants and the magnificence of Southern California.

LA COSTA HOTEL & SPA
CARLSBAD, CA 92008

CALIFORNIA'S MOST COMPLETE RESORT

Let us handle the details for you. Call Alex Frankel toll-free: 800/854-6564 (In California: 800/542-6200) and ask for our Conference Planner's Kit.

Circle No. 112 on Reader Service Card

TABLE IV-3 Length of training period for new salespeople

	Type Of Company					
	Industrial Products		Consumer Products		Services*	
Time Period	1984	1983	1984	1983	1984	1983
0 to 6 wk.	35%	42%	31%	22%	35%	17%
Over 6 wk. to 3 mo.	20	8	51	33	12	0
Over 3 mo. to 6 mo.	40	33	18	45	30	50
Over 6 mo. to 12 mo.	5	8	0	0	23	33
Over 12 mo.	0	9	0	0	0	0
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Median Training Period (wk.)	**18**	**20**	**18**	**18**	**13**	**20**

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Source: Sales & Marketing Management survey.

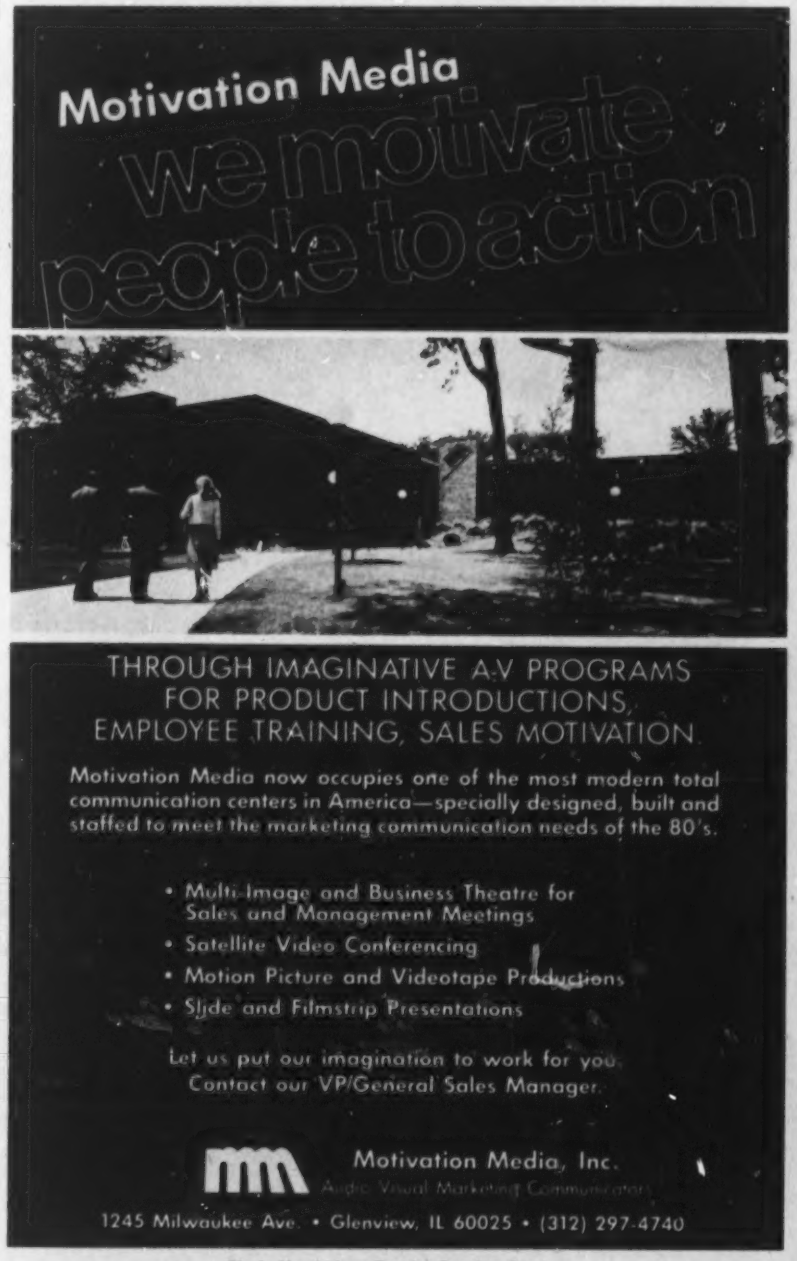
S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.



Circle No. 116 on Reader Service Card

TABLE IV-4 Sales meeting costs

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Atlantic City, NJ	*Low:* Median $65.00 Range $55.00–$85.00 *High:* Median $112.00 Range $95.00–$145.00	*Low:* Median $70.00 Range $55.00–$85.00 *High:* Median $112.00 Range $95.00–$145.00	B—Median $6.95 Range $6.60–$10.10 L—Median $12.50 Range $10.00–$22.68 D—Median $24.30 Range $15.60–$27.70	Median $2.25 Range $1.95–$3.00	Median $120.00 Range $100.00–$200.00	Median $18.00 Range $16.00–$30.00	For 25: $ 60.00 For 50: $ 85.00 For 75: $100.00 For 100: $140.00
Atlanta, GA	*Low:* Median $60.00 Range $54.00–$78.00 *High:* Median $80.00 Range $60.00–$94.00	*Low:* Median $65.00 Range $59.00–$94.00 *High:* Median $85.00 Range $66.00–$105.00	B—Median $8.05 Range $7.90–$8.40 L—Median $9.70 Range $9.20–$11.90 D—Median $19.00 Range $15.75–$21.30	Median $3.50 Range $2.25–$4.25	Median $175.00 Range $150.00–$185.00	Median $13.50 Range $12.50–$17.00	For 25: $ 50.00 For 50: $100.00 For 75: $150.00 For 100: $200.00
Boston, MA	*Low:* Median $88.00 Range $80.00–$90.00 *High:* Median $96.00 Range $80.00–$120.00	*Low:* Median $108.00 Range $100.00–$113.00 *High:* Median $116.00 Range $100.00–$135.00	B—Median $10.05 Range $6.60–$11.00 L—Median $10.20 Range $7.80–$17.70 D—Median $22.50 Range $16.20–$26.85	Median $2.75 Range $2.50–$3.00	Median $100.00 Range $75.00–$150.00	Median $15.00 Range $12.50–$30.00	For 25: $100.00 For 50: $150.00 For 75: $200.00 For 100: $300.00
Chicago, IL	*Low:* Median $70.00 Range $44.00–$79.00 *High:* Median $85.00 Range $59.00–$99.00	*Low:* Median $85.00 Range $55.00–$89.00 *High:* Median $109.00 Range $79.00–$119.00	B—Median $9.30 Range $8.00–$9.35 L—Median $11.35 Range $11.00–$12.75 D—Median $16.20 Range $13.90–$19.75	Median $2.00 Range $2.00–$2.75	Median $210.00 Range $200.00–$250.00	Median $18.00 Range $15.00–$24.00	For 25: $ 85.00 For 50: $125.00 For 75: $150.00 For 100: $225.00
Cleveland, OH	*Low:* Median $55.00 Range $44.00–$65.00 *High:* Median $77.00 Range $56.00–$91.00	*Low:* Median $60.00 Range $52.00–$82.00 *High:* Median $89.00 Range $62.00–$103.00	B—Median $8.40 Range $4.65–$10.30 L—Median $12.60 Range $8.10–$12.80 D—Median $17.20 Range $13.90–$22.00	Median $1.75 Range $1.50–$2.40	Median $220.00 Range $175.00–$265.00	Median $14.50 Range $12.00–$20.00	For 25: $135.00 For 50: $175.00 For 75: $250.00 For 100: $300.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4 Sales meeting costs

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Dallas, TX	*Low:* Median $75.00 Range $50.00–$99.00 *High:* Median $90.00 Range $65.00–$99.00	*Low:* Median $85.00 Range $55.00–$109.00 *High:* Median $95.00 Range $75.00–$109.00	B—Median $8.20 Range $6.50–$10.60 L—Median $10.00 Range $9.50–$14.55 D—Median $16.50 Range $14.00–$27.90	Median $2.15 Range $2.00–$4.25	Median $172.00 Range $150.00–$250.00	Median $15.00 Range $10.00–$17.00	For 25: $ 75.00 For 50: $100.00 For 75: $150.00 For 100: $200.00
Denver, CO	*Low:* Median $62.50 Range $49.00–$88.00 *High:* Median $107.00 Range $65.00–$122.00	*Low:* Median $67.50 Range $49.00–$108.00 *High:* Median $110.00 Range $75.00–$122.00	B—Median $7.55 Range $6.30–$10.30 L—Median $9.50 Range $7.20–$14.65 D—Median $16.50 Range $8.40–$24.40	Median $3.25 Range $2.60–$4.95	Median $150.00 Range $75.00–$500.00	Median $13.00 Range $10.00–$30.00	For 25: $130.00 For 50: $140.00 For 75: $185.00 For 100: $215.00

Circle No. 111 on Reader Service Card

Honolulu's most elegant resort is also Honolulu's most select meeting place.

For the second time in a generation, Honolulu finds itself host to those in search of the idyllic. Halekulani is calling them back. With gracious interiors, fine dining and service polished to a standard rarely experienced. All of this on 5 acres, right on Waikiki Beach. As Honolulu's most elegant resort hotel, Halekulani is ideal for top-of-the-line incentives, board meetings and sales conferences for up to 300 people. The ballroom, function rooms and meeting rooms will satisfy every requirement of the most demanding planner.

Halekulani

ON THE BEACH AT WAIKIKI

To find out more, contact Director of Sales at (808)923-2311, 2199 Kalia Road, Honolulu, Hawaii 96815, telex 8382 HALE HR, cable HALEKULANI HAWAII.

one of The Leading Hotels of the World®

800-223-1230 or 212-751-8915 collect.

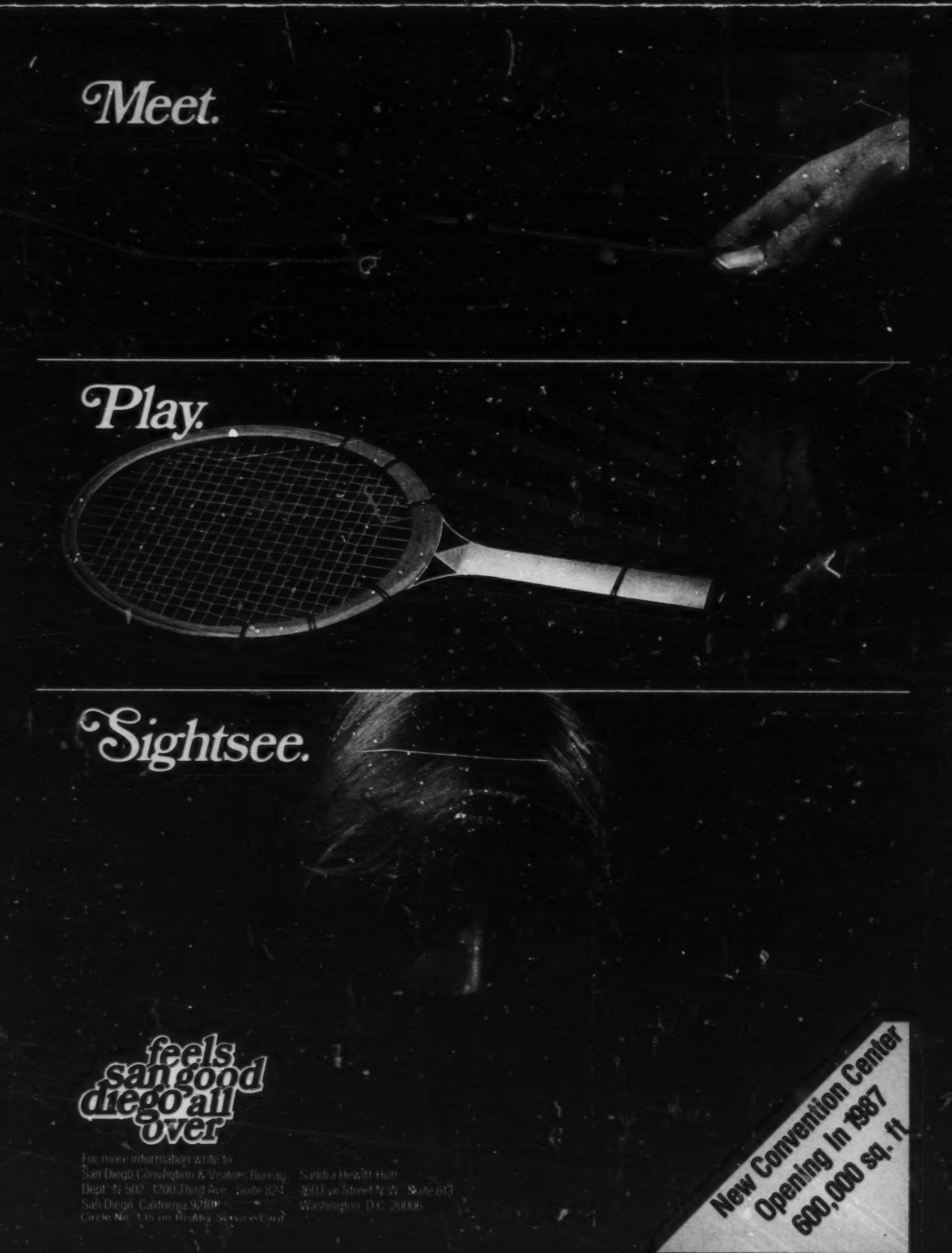

Meet.
Play.
Sightsee.
feels
san good
diego all
over
For more information write to
San Diego Convention & Visitor Bureau
Dept. N-502, 1200 Third Ave., Suite 824
San Diego, California 92101
Circle No. 135 on Reader Service Card
Sandra Hewitt Hutt
910 Eye Street N.W., Suite 613
Washington, D.C. 20006
New Convention Center
Opening In 1987
600,000 sq. ft

TABLE IV-4 Sales meeting costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	Hospitality Functions 2-Hr. Reception with Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Minneapolis, MN	*Low:* Median $75.00 Range $60.00–$90.00 *High:* Median $80.00 Range $75.00–$90.00	*Low:* Median $85.00 Range $75.00–$95.00 *High:* Median $90.00 Range $90.00–$95.00	B—Median $9.50 Range $7.80–$9.75 L—Median $12.45 Range $11.40–$15.50 D—Median $20.40 Range $16.20–$21.00	Median $2.50 Range $1.50–$2.75	Median $200.00 Range $125.00–$250.00	Median $12.00 Range $10.00–$15.00	For 25: $110.00 For 50: $150.00 For 75: $200.00 For 100: $230.00
New Orleans, LA	*Low:* Median $79.00 Range $55.00–$109.00 *High:* Median $90.00 Range $55.00–$109.00	*Low:* Median $80.00 Range $65.00–$129.00 *High:* Median $110.00 Range $65.00–$129.00	B—Median $7.60 Range $6.20–$12.50 L—Median $15.00 Range $10.00–$15.25 D—Median $25.00 Range $11.20–$25.40	Median $3.35 Range $3.00–$3.75	Median $210.00 Range $130.00–$250.00	Median $16.00 Range $11.00–$20.00	For 25: $ 75.00 For 50: $100.00 For 75: $130.00 For 100: $130.00
New York, NY	*Low:* Median $85.00 Range $70.00–$110.00 *High:* Median $95.00 Range $70.00–$110.00	*Low:* Median $110.00 Range $75.00–$130.00 *High:* Median $120.00 Range $75.00–$130.00	B—Median $12.50 Range $10.00–$16.30 L—Median $25.05 Range $18.80–$28.00 D—Median $31.30 Range $27.55–$33.80	Median $3.00 Range $2.95–$4.40	Median $200.00 Range $150.00–$250.00	Median $21.00 Range $17.00–$50.00	For 25: $150.00 For 50: $150.00 For 75: $400.00 For 100: $400.00
Oakland, CA	*Low:* Median $65.00 Range $55.00–$77.00 *High:* Median $75.00 Range $65.00–$77.00	*Low:* Median $75.00 Range $55.00–$89.00 *High:* Median $85.00 Range $75.00–$89.00	B—Median $9.70 Range $6.70–$10.30 L—Median $15.80 Range $7.90–$16.40 D—Median $24.30 Range $10.30–$25.00	Median $2.00 Range $2.00–$2.50	Median $125.00 Range $100.00–$150.00	Median $11.00 Range $10.00–$20.00	For 25: $100.00 For 50: $200.00 For 75: $250.00 For 100: $350.00
Orlando, FL	*Low:* Median $52.00 Range $49.00–$55.00 *High:* Median $65.00 Range $49.00–$78.00	*Low:* Median $58.00 Range $58.00–$65.00 *High:* Median $75.00 Range $59.00–$88.00	B—Median $7.55 Range $5.90–$7.85 L—Median $10.30 Range $9.48–$14.80 D—Median $19.40 Range $15.15–$21.70	Median $2.30 Range $1.80–$2.75	Median $125.00 Range $125.00–$300.00	Median $21.00 Range $15.00–$27.00	For 25: $ 80.00 For 50: $100.00 For 75: $150.00 For 100: $200.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4 Sales meeting costs

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Philadelphia, PA	*Low:* Median $62.00 Range $41.00–$74.00 *High:* Median $65.00 Range $52.00–$94.00	*Low:* Median $70.00 Range $47.00–$89.00 *High:* Median $75.00 Range $58.00–$109.00	B—Median $7.10 Range $4.35–$8.70 L—Median $12.40 Range $7.70–$14.90 D—Median $18.15 Range $10.50–$19.85	Median $1.95 Range $1.50–$2.00	Median $145.00 Range $100.00–$370.00	Median $11.00 Range $9.00–$18.00	For 25: $ 75.00 For 50: $150.00 For 75: $200.00 For 100: $300.00
Phoenix-Scottsdale, AZ	*Low:* Median $70.00 Range $50.00–$85.00 *High:* Median $80.00 Range $72.00–$85.00	*Low:* Median $80.00 Range $60.00–$85.00 *High:* Median $90.00 Range $85.00–$87.00	B—Median $6.35 Range $4.85–$7.85 L—Median $9.30 Range $6.05–$12.50 D—Median $12.35 Range $8.50–$16.20	Median $2.50 Range $2.50–$4.50	Median $150.00 Range $90.00–$200.00	Median $18.00 Range $15.00–$23.00	For 25: $150.00 For 50: $150.00 For 75: $150.00 For 100: $150.00
Pittsburgh, PA	*Low:* Median $65.00 Range $43.00–$65.00 *High:* Median $75.00 Range $43.00–$79.00	*Low:* Median $75.00 Range $53.00–$75.00 *High:* Median $85.00 Range $53.00–$94.00	B—Median $7.20 Range $4.85–$9.60 L—Median $9.60 Range $6.05–$12.00 D—Median $16.35 Range $9.00–$20.85	Median $1.95 Range $1.00–$2.00	Median $75.00 Range $75.00–$100.00	Median $14.00 Range $11.25–$19.00	For 25: $ 50.00 For 50: $ 65.00 For 75: $100.00 For 100: $150.00
Reno, NV	*Low:* Median $49.00 Range $37.00–$63.00 *High:* Median $67.00 Range $45.00–$82.00	*Low:* Median $49.00 Range $42.00–$63.00 *High:* Median $69.00 Range $51.00–$82.00	B—Median $6.95 Range $6.65–$9.60 L—Median $7.70 Range $7.70–$15.00 D—Median $19.95 Range $14.45–$22.70	Median $1.95 Range $1.90–$2.50	Median $100.00 Range $100.00–$150.00	Median $22.00 Range $18.00–$29.00	For 25: $100.00 For 50: $150.00 For 75: $150.00 For 100: $225.00
St. Louis, MO	*Low:* Median $54.00 Range $50.00–$74.00 *High:* Median $70.00 Range $62.00–$75.00	*Low:* Median $62.00 Range $59.00–$89.00 *High:* Median $85.00 Range $72.00–$86.00	B—Median $8.50 Range $6.65–$10.35 L—Median $13.00 Range $10.90–$14.60 D—Median $16.30 Range $12.90–$22.00	Median $1.50 Range $1.25–$2.75	Median $185.00 Range $75.00–$350.00	Median $8.20 Range $5.95–$12.00	For 25: $ 75.00 For 50: $110.00 For 75: $175.00 For 100: $250.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4 Sales meeting costs

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
San Antonio, TX	*Low:* Median $77.00 Range $56.00–$80.00 *High:* Median $90.00 Range $56.00–$95.00	*Low:* Median $90.00 Range $64.00–$92.00 *High:* Median $102.00 Range $64.00–$110.00	B—Median $8.90 Range $7.60–$10.15 L—Median $12.40 Range $12.00–$13.00 D—Median $21.78 Range $20.40–$29.00	Median $3.00 Range $2.50–$3.00	Median $175.00 Range $150.00–$200.00	Median $14.00 Range $11.00–$25.00	For 25: $100.00 For 50: $150.00 For 75: $200.00 For 100: $225.00
San Diego, CA	*Low:* Median $79.00 Range $62.00–$105.00 *High:* Median $95.00 Range $62.00–$105.00	*Low:* Median $85.00 Range $72.00–$130.00 *High:* Median $105.00 Range $72.00–$130.00	B—Median $10.90 Range $7.80–$11.50 L—Median $13.30 Range $10.90–$14.50 D—Median $23.00 Range $17.00–$26.60	Median $2.10 Range $1.75–$2.25	Median $250.00 Range $150.00–$350.00	Median $18.00 Range $15.00–$25.00	For 25: $135.00 For 50: $210.00 For 75: $325.00 For 100: $450.00
San Francisco, CA	*Low:* Median $85.00 Range $54.00–$116.00 *High:* Median $110.00 Range $88.00–$140.00	*Low:* Median $95.00 Range $60.00–$135.00 *High:* Median $133.00 Range $94.00–$160.00	B—Median $10.60 Range $8.95–$11.90 L—Median $14.80 Range $10.95–$19.00 D—Median $22.50 Range $14.25–$38.00	Median $2.50 Range $2.00–$2.75	Median $225.00 Range $75.00–$300.00	Median $17.00 Range $14.00–$27.50	For 25: $175.00 For 50: $275.00 For 75: $275.00 For 100: $375.00
Seattle, WA	*Low:* Median $55.00 Range $50.00–$115.00 *High:* Median $65.00 Range $55.00–$160.00	*Low:* Median $65.00 Range $60.00–$135.00 *High:* Median $75.00 Range $65.00–$180.00	B—Median $8.55 Range $7.40–$9.10 L—Median $12.20 Range $12.15–$20.90 D—Median $24.00 Range $17.20–$30.70	Median $3.00 Range $2.00–$3.25	Median $175.00 Range $100.00–$250.00	Median $13.50 Range $11.00–$13.50	For 25: $110.00 For 50: $150.00 For 75: $150.00 For 100: $225.00
Washington, DC	*Low:* Median $85.00 Range $75.00–$85.00 *High:* Median $110.00 Range $95.00–$125.00	*Low:* Median $95.00 Range $85.00–$95.00 *High:* Median $125.00 Range $105.00–$145.00	B—Median $10.80 Range $9.50–$22.95 L—Median $16.80 Range $14.50–$24.80 D—Median $31.50 Range $19.40–$55.80	Median $2.95 Range $2.25–$3.75	Median $300.00 Range $175.00–$310.00	Median $20.00 Range $18.00–$40.00	For 25: $200.00 For 50: $250.00 For 75: $310.00 For 100: $450.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-5 Selected conference centers

Facilities & Rates	**Arrowwood Of Westchester** *Rye Brook, NY*	**Breckenridge Conference Ctr.** *St. Louis, MO*	**Dunfey Hyannis Resort and Conference Ctr.** *Hyannis, MA*	**Fort Magruder** *Williamsburg, VA*	**Heritage Village* Conference Ctr.** *Southbury, CT*
Sleeping rooms	274	223	224	224	121
Capacity	444	300	448	700	240
Meeting rooms	31	32	19	9	20
Rate/person/day (double occupancy)	$175[2]	$135[2]	$50–$134[1]	$80[1]	$160[2]
Nearest major airport	La Guardia, New York City	Lambert International, St. Louis	Logan International, Boston	Norfolk Airport	La Guardia, New York City
Driving time from Center to airport	40 min.	30 min.	1½ hours	45 min.	1½ hours
Recreation	9-hole golf course, 2 swiming pools (indoor and outdoor), 4 tennis courts (2 lighted), health club, sauna, game room, croquet, basketball, racquetball and squash facilities, par jogging, access to horseback riding	Access to 2 18-hole golf courses, 2 swimming pools (indoor and outdoor), 8 outdoor tennis courts (4 lighted), 9 indoor tennis courts, 6 racquetball courts, game room, health club, 5 tanning booths, indoor basketball jogging track	18-hole golf course, 2 putting greens, 2 swimming pools (indoor and outdoor), 2 tennis courts, 2 health clubs (men's and women's) sauna, jacuzzi, Roman bath, game room, sightseeing tours, horseback riding	Outdoor swimming pool, 2 lighted tennis courts, 2 saunas (men's and women's), whirlpool, exercise room, game room	Access to 9- and 18-hole golf courses, outdoor swimming pool, 2 (lighted) tennis courts, volleyball, health club, sauna, whirlpool, jacuzzi, game room with billiards, access to skiing, ice skating, and horseback riding

[1]European plan. [2]Full American plan. *A Harrison Conference Center.

profit and loss

The Breckenridge Hotel & Conference Center caters to the whole individual within a healthful environment. *A sound mind in a sound body.*

Profit by letting the Breckenridge Hotel & Conference Center address your corporation's need for productive and effective conferences.

- 22 state-of-the-art conference rooms
- audio visual department with trained staff
- worldwide videoconferencing capabilities
- environmental control panel
- 223 guest rooms and suites with video tie-in to the Conference Center
- complete fitness and sports complex that conducts a full fitness evaluation and physician-monitored stress tests

Now, what have you got to lose?

BRECKENRIDGE HOTEL & CONFERENCE CENTER

16625 Swingley Ridge Road • St. Louis, Missouri 63017
314-532-5000

Circle No. 101 on Reader Service Card

Facilities & Rates	**Holiday Inn Executive Conference Ctr.** *Memphis, TN*	**The Houstonian Hotel & Club** *Houston, TX*	**Indigo Lakes Conference Ctr.** *Daytona Beach, FL*	**James L. Knight Conference Ctr.** *Miami, FL*	**Lion Square Lodge & Conference Ctr.** *Vail, CO*
Sleeping rooms	177	300	148	615	161
Capacity	225	400	300	5,000	476
Meeting rooms	25	26	18	37	5
Rate/person/day (double occupancy)	$84[2]	$110[2]	$30[1]	$102[1]	Seasonal
Nearest major airport	Memphis International	Houston Intercontinental	Daytona Airport	Miami International	Denver Airport
Driving time from center to airport	25 min.	30 min.	5 min.	10 min.	2 hours
Recreation	18-hole golf course, outdoor swimming pool, 2 lighted tennis courts, health club, sauna, game room, basketball, volleyball, fishing, bicycling, hiking, jogging paths, horseshoes	Access to 18-hole golf course, 2 outdoor swimming pools, 5 lighted tennis courts, health club, sauna, 8 racquetball courts, indoor and outdoor running tracks, basketball, volleyball	18-hole golf course, putting greens and driving range, outdoor swimming pool, 8 lighted tennis courts, sauna, exercise room, par jogging course	Outdoor swimming pool, access to golf, tennis, boating, and the beach	Outdoor swimming pool, 3 outdoor hot tubs, 2 saunas, cross-country and down hill skiing, access to 4 golf courses, ice skating, tennis courts, and horseback riding

(continued on next page)

Source: Sales & Marketing Management survey.

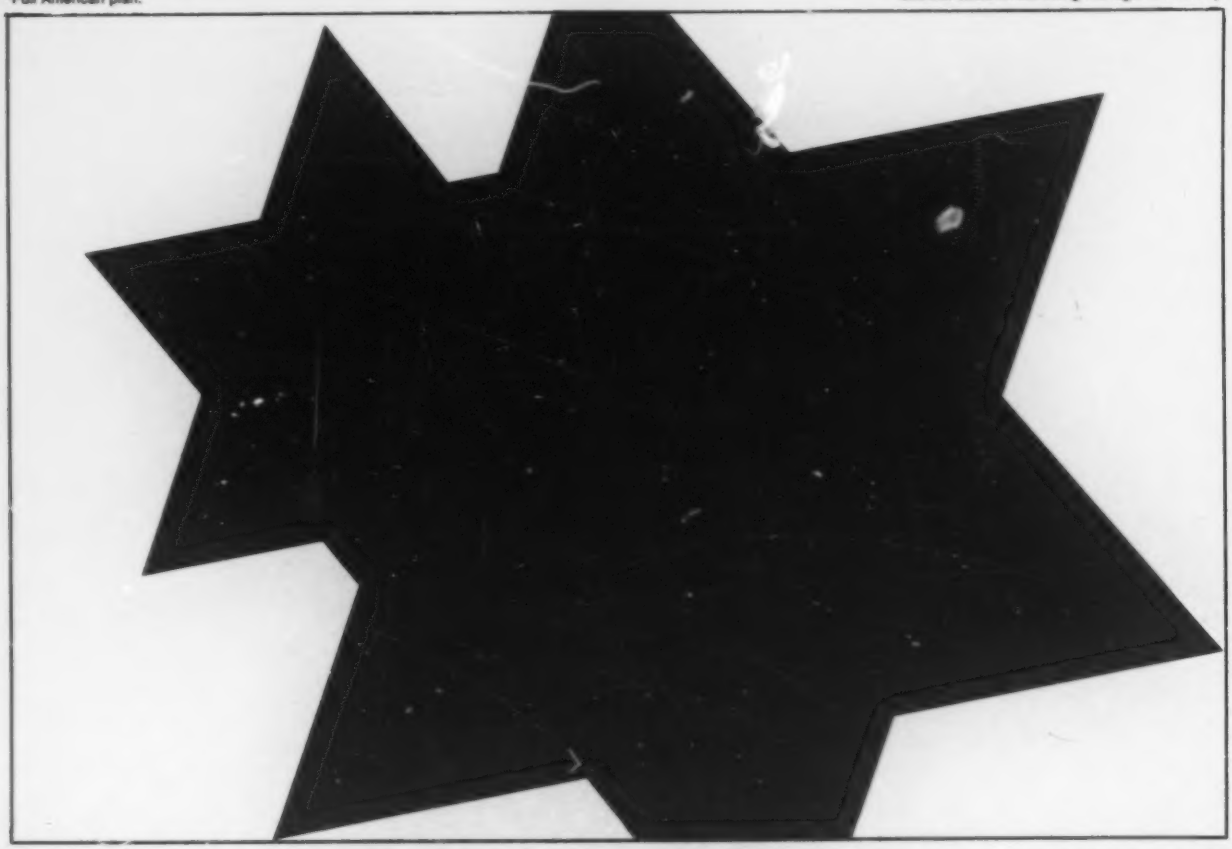
Circle No. 120 on Reader Service Card

TABLE IV-5 Selected conference centers *(continued)*

Facilities & Rates	**Peachtree Sheraton Conference Ctr.** *Peachtree City, GA*	**Scanticon-Princeton Executive Ctr. & Hotel** *Princeton, NJ*	**Scottsdale Conference Ctr. & Resort Hotel** *Scottsdale, AZ*	**Sheraton Inn & Conference Ctr.** *Boxborough, MA*	**Woodlands Inn & Country Club** *Woodlands, TX*
Sleeping rooms	252	300	261	143	268
Capacity	600	400	500	300	494
Meeting rooms	24	26	30	14	20
Rate/person/day (double occupancy)	$125.85[2]	$172[2]	$120–$175[2]	$40[1]	$118–$145[2]
Nearest major airport	Atlanta, Hartsfield International	Newark International	Phoenix International	Logan International, Boston	Houston Intercontinental
Driving time from center to airport	25 min.	45 min.	25 min.	50 min.	20 min.
Recreation	Access to 27-hole golf course, 2 swimming pools (indoor and outdoor), 3 lighted tennis courts, 2 indoor racquetball courts, 2 saunas (men's & women's), exercise room, jacuzzi, access to jogging courses	Access to 9- and 18-hole golf courses, indoor pool, 4 lighted tennis courts, 2 saunas (men's & women's), whirlpool, exercise room, game room, par jogging course, access to ballooning, gliding, river rafting and horseback riding	2 18-hole golf courses, 2 outdoor swimming pools, 8 tennis courts (5 lighted), 2 health clubs (men's & women's), game room, desert jeep tours, bicycling, access to horseback riding and sailing	2 swimming pools (indoor and outdoor), 2 tennis courts, exercise room, sauna, downhill and cross-country skiing, ice skating, jogging trails, volleyball, softball, horseshoes, outdoor barbecue areas	3 PGA golf courses, 2 outdoor swimming pools, 24 outdoor tennis courts, 7 indoor tennis courts, equestrian center, health club, indoor ice rink, acquatic center, game room

[1]European plan.
[2]Full American plan.

Source: Sales & Marketing Management survey.



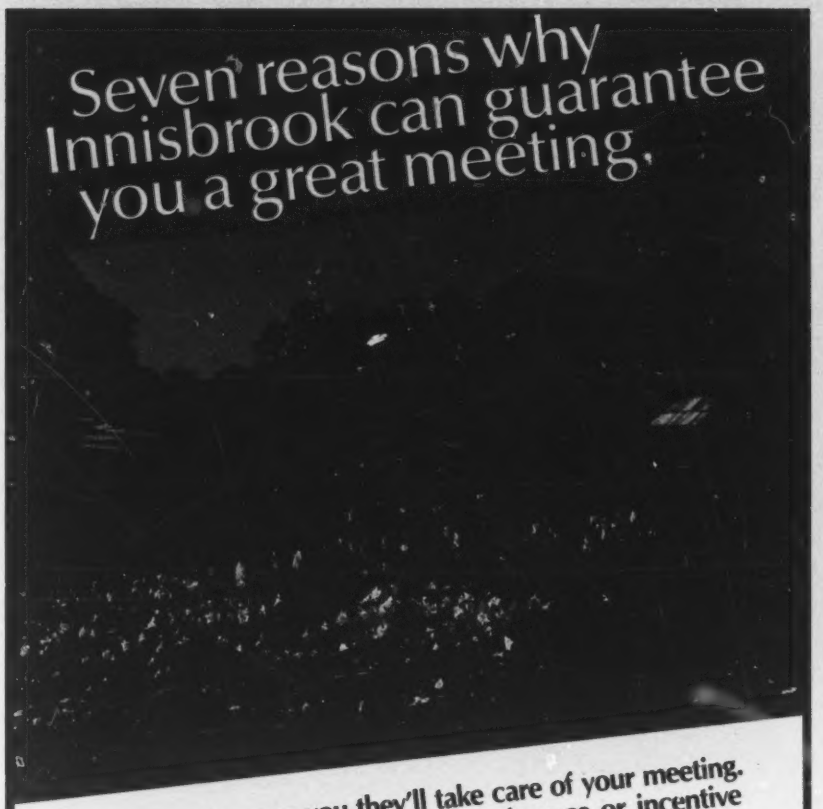
Circle No. 121 on Reader Service Card

TABLE IV-6 Selected resort hotels

Facilities & Rates	**Boca Raton Hotel & Club** *Boca Raton, FL*	**Broadmoor Hotel** *Colorado Springs, CO*	**Cloister Hotel** *Sea Island, GA*	**Desert Inn** *Las Vegas, NV*
Sleeping rooms	913	560	264	818
Meeting rooms	36	36	15	8
Average group lodging rates	IN SEASON 1/1–4/15 Single: $225 Double: $250 4/16–5/31; 10/1–12/31 Single: $160 Double: $185 OFF SEASON 6/1–9/30 Single: $95 Double: $115	IN SEASON 6/1–9/30 Single: $145 Double: $155 10/1–5/31 Single: $125 Double: $135 OFF SEASON 12/1–3/31 Single: $80 Double: $90	IN SEASON 3/16–5/31 Single: $152–$252 Double: $190–$290 6/1–11/30 Single: $128–$228 Double: $166–$266 2/16–3/15 Single: $112–$220 Double: $150–$258 OFF SEASON 12/1–2/15 Single: $112–$150 Double: $150–$188	IN SEASON 1/1–5/31; 9/1–12/15 Single: $70 Double: $70 OFF SEASON 6/1–8/31 Single: $50 Double: $50
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates.	B $10.00 L $13.00 D $24.00	Breakfast, lunch, and dinner included in rates	B $ 7.00 L $10.00 D $14.25
Recreation:				
Golf	Access to 1 18-hole course Access to 4 other courses	3 18-hole courses	3 18-hole courses	1 18-hole course
Swimming	4 outdoor pools, beach	3 outdoor pools	2 outdoor pools, beach	7 outdoor pools
Tennis	22 outdoor courts	16 courts (2 indoor)	18 outdoor courts	10 outdoor courts
Horseback riding	No	No	Yes	No
Health club	Yes	Yes	No	Yes
Sauna	Yes	No	No	Yes
Meal plan	Modified American	Modified American	Full American	European, Modified or Full American
Nearest airport	Fort Lauderdale	Colorado Springs Municipal	Brunswick Airport	McCarran International
Distance/time from airport	19 mi. 30 min.	8 mi. 15 min.	15 mi. 20 min.	4 mi. 15 min.

Doral Country Club *Miami, FL*	Greenbrier *White Sulphur Springs, WV*
655 33	700 31
IN SEASON 1/1–3/31 Single: $143 Double: $143 4/1–4/30 Single: $125 Double: $125 SHOULDER SEASON 5/1–5/31 Single: $96 Double: $96 10/1–12/20 Single: $102 Double: $102 OFF SEASON 6/1–9/30 Single: $62 Double: $62	IN SEASON 4/1–10/31 Single: $222 Double: $126 OFF SEASON 1/1–3/31 Single: $115 Double: $ 96
B $ 9.50 L $10.20 D $22.50	Breakfast and dinner included in rates.
4 18-hole courses, 9-hole course 1 outdoor pool 19 outdoor courts	3 18-hole courses 2 pools (1 outdoor) 20 outdoor courts (5 indoor)
No	Yes
Yes Yes	Yes Yes
European, Modified or Full American	Modified American
Miami International	Greenbrier Valley
6 mi. 10 min.	12 mi. 15 min.

Seven reasons why Innisbrook can guarantee you a great meeting.



Anyone can assure you they'll take care of your meeting. But we'd like to offer you, as a conference or incentive group planner, a seven-way guarantee that your Innisbrook meeting will be an unqualified success:

1. **Over 50% of our groups come back** Our 'repeat factor' is that high. People show they like Innisbrook meetings – by booking another.
2. **Innisbrook was designed for groups** We built them a superb Conference Center. It has two main meeting halls that each host up to 1200 in a total of 39 seminar rooms, plus state-of-the-art A/V.
3. **Innisbrook guarantees no congestion** Because of Innisbrook's spacious, decentralized, no-elevator layout, this bugaboo of meetings is totally avoided.
4. **Our service staff are top pros** We have one of the largest service staffs in the country under the direction of John Spitz. Over 50% have been at Innisbrook over 5 years. They know what you need.
5. **Our service staff follow through** Ever had the hotel service staff disappear into the woodwork after making the booking? Not at Innisbrook. We assign a service manager exclusively to your group to follow through on your needs before and during your meeting.
6. **Total guest room refurbishment** All our luxurious guest rooms are being magnificently redecorated. Beautifully. P.S. At Innisbrook, they're all suites.
7. **Innisbrook wins awards** To name just a few: Meetings & Convention's Gold Key (7 consec. yrs.); McRand Award (3 consec. yrs.); Corporate Meetings & Incentives 10 Best Hotels for: Excellence in Resorts, Excellence in Conference Centers, Best Golf Resorts.

For the Innisbrook Conference Portfolio, call our Director of Sales at **813-937-3124,** or write to Innisbrook, Tarpon Springs, Fla. 34286-1088.

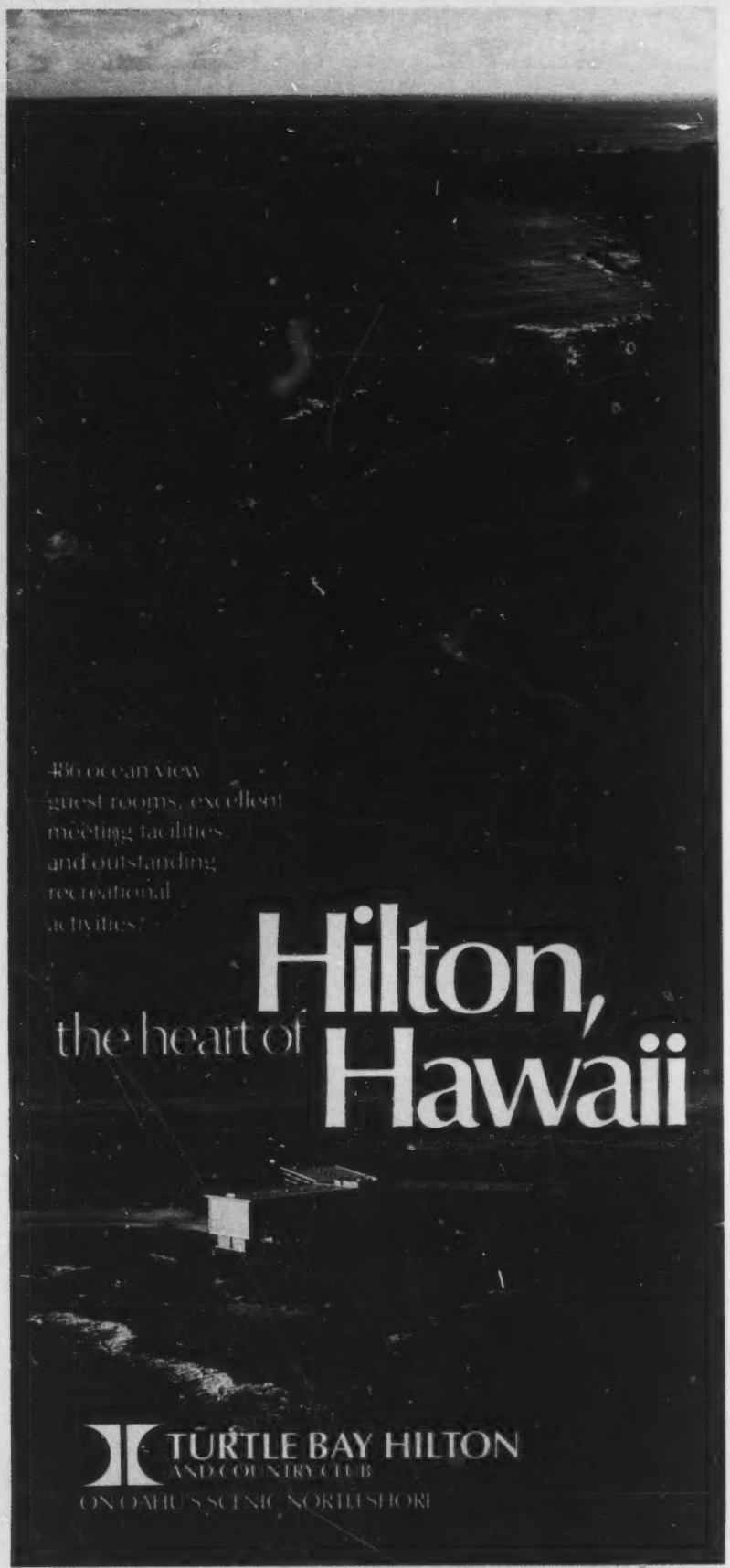
Innisbrook. So many great Floridas in one.

In Colorado, there's Tamarron.

Circle No. 110 on Reader Service Card

TABLE IV-6 Selected resort hotels

Facilities & Rates	**Grenelefe Golf & Tennis Resort** *Grenelefe, FL*
Sleeping rooms	950
Meeting rooms	23
Average group lodging rates	IN SEASON 1/6–4/27 Single: $115–$150 Double: $115–$150 4/28–6/15 Single: $75–$110 Double: $75–$110 9/15–1/5 Single: $75–$110 Double: $75–$110 OFF SEASON 6/16–9/14 Single: $60–$80 Double: $60–$80
Approximate group meal costs (tax and tip included)	B $ 7.50 L $ 8.25 D $17.50
Recreation:	
Golf	3 18-hole courses
Swimming	4 outdoor pools
Tennis	13 outdoor courts
Horseback riding	No
Health club	No
Sauna	Yes
Meal plan	Modified or Full American
Nearest airport	Orlando International
Distance/time from airport	45 mi. 50 min.

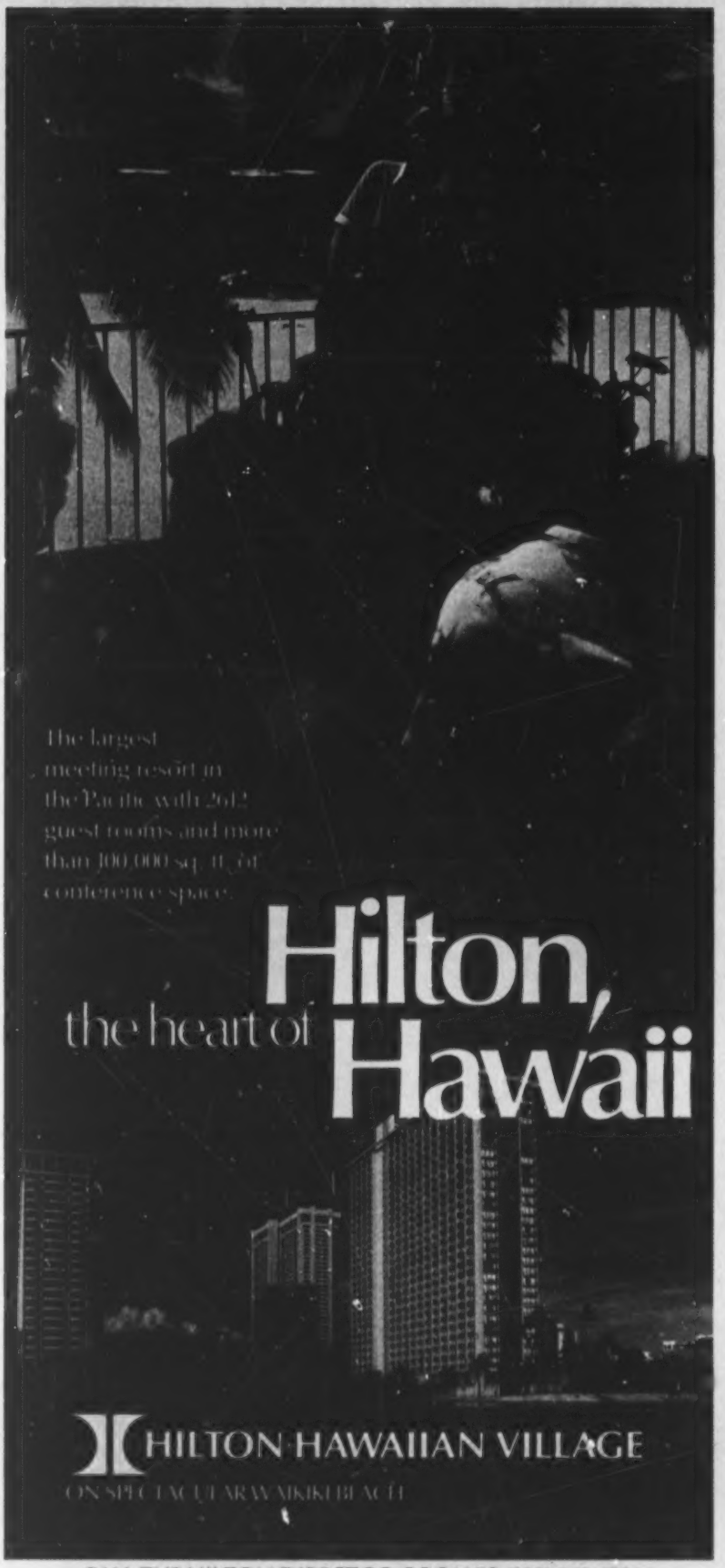


CALL THE HILTON DIRECTOR OF SALES (808) 293-8811

Circle No. 108 on Reader Service Card

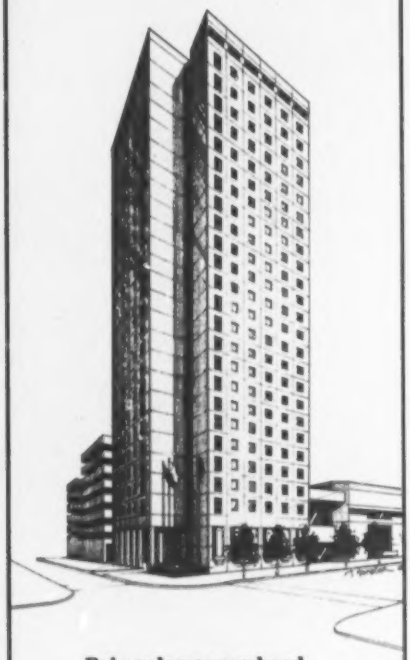
(continued)

Grossinger Hotel *Liberty, NY*	Halekulani Hotel *Honolulu, HI*
600 38	456 8
IN SEASON 5/1–6/30 Single: $60–$74 Double: $82–$100 7/1–8/31 Single: $60–$71 Double: $82–$103 9/1–10/31 Single: $60–$74 Double: $82–$100 OFF SEASON 1/1–4/30 Single: $56–$70 Double: $78–$94	IN SEASON 1/20–4/7 Single: $175 Double: $175 SHOULDER SEASON 6/2–9/30 Single: $125 Double: $125 OFF SEASON 4/8–6/1 Single: $145 Double: $145
B $ 7.50 L $10.75 D $22.95	B $15.25 L $24.00 D $32.00
1 18-hole course 1 9-hole course 3 pools (2 outdoor), beach 16 courts (4 indoor)	Access to 2 18-hole courses Outdoor pool, beach Access to 10 indoor courts
Access to	No
Yes Yes	No No
Full American	European Plan
Newark International	Honolulu International
100 mi. 2 hours	6 mi. 15 min.



CALL THE HILTON DIRECTOR OF SALES (808) 949-4321
Circle No. 109 on Reader Service Card

We're high on high tech.



Bring along your hardware, your software, your bits, bytes, and clients—and enjoy the Back Bay Hilton's state-of-the-art meeting facilities:

- Professional convention service staff
- Fully equipped meeting facilities for 10 to 300
- 340 spacious, luxuriously appointed, sound-proof guest rooms
- 110, 220 V hookups for your equipment
- Clean phone lines
- No-smoking floors
- 24-hour room service
- Ample indoor parking
- Plus a location second to none—a block from Mass. Pike Exit 22, right in the heart of Boston's Back Bay!

Back Bay Hilton
Your Boston Business Address.
40 Dalton Street, Boston, MA 02115
617-236-1100 800-874-0663

TABLE IV-6 Selected resort hotels

Facilities & Rates	**Hershey Lodge & Convention Center** *Hershey, PA*	**Hilton Hawaiian Village** *Honolulu, HI*
Sleeping rooms	425	2,612
Meeting Rooms	27	26
Average group lodging rates	IN SEASON 5/1–9/30 Single: $82 Double: $86 OFF SEASON 10/1–4/30 Single: $60 Double: $66	YEAR-ROUND Single: $75–$130 Double: $75–$130
Approximate group meal costs (tax and tip included)	B $ 8.40 L $10.75 D $20.50	B $10.70 L $12.40 D $25.50
Recreation:		
Golf	Access to 1 18-hole course and 1 9-hole course	No
Swimming	2 pools (1 outdoor)	3 outdoor pools
Tennis	4 courts (4 indoor)	No
Horseback riding	No	No
Health club	Yes	No
Sauna	Yes	No
Meal plan	European, Modified or Full American	European, Modified or Full American
Nearest airport	Harrisburg International	Honolulu International
Distance/time from airport	12 mi. 15 min.	8 mi. 20 min.

(continued)

Innisbrook *Tarpon Springs, FL*	Keystone Lodge & Conference Center *Keystone, CO*	LaCosta Hotel & Spa *Carlsbad, CA*
1,000 40	900 14	310 11
IN SEASON 2/3–5/4 Single: $118 Double: $128 1/1–2/2; 5/5–6/15 9/15–12/31 Single: $83 Double: $93 OFF SEASON 6/16–9/14 Single: $50 Double: $60	IN SEASON 12/24–4/1 Single: $102 Double: $115 6/3–10/7 Single: $85 Double: $90 OFF SEASON 4/8–6/3, 10/7–12/24 Single: $66 Double: $71	YEAR-ROUND Single: $135 Double: $135
B $ 7.80 L $ 8.45 D $23.00	B $ 7.60 L $11.00 D $16.50	B $ 9.10 L $12.25 D $28.00
2 18-hole courses and 1 27-hole course 5 outdoor pools, beach 1 mi. 18 outdoor courts	1 18-hole course 10 pools (4 outdoor) 14 courts (2 indoor)	2 18-hole courses 4 outdoor pools, beach 1 mi. 25 outdoor courts
Access to	Yes	No
Yes Yes	No Yes	Yes Yes
European, Modified or Full American	European	European, Modified or Full American
Tampa International	Denver	San Diego
20 mi. 25 min.	75 mi. 40 min.	30 mi. 35 min.

Source: Sales & Marketing Management survey

We're big on small meetings.

At the Back Bay Hilton, you won't play second fiddle to some giant national convention.

Because we cater exclusively to small groups. And provide the kind of attentive service and luxurious appointments larger hotels find hard to match:

- Professional convention service staff
- 16 meeting rooms for smaller gatherings
- A grand ballroom that seats up to 300
- State-of-the-art audio/visual equipment
- 24-hour room service
- Ample indoor parking
- Dining at Boodle's "authentic grill"
- Pool, sundeck and Fitness Center
- Plus a location second to none —a block from Mass. Pike Exit 22, right in the heart of Boston's Back Bay!

Back Bay Hilton
Your Boston Business Address.
40 Dalton Street, Boston, MA 02115
617-236-1100 800-874-0663

Circle No. 153 on Reader Service Card

TABLE IV-6 Selected resort hotels

Facilities & Rates	**Loews Ventana Canyon Resort** *Tucson, AZ*	**Maui Marriott Resort** *Maui, HI*	**Olympia Resort & Spa** *Oconomowoc, WI*	**Pheasant Run Hotel** *St. Charles, IL*	**Pinelele Resort** *Buford, GA*
Sleeping rooms	366	720	400	550	250
Meeting rooms	25	10	20	37	19
Average group lodging rates	IN SEASON 1/15–5/15 Single: $120 Double: $120 10/1–1/14 Single: $90 Double: $90 OFF SEASON 5/16–9/30 Single: $55 Double: $55	YEAR-ROUND Single: $125 Double: $125	IN SEASON 6/16–9/15 Single: $78 Double: $82 5/1–6/15 Single: $60 Double: $64 9/16–10/1 Single: $60 Double: $64 OFF SEASON 1/1–4/30; 10/31–12/31 Single: $52 Double: $56	IN SEASON 4/15–11/15 Single: $63–$90 Double: $72–$100 OFF SEASON 11/15–4/15 Single: $60–$75 Double: $74–$90	IN SEASON 2/24–11/23 Single: $155 Double: $185
Approximate group meal costs (tax and tip included)	B $ 8.75 L $12.95 D $25.95	B $13.25 L $14.50 D $34.00	B $ 6.00 L $ 8.00 D $16.00	B $ 6.95 L $ 9.95 D $19.95	B $ 9.00 L $12.80 D $26.90
Recreation:					
Golf	1 18-hole course, 1 9-hole course	Access to 2 18-hole courses	1 18-hole course	1 18-hole course	1 18-hole course
Swimming	2 outdoor pools	2 outdoor pools, beach	2 pools (1 outdoor), beach	3 pools (1 outdoor)	1 outdoor pool, beach
Tennis	6 outdoor courts	5 outdoor courts	11 courts (4 indoor)	18 courts (9 indoor)	7 courts (3 indoor)
Horseback riding	Yes	Access to	Yes	Yes	Yes
Health club	Yes	Yes	Yes	Yes	Yes
Sauna	Yes	No	Yes	Yes	Yes
Meal plan	European, Modified American	European, Modified American	Optional	European, Modified American	Modified American
Nearest airport	Tucson International	Kahului	Milwaukee Mitchell Field	O'Hare International	Hartsfield International
Distance/time from airport	10 mi. 25 min.	30 mi. 45 min.	37 mi. 40 min.	24 mi. 35 min.	45 mi. 1 hour

The Pointe Resort *Phoenix, AZ*	**Sea Pines Plantation** *Hilton Head Island, SC*	**Sheraton Village Hotel** *Steamboat Springs, CO*	**Waiohai Resort** *Honolulu, HI*	**Williamsburg Inn & Country Club** *Williamsburg, VA*	**Woodcliff Lake Hilton** *Woodcliff Lake, NJ*
580 48	700 16	292 16	434 10	745 26	350 23
IN SEASON 1/6–5/23 Single: $150 Double: $160 9/21–12/31 Single: $116 Double: $126 OFF SEASON 5/24–9/20 Single: $56 Double: $66	IN SEASON 4/1–10/31 Single: $99 Double: $99 OFF SEASON 11/1–3/31 Single: $48 Double: $48	IN SEASON 12/22–1/4 Single: $94 Double: $94 1/5–2/8 Single: $68 Double: $68 3/30–4/14 Single: $50 Double: $50 OFF SEASON 5/14–6/15 Single: $50 Double: $50	YEAR-ROUND Single: $100 Double: $120	IN SEASON 3/1–11/30 Single: $67–$112 Double: $67–$112 OFF SEASON 12/1–2/29 Single: $35–$46 Double: $37–$70	YEAR-ROUND Single: $85–$115 Double: $106–$136
B $ 9.70 L $12.10 D $30.25	B $ 7.30 L $ 9.75 D $19.50	B $ 7.50 L $ 9.75 D $17.50	B $10.70 L $14.30 D $33.30	B $ 7.60 L $10.25 D $23.50	B $11.00 L $15.00 D $25.00
Access to 1 18-course 5 outdoor pools 8 outdoor courts	3 18-hole courses 5 outdoor pools 80 outdoor courts	1 18-hole course 1 outdoor pool Access to	Access to 1 18-hole course 3 outdoor pools, beach 6 outdoor courts	1 18-hole course 1 9-hole course 3 outdoor pools 8 outdoor courts	No 2 pools (1 outdoor) 2 outdoor courts
Yes	Yes	Access to	No	No	No
Yes Yes	No No	Yes Yes	Yes Yes	No No	Yes Yes
European, Modified or Full American	European, Modified or Full American	Modified American	European, Modified or Full American	European, Modified or Full American	European
Phoenix	Savannah, GA	Bob Adams Airport, Routt County	Lihue Airport	Norfolk International	Newark International
12 mi. 20 min.	43 mi. 60 min.	6 mi. 10 min.	14 mi. 20–25 min.	45 mi. 50 min.	22 mi. 35 min.

Source: Sales & Marketing Management survey

TABLE IV-7 Selected airport hotels

Facilities & Rates	Atlanta Marriot Hotel	Boston Logan Airport Hilton	Chicago Sheraton International O'Hare	Cleveland Marriott Inn–Airport	Dallas-Fort Worth Amfac Hotel & Resort	Denver Clarion Hotel
Sleeping rooms	642	557	458	375	1,400	588
Meeting rooms	21	22	27	15	67	24
Average group lodging rates	Single: $81 Double: $96	Single: $ 88 Double: $108	Single: $80 Double: $95	Single: $65 Double: $72	Single: $89–$109 Double: $99–$119	Single: $60–$70 Double: $70–$80
Average group meal rates	B $ 8.20 L $13.50 D $18.00	B $ 7.25 L $12.10 D $15.15	B $ 8.00 L $12.00 D $18.00	B $ 6.50 L $ 8.70 D $15.00	B $ 8.75 L $12.00 D $23.00	B $ 8.00 L $10.00 D $17.30
Distance from airport	¼ mi.	At airport	2 min.	2½ mi.	At airport	¼ mi.

Facilities & Rates	New York Viscount International Hotel
Sleeping rooms	500
Meeting rooms	12
Average group lodging rates	Single: $74 Double: $82
Average group meal rates	B $ 9.40 L $18.50 D $25.00
Distance from airport	At airport

Facilities & Rates	St. Louis Airport Marriott
Sleeping rooms	602
Meeting rooms	41
Average group lodging rates	Single: $77 Double: $92
Average group meal rates	B $ 7.30 L $11.00 D $19.50
Distance from airport	At airport

Facilities & Rates	Seattle Red Lion Sea-Tac
Sleeping rooms	850
Meeting rooms	27
Average group lodging rates	Single: $69 Double: $79
Average group meal rates	B $ 8.60 L $10.95 D $18.50
Distance from airport	½ mi.

GREAT

THE REVIEWS ARE IN AND THEYRE

JAMES L. KNIGHT INTERNATIONAL CENTER

Miami Convention Center/ University of Miami Conference Center/Hyatt Regency Miami

"From Riverwalk, to the meeting rooms, to the hotel and gourmet restaurants, the whole ambiance is conducive to a successful program. The Miami Knight Center is the *new* Miami."
Robert M. Scully, Jr.
President, Jones & Scully, Inc.
Chairman, Eleventh World Orchid Conference

• 37 flexible meeting rooms • 5,000 seat convention hall with simultaneous translation capability • 444 seat auditorium/117 seat lecture hall • 615 deluxe rooms on site • Conference planning/support services • 3,000 additional hotel rooms nearby • Minutes from Miami International Airport

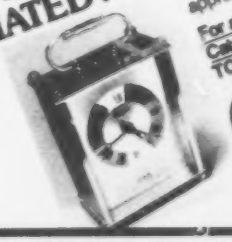
MIAMI CONVENTION CENTER
A Facility Management Group Operation
400 S.E. 2nd Avenue, Miami, Florida 33131
(305) 372-0277

Circle No. 114 on Reader Service Card

PERSONALIZED GIFTS ARE THE MOST APPRECIATED . . .

when rewarding employees for performance, longevity, safety, or showing appreciation to your clients.

For a FREE Creative Collection Catalog, including 50 items, call TOLL FREE 1-800-328-0307



Creative Recognition Company
3966 Alabama Av. S., Mpls., MN 55416
In Minnesota Call: 612-920-0194

Circle No: 152 on Reader Service Card

Detroit *Marriott* *Hotel*	**Houston** *Marriott* *Hotel*	**Kansas City** *Hilton Airport* *Plaza Inn*	**Los Angeles** *Hilton* *Towers*	**Memphis** *Airport* *Hilton Inn*	**Miami** *Sheraton* *River House*
163 12	569 27	348 40	1,284 44	381 16	408 17
Single: $65 Double: $72	Single: $88 Double: $98	Single: $59 Double: $71	Single: $75 Double: $90	Single: $58 Double: $68	Single: $73 Double: $78
B $ 7.15 L $ 8.90 D $17.85	B $ 7.60 L $10.40 D $19.50	B $ 6.60 L $10.75 D $16.75	B $ 7.00 L $12.00 D $18.00	B $ 7.90 L $ 9.75 D $15.90	B $ 7.30 L $10.90 D $13.35
At airport	At airport	At airport	¾ mi.	1 mi.	¼ mi.

Philadelphia *Airport* *Marriott Hotel*	**Phoenix** *Sheraton* *Airport Inn*
331 15	179 6
Single: $84 Double: $94	Single: $45 Double: $51
B $10.85 L $14.60 D $21.70	B $ 5.80 L $ 8.25 D $12.20
¼ mi.	At airport

San Diego *Viscount* *Hotel*	**San Francisco** *Airport* *Hilton*
208 6	540 30
Single: $67 Double: $67	Single: $100 Double: $112
B $ 6.65 L $ 9.70 D $12.40	B $ 9.70 L $18.20 D $21.88
1 mi.	At airport

Tampa *Airport* *Marriott*	**Washington, DC** *Sheraton Crystal* *City*
298 14	200 11
Single: $80 Double: $90	Single: $85 Double: $95
B $ 7.25 L $10.30 D $16.30	B $10.80 L $14.50 D $19.35
At airport	½ mi.

Source: Sales & Marketing Management survey.

A NEW CASTLE IN THE SAND

Our new Sandcastle Resort hotels will treat your meeting group royally. A personal convention manager on-site, state-of-the-art meeting rooms, and spacious ballrooms. Only luxury accommodations–all have spectacular oceanviews, private balconies, and wet bars. Even our bathrooms have telephones, televisions, and hair dryers! Unsurpassed for sports and leisure–golf, tennis, charter fishing, sailing and a fleet of blue and white Jeeps. Best of all, we specialize in arranging unusual events!

400 suites
SANDESTIN BEACH HILTON
Destin, FL 32541
904/267-9500

298 suites
MARCO BEACH HILTON
Marco Island, FL 33937
813/394-5000

Marketed by Sandcastle Resorts

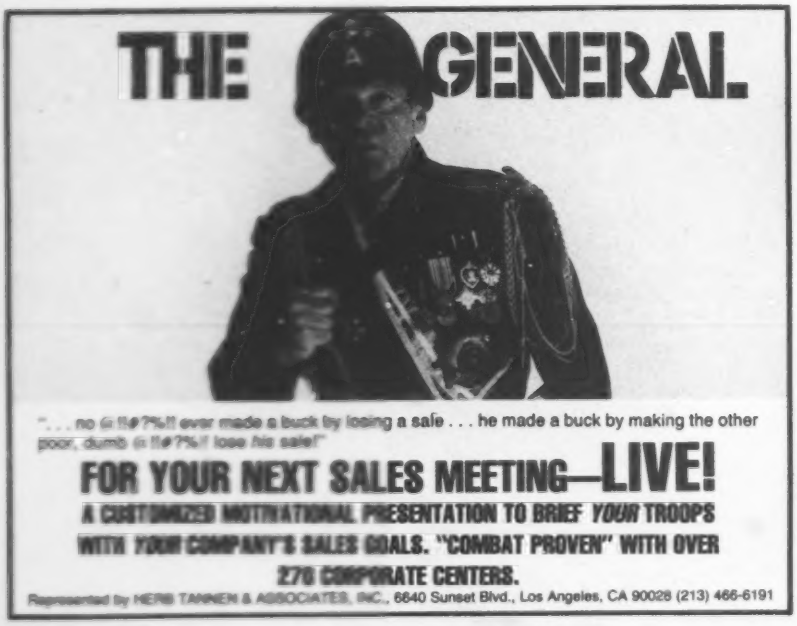
Our Palm Beach Hilton will be open for the winter season 1985

TABLE IV-8 Selected budget motel chains

Facilities & Rates	Atlanta, GA *Days Inn*	Charlotte, NC *Econo Lodges Of America*	Columbus, OH *Red Roof Inns*	Milwaukee, WI *Budgetel*	Phoenix, AZ *Best Western*
Inns in use	320	275	135	17	3,099
Total rooms	46,000	21,763	14,000	1,903	233,844
Inns being built	9	N.A.	15	5	N.A.
Inns planned	10–12	73	23	20	N.A.
Rates: Single room	$30.00	$26.95	$21.95–$31.95	$25.95	$38.40
Double room	$34.00	$30.95	$26.95–$36.95	$31.95	$48.40
3–4 persons	$38.00–$42.00	$32.95–$36.95	$30.95–$38.95	$36.95–$41.95	$51.40–$58.40
Facilities & services (available at most units)	Color TV, pool, gift shop, restaurant, gas service, meeting rooms	Color TV, meeting rooms, nonsmoking rooms, and rooms for the handicapped	Color TV with satellite stations, conference rooms, free daily newspaper and morning coffee	Color TV with satellite stations, meeting rooms, nonsmoking rooms, and rooms for the handicapped	Color TV with satellite stations, pool, access to family restaurant
Reservations	1-800-325-2525	1-800-446-6900	1-800-848-7878 In Ohio: 1-800-282-7990	1-800-428-3438	1-800-528-1234 For the hearing impaired: 1-800-528-2222

Facilities & Rates	San Antonio, TX *La Quinta Motor Inns*	Santa Barbara, CA *Motel 6*	St. Cloud, MN *Thrifty Scot*	Wilton, NH *Suisse Chalet Motor Lodge And Inns*
Inns in use	146	379	35	31
Total rooms	18,260	over 42,000	2,550	3,000
Inns being built	20	25–30	1	2
Inns planned	22	25–30	6	5
Rates: Single room	$40.00	$16.95	$25.90	$25.70
Double room	$45.00	$20.95	$32.00	$29.70
3–4 persons	$50.00	$25.95	$32.00	$32.70–$35.70
Facilities & services (available at most units)	Color TV with satellite stations, pool, laundry, restaurant, nonsmoking and handicapped rooms, free morning coffee	TV (color optional), pool, access to family restaurant	Color TV with satellite stations, free continental breakfast	Color TV with satellite stations, pool, laundry, valet, baby-sitting, auto emergency service, secretarial service
Reservations	1-800-531-5900	Make reservations with each unit directly.	1-800-228-3222	1-800-258-1980 In New Hampshire: 1-800-572-1880

N.A.—Not Available. Rates may vary by location.
Source: Sales & Marketing Management Survey.



Sales support and incentives

TABLE V-1 Selected incentive travel destinations

Destination	Acapulco Mexico	Amsterdam Holland	Atlantic City NJ	Banff Canada	Charleston SC	Dublin Ireland
Air fare:						
Low season	$374	$685	$369	$203	$359	$704
High season	same	$775	Same	Same	Same	$734
Lodging:						
Low season	$50	$75–$100	$85–$115	$72–$88	$49–$70	$95
High season	$65	$111	$100–$135	$126–$139	$98	$105
Meals:						
Modified American Plan	$18	$7 (breakfast only)	$31	$40	$32	$17
Group activity:	$24–$40 Mexican fiesta with drinks	$25 Holland night	$35 Dinner and show	$15 Wine and cheese party	$27 Oyster roast	$30 Dinner package

Destination	Hong Kong Island Hong Kong	Honolulu HI	Las Vegas NV	London England	Maui HI	Miami-Fort Lauderdale FL
Air fare:						
Low season	$1,197	$589	$429	$714	$669	$459
High season	$1,308	Same	Same	$764	Same	Same
Lodging:						
Low season	$74	$75–$120	$36–$48	$86	$155	$72
High season	$115	Same	Same	$122	Same	$89
Meals:						
Modified American Plan	N.A.	$31	$38	$28	$35	$27
Group activity:	$40 Dinner package	$40 Luau	$14 Cocktail show	$30 Dinner package	$40 Luau	$30 Dinner package

Destination	Montreal Canada	Nassau Bahamas	Orlando FL	San Antonio TX	San Diego CA	San Francisco CA
Air fare:						
Low season	$180	$385	$378	$260	$529	$529
High season	Same	$425	Same	Same	Same	Same
Lodging:						
Low season	$67	$65	$105	$85	$135	$75
High season	$72	$95	Same	Same	Same	Same
Meals:						
Modified American Plan	$19	$40	$20	$17	$30	$33
Group activity:	$30 Theme party	$35 Pool-side barbecue	$30 Dinner package	$30 Barbecue	$45 Dinner party at Sea World	$45 Dinner package

Destination	Tampa-St. Petersburg FL	Tokyo Japan	Vail CO	Williamsburg VA
Air fare:				
Low season	$378	$1,259	$265	$298
High season	Same	Same	Same	Same
Lodging:				
Low season	$85–$165	$95	$60	$55–$90
High season	$116–$195	Same	$170	$75–$110
Meals:				
Modified American Plan	$20	$40	$25	$22
Group activity:	$25 Theme party	$30 Dinner package	$15 Wine and cheese party	$25 Dinner package

All rates shown are approximate **per person** prices based on a group package tour of 40 people for a minimum stay of four nights and five days. **Air fares** are from Chicago and are discounted APEX excursion fares commonly obtainable when departing on Thursday and returning no earlier than Sunday. Note that air fares to the Orient, South America, and Europe generally call for a minimum stay of seven days. **Lodging** rates are typical per person rates based on double occupancy. Hotel rates may vary considerably depending on accommodations. **Meals** are based on the typical add-on for Modified American Plan (MAP) (breakfast and dinner). At those hotels not offering MAP, prices are based on approximate group meal rates for breakfast and dinner. **Group activity** rates are approximate and will vary depending on type of function. Generally, a theme activity includes a meal and drink idigenous to the particular region or function being held.

Unless otherwise noted, taxes and gratuities are in addition to rates shown and will generally range from 20% to 25% for most meal programs. Lodging tax is extra also. Additional domestic locations for incentive travel are listed in Section IV, tables IV-5 and IV-6.

N.A.—Not Available.
Source: McCord Travel Services.

TABLE V-2

Selected incentive cruises

Cruise Line	Length Of Cruise	Itinerary
American Hawaii	7 days/ 7 nights	Honolulu Hilo Kona Maui Kawaii Honolulu
	Cost Per Person	**Air Fare**
	$1,356	$299
	Included	**Not Included**
	Meals, entertainment, meeting space, all transfers	Port taxes, air taxes, liquor, gratuities, shore excursions

Cruise Line	Length Of Cruise	Itinerary
Princess Cruises	7 days/ 6 nights	Los Angeles Mazatlan, Mex. Acapulco, Mex.
	Cost Per Person	**Air Fare**
	$1,129 (low season) $1,192 (high season)	$100 (return from Acapulco)
	Included	**Not Included**
	Meals, entertainment, meeting space, all transfers	Liquor, gratuities, port taxes, excursions

Cruise Line	Length Of Cruise	Itinerary
Royal Caribbean	7 days/ 6 nights	Miami Grand Caymans Ocho Rios, Jam. Playa del Carmen, Mex. Cozumel, Mex. Miami
	Cost Per Person	**Air Fare**
	$1,300 (Apr.–Dec.) $1,350 (Jan.–Mar.)	Free
	Included	**Not Included**
	Meals, entertainment, meeting space, all transfers, port taxes	Liquor, gratuities

Cruise Line	Length Of Cruise	Itinerary
Royal Viking Lines	10 days/ 9 nights	Fort Lauderdale
	Cost Per Person	**Air Fare**
	$1,600	Free
	Included	**Not Included**
	Meals, entertainment, meeting space	Liquor, gratuities, excursions

Note: Packages are based on a group rate for 40 or more salespeople. Per-person costs listed are for an inside double-occupancy berth. All itineraries are subject to some change.
Source: Sales & Marketing Management survey.

TABLE V-3

Use of commission dollars by rep agencies—1984

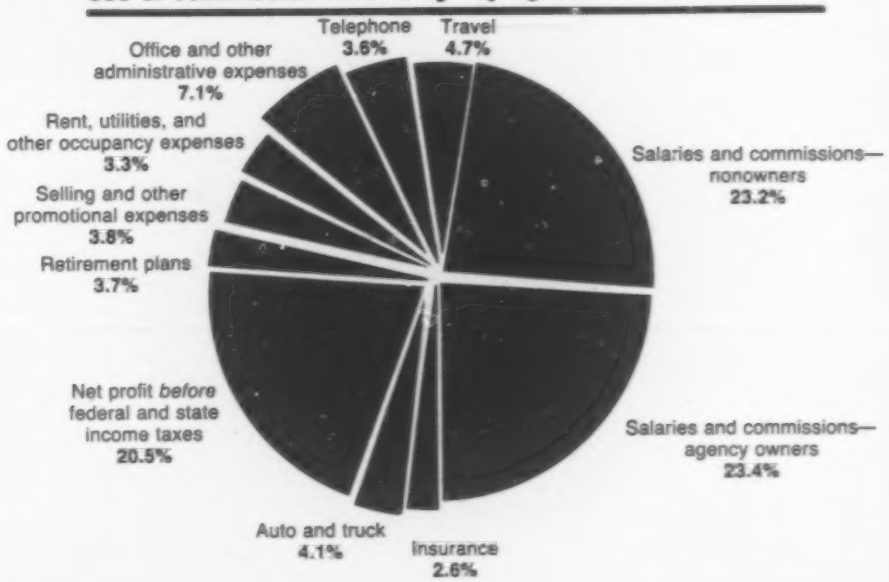


TABLE V-4

Expected increases in 1985 trade show exhibition costs

Component	Projected Increase in Costs
Space rental rates	3.4%
Personnel:	
Projectionist	3.5
Janitor	2.0
Plumber	4.8
Electrician	4.4
Carpenter	5.6
Equipment:	
Audiovisual	4.8
Furniture	5.1
Services:	
Photographer	5.0
Florist	2.1
Other:	
Design & detailing	7.2
Shop construction materials	7.4
Shop construction labor	7.9
Freight	4.9
Drayage	5.5

Note: Year-to-year changes are due to the variety and number of respondents.
Source: International Exhibitors Assn.

TABLE V-5

Audiovisual equipment purchase costs

Equipment	Purchase Price 1984	Purchase Price 1983	% Change 1983–84
Projectors			
Super 8mm sound movie	$499–$550	$499–$599	–4.4%
16mm sound movie	1,100–1,365	1,234–1,328	–3.7
35mm slide with synchronized tape deck	435–980	595–899	–5.2
Rear-screen 35mm filmstrip with self-contained synchronized tape	400–600	270–395	+50.2
Opaque	600–760	690	–1.4
Overhead transparency	200–825	257–650	+13.0
Remote-control silent filmstrip	100–350	215	+4.7
Tape recorders			
Cassette	150–427	290	–0.3
Reel-to-reel	400–1,000	400–1,000	N.C.
Video equipment			
Recorders and players			
½-inch color cassette	695–2,000	850–1,995	–5.3
¾-inch color cassette	1,695–4,590	2,150–4,500	–5.5
Cameras—color	760–6,750	800–5,000	+29.5
Receivers and monitors—color	350–1,395	450–1,560	–13.1

N.C.—No Change.
Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.
Source: Sales & Marketing Management survey.

LEARNING CAN BE A DRAG

(Or it can be FUN!)

It's fun when John Cleese is doing the training! Invite John in and you'll see that training is well, simply *different*.

Make training easy to take!

In the comedy style he made famous in *Monty Python* and *Fawlty Towers*, John takes the "drag" out of training by disarming reluctant audiences with hilarious exaggerations of typical sales situations in the series, "So You Want To Be A Success At Selling," including: *The Preparation, The Presentation, Difficult Customers*, and *Closing the Sale.*

Later, viewers see him handle each sales situation more effectively. The *productive* sales approaches *stay* in salespersons' minds.

Ask one of our Account Executives for details about the full line of over 50 John Cleese Training Films covering Sales Techniques, Customer Relations, Management Training and more. There is no obligation!

CALL TOLL-FREE
800-431-2395
(In N.Y. 914-351-4735
212-989-2676)

XICOM VIDEO ARTS
Sterling Forest Tuxedo, N.Y. 10987

FREE CATALOG WHEN YOU CALL!

©Xicom 1985

"BUSINESS MOVIES THAT MAKE BUSINESS BETTER"

TABLE V-6

Audiovisual equipment rental costs

Equipment	Average Rental Rates Daily 1984	Daily 1983	Weekly 1984	Weekly 1983
Projectors				
Super 8mm sound movie	**$25**	$25	**$83**	$83
16mm sound movie	**28**	28	**91**	91
35mm slide	**23**	23	**76**	68
35mm slide with synchronized tape deck	**38**	33	**113**	98
Rear-screen 35mm filmstrip with self-contained synchronized tape	**33**	28	**110**	83
Opaque	**28**	30	**93**	98
Overhead transparency	**23**	22	**76**	73
Remote-control silent filmstrip	**19**	18	**60**	53
Tape recorders				
Cassette—stereo	**27**	30	**92**	90
Reel-to-reel—stereo	**32**	32	**107**	107
Video equipment				
Color recorders and players				
½-inch cassette	**65**	63	**315**	188
¾-inch cassette	**89**	95	**280**	285
Color player—¾-inch cassette	**63**	70	**210**	210
Large-screen receiver	**292**	325	**958**	975

Source: Sales & Marketing Management survey.

TABLE V-7

Typical trade show exhibit costs

Component	1984 Average Costs
Space rental rates/sq. ft.	$ 8.79[1]
Exhibit construction*	
Backwall/linear ft.	1,056.00[2]
Island/sq. ft.	28.00[2]
Freight/cwt.	14.76
Drayage/hr.	25.74
Personnel:	
Projectionist/hr.	22.50
Janitor/sq. ft.	0.10
Plumber/hr.	37.25
Electrician/hr.	35.39
Carpenter/hr.	26.29
Furniture rental:	
Upholstered lounge chair	24.86
Fiberglass side chair	14.49
Draped display table, 2' × 6'	37.86
Desk	53.07
Carpeting/sq. yd.	8.96

[1]Figure reflects 1983.
[2]Three-year average, 1981-83.
*Design and detailing, materials, labor, etc., for a new custom-built exhibit.
Sources: Trade Show Bureau; Exhibit Surveys, Inc., *Tradeshow Week*, Los Angeles, 213-826-5696, ©1984.

©Copyright, Sales & Marketing Management

In 1955, the artificial heart valve was just an idea. This year, it saved my life.

For over 30 years, The American Heart Association has invested research money in ideas. Lifesaving ideas like the artificial heart valve, cardiopulmonary rescusitation and drugs to control high blood pressure. Today, these ideas save lives.

Despite this progress, one of every two American deaths is caused by diseases of the heart and blood vessels.

If today's ideas are to grow into the lifesaving techniques of tomorrow, the American Heart Association needs your support now.

American Heart Association, We're Fighting for Your Life.

American Heart Association

WE'RE FIGHTING FOR YOUR LIFE

TABLE V-8

Estimated advertising percentages in selected industries

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1983	Change In Pct. Points Of Advertising & Promotion 1982–83	Estimated Advertising & Promotion Budget As % Of Net Sales 1984	1985
FOOD PRODUCTS				
Food & kindred products	4.9%	+ 0.7%	5.2%	5.4%
Meat products	2.2	– 0.6	2.3	2.4
Dairy products	3.5	– 0.3	4.0	4.5
Canned foods	5.3	+ 0.5	5.6	5.8
Flour & other grain mill products	2.3	+ 0.2	2.5	2.7
Bakery products	1.8	+ 0.1	1.8	1.8
Malt beverages	7.3	+ 0.3	7.5	7.8
TOBACCO PRODUCTS				
Cigarettes	4.5	+ 0.8	4.7	5.0
Cigars	4.3	+ 1.5	4.4	4.6
TEXTILE MILL PRODUCTS				
Textile products	1.4	+ 0.4	1.5	1.5
Floor-covering mills	1.2	N.C.	1.2	1.3
APPAREL PRODUCTS				
Apparel & finished products	3.5	+ 1.0	3.7	3.9
FURNITURE & FIXTURES				
Household furniture	1.9	– 0.1	2.0	2.0
Office furniture	1.3	– 0.3	1.3	1.4
PAPER				
Paper & allied products	0.9	+ 0.2	0.8	0.8
PRINTING & PUBLISHING				
Publishing	1.6	– 0.8	1.6	1.6
Newspapers	2.3	N.C.	2.3	2.3
Periodicals	3.5	N.C.	3.4	3.3
Books	4.5	+ 0.1	4.6	4.8
CHEMICALS & ALLIED PRODUCTS				
Chemicals	1.3	+ 0.1	1.3	1.3
Industrial inorganic chemicals	9.2	+ 3.1	9.2	9.2
Plastics materials & synthetic resins	1.1	+ 0.4	1.2	1.3
Ethical drugs	8.4	+ 0.5	8.6	8.8
Soap & other detergents	7.4	+ 0.6	7.8	8.3
Paints, varnishes & lacquers	2.6	N.C.	2.7	2.9
PETROLEUM & COAL PRODUCTS				
Petroleum refining	0.2	N.C.	0.3	0.3
Paving & roofing materials	1.5	– 0.1	1.6	1.6
RUBBER & MISC. PLASTICS PRODUCTS				
Rubber products	1.5	N.C.	1.6	1.7
Misc. plastic products	1.2	– 0.1	1.2	1.3
Footwear, except rubber	3.0	+ 0.2	3.1	3.2
STONE, CLAY, & GLASS PRODUCTS				
Glass containers	1.3	– 0.6	1.2	1.2
Pottery & china	1.5	+ 1.1	1.5	1.5
FOUNDRIES				
Blast furnaces	1.8	+ 0.4	1.9	2.1
FABRICATED METALS				
Heating equipment & plumbing fixtures	2.1	– 0.2	2.1	2.1

N.C.—No Change.

Note: The accompanying table is based on the eighth annual study of advertising and promotion expenditures of major U.S. corporations, *Ad$ Forecasts*, by Schonfeld & Associates, an Evanston, IL, consulting company. The study contains 1983 historical figures, current-year forecasts of advertising budgets for more than 4,400 publicly owned companies in 210 industries. The data is compiled from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, since (1) companies may vary on their interpretation of what constitutes advertising and promotion expenditures; (2) large companies operating in several fields may be listed only in their primary industry sector; (3) figures are not reported for privately owned companies. Copies of the *Ad$ Forecasts* are available for $275 from Schonfeld & Associates, 2550 Crawford Ave., Evanston, IL 60201.

Source: Schonfeld & Associates, Inc.

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1983	Change In Pct. Points Of Advertising & Promotion 1982–83	Estimated Advertising & Promotion Budget As % Of Net Sales 1984	1985
MACHINERY & EQUIPMENT				
Farm & garden machinery & equipment	1.2%	+ 0.2%	1.2%	1.2%
Metalworking equipment	2.9	+ 0.3	3.2	3.6
Office computing & accounting machines	1.4	– 0.3	1.3	1.2
Refrigeration & service industry equipment	0.8	+ 0.5	0.7	0.7
ELECTRIC & ELECTRONIC EQUIPMENT				
Household appliances	2.5	N.C.	2.5	2.5
Radio, TV sets	3.5	– 0.2	3.7	3.8
TRANSPORTATION EQUIPMENT				
Motor vehicles & car bodies	1.6	– 0.1	1.6	1.7
Travel trailers & campers	1.6	+ 0.9	1.6	1.7
INSTRUMENTS & RELATED PRODUCTS				
Optical instruments & lens	3.9	+ 0.3	4.0	4.0
Medical instruments & appliances	1.3	+ 0.3	1.4	1.5
Photographic	3.7	N.C.	4.0	4.2
Watches & clocks	2.3	+ 0.2	2.2	2.0
MISC. MANUFACTURING INDUSTRIES				
Jewelry & precious metals	3.5	– 0.3	3.8	4.0
Musical instruments	2.5	– 0.2	2.3	2.6
Toys, games, & sporting goods	6.7	– 3.8	6.5	6.2
Pens & other writing instruments	5.5	+ 0.6	5.6	5.7
COMMUNICATIONS				
Radio-TV broadcasters	3.7	+ 0.2	3.7	3.7
WHOLESALING				
Autos & parts	4.0	+ 0.3	4.1	4.2
Sporting & recreational goods	1.1	– 0.4	1.1	1.1
Drugs	0.8	+ 0.3	0.7	0.7
Food	0.2	N.C.	0.2	0.2
RETAILING				
Lumber	2.3	– 0.4	2.3	2.3
Department stores	3.1	+ 0.1	3.2	3.2
Variety stores	2.1	– 0.1	2.1	2.1
Grocery store chains	1.3	N.C.	1.4	1.4
Automotive dealers & gas suppliers	1.4	+ 0.1	1.3	1.3
Apparel	2.4	– 0.4	2.4	2.4
Women's ready-to-wear	2.1	+ 0.3	2.0	2.0
Shoes	1.6	N.C.	1.6	1.6
Furniture	6.8	– 0.4	6.7	6.6
Household appliances	5.4	– 0.3	5.5	5.6
Restaurants & fast-food chains	3.2	+ 0.2	3.3	3.4
Mail-order houses	17.1	– 2.5	16.3	15.7
MISC. SERVICE INDUSTRIES				
Hotels & motels	2.6	+ 0.1	2.6	2.6
Personal services	5.7	– 0.5	5.8	5.9
Motion-picture production	9.5	+ 3.1	9.5	9.5
Educational services	4.7	+ 0.1	5.0	5.2

Safe Deposit.

Some people are still looking for a safe place to deposit their money.

Some place where they can keep an eye on it at all times.

Well, buying U.S. Savings Bonds is a safe, easy, and profitable way to a safe deposit. Because Bonds can be replaced if they are ever lost, stolen, or destroyed.

Plus, Bonds offer some safe guarantees: like a guaranteed way to save, through the Payroll Savings Plan (a little is taken out of each paycheck automatically); a guaranteed interest rate; and guaranteed tax benefits. And Bonds are backed by the safest, most solid guarantee of all. America.

Add it all up. U.S. Savings Bonds are the safest deposit.

You can keep your eye on these *and* watch them grow.

Take stock in America.

UNITED STATES SAVINGS BONDS

When you put part of your savings into U.S. Savings Bonds you're helping to build a brighter future for your country and for yourself.

A public service of this publication and The Advertising Council.

Transportation

TABLE VI-1

Fleet car operating costs by region

Region Code	Running Expenses ¢/Mile	Standing Expenses $/Month
1	7.83¢	$306.09
2	8.31	283.70
3	7.66	284.30
4	7.87	273.92
5	7.77	292.06
6	8.45	271.81
7	8.55	261.54
8	8.44	292.73
U.S.	**7.98¢**	**$287.66**

Notes: **Running expenses** are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. **Standing expenses** are incurred whether or not the car is used, and include such fixed costs as insurance and license fees. Data cover leased and company-owned cars.

Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

TABLE VI-2

Five-year forecast of fleet car costs

Standing Expenses	$/Month 1985 Model Year	1990 Model Year	% increase 1985–90	Running Expenses	¢/Mile 1985 Model Year	1990 Model Year	% increase 1985–90
Interest	$ 62.62	$ 68.26	9.01%	Gasoline	5.73¢	6.03¢	5.24%
Depreciation	165.21	190.30	15.19	Oil	.12	.18	50.00
Insurance & accident	40.00	55.47	38.68	Maintenance	1.57	2.25	43.31
License & incidental expenses	39.52	56.42	42.77	Tires	.60	.87	45.00
Total	**$307.35**	**$370.45**	**20.53%**	**Total**	**8.02¢**	**9.33¢**	**16.33%**

Notes: This table was constructed using information from PHH's Fleet Cost Analyzer Model. The model uses information synthesized from vehicles under PHH's Expense Control Program. The sample consists mainly of X and K body vehicles driving 2,200 miles/month with a replacement policy of 27 months in service. The Center for Analysis and Research also made assumptions on interest rates, inflation, gasoline prices, MPG, and other factors. This table represents fleet costs and not costs for an individual nameplate such as the Malibu, which will not be produced in 1990. Forecast is in constant dollars.

Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research.

TABLE VI-3

Automobile fleet purchase costs

Model	Fleet Purchase Price Eight-Cyl. 1985	1984	% Increase 1984–85	Six-Cyl. 1985	1984	% Increase 1984–85
Chevrolet Caprice Classic, two-door sedan	$8,737	$8,295	5.3%	$8,533	$7,976	7.0%
Chevrolet Celebrity[1], four-door sedan	—	—	—	7,374	7,014	5.1
Chevrolet Impala, four-door sedan	8,419	7,986	5.4	8,215	7,667	7.1
Dodge Diplomat Salon[2], four-door	8,410	8,157	3.1	—	—	—
Ford Crown Victoria-S[2], four-door pillared	9,137	8,408	8.7	—	—	—
Oldsmobile Cutlass Supreme four-door sedan	8,928	8,533	4.6	8,596	8,214	4.7

[1]Not available in eight-cylinder model.
[2]Not available in six-cylinder model.

Note: All prices include only the equipment that the manufacturer considers standard, freight charges are not included. Fleet purchase price will vary according to deals worked out by individual buyers and sellers.

Source: Automobile Invoice Service, *New Car Cost Guide*.

TABLE VI-4 Auto mileage reimbursement plans

Allowance Plan	% Of Companies Consumer Products 1984	Consumer Products 1983	Industrial Products 1984	Industrial Products 1983	Other* 1984	Other* 1983
Single rate mileage allowance						
Under 15¢ per mile	0.9%	3.8%	0.5%	1.9%	—	1.7%
15¢ per mile	2.6	1.3	0.7	0.7	—	1.1
16¢ per mile	1.8	1.3	—	0.7	0.6%	0.6
17¢ per mile	0.9	2.5	0.7	0.7	—	0.8
18¢ per mile	3.5	3.8	1.5	4.9	2.4	5.3
19¢ per mile	4.3	3.8	4.4	2.5	4.1	2.7
20¢ per mile	57.4	55.6	52.5	61.0	56.5	60.0
21¢ per mile	6.1	—	8.6	4.9	7.0	2.1
Over 21¢ per mile	4.3	7.6	7.7	5.5	15.8	5.0
Fixed periodic allowance	5.2	3.8	8.6	4.6	5.3	4.2
Graduated mileage allowance	1.8	3.8	3.5	5.2	1.8	5.5
Combination allowances**	4.3	5.1	5.4	1.9	2.4	3.8
Other	6.9	7.6	5.9	5.5	4.1	7.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Includes services, financial institutions, transportation, utilities, etc.
**Typically include allowance per mile plus allowances per week or month.
Note: Some yearly differences reflect changes in companies reporting data.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE VI-5 Annual operating costs manual vs. automatic transmission

Make/Model	Transmission	Average Annual Costs: Operating	Ownership	Total	Cost Comparison
Ford/Tempo	Automatic	$1,520	$2,659	$4,179	
	Manual	1,440	2,582	4,022	$157
Plymouth/Reliant	Automatic	1,240	2,677	3,917	
	Manual	1,150	2,587	3,737	180
AMC/Encore S	Automatic	1,380	2,460	3,840	
	Manual	1,150	2,335	3,485	355
Chevrolet/Cavalier	Automatic	1,150	2,390	3,540	
	Manual	1,100	2,312	3,412	128

Notes: Except for the transmission distinction, all cars are similarly equipped, including PS, PB, AC, tinted glass, AM radio. Ownership expenses include licensing, depreciation based on a vehicle retention cycle of 3 years/60,000 miles, financing, taxes and insurance. Operating expenses include oil, maintenance, tires, and fuel. Costs vary among geographic locations so these average figures should be used only as a guide.

TABLE VI-6 Annual operating costs for selected 1985 model cars

Make/Model	Cyl./Engine	Drive-train	Variable	Fixed	Total
Subcompact					
Chevrolet/Chevette	4/1.6 Liter	RWD	$1,430	$2,428	$3,858
Ford/Escort L	4/1.6 Liter	FWD	1,430	2,549	3,979
Compact					
Ford/Mustang L	4/2.3 Liter	RWD	1,610	2,875	4,485
Plymouth/Reliant	4/2.2 Liter	FWD	1,530	2,725	4,255
Intermediate					
Ford/LTD	4/2.3 Liter	RWD	1,650	2,929	4,579
Oldsmobile/Ciera LS	4/2.5 Liter	FWD	1,600	2,924	4,524
Mercury/Marquis	4/2.3 Liter	RWD	1,650	3,014	4,664
Dodge/600	4/2.2 Liter	FWD	1,610	2,973	4,583
Sports Specialty Cars					
Chevrolet/Camaro	4/2.5 Liter	RWD	1,730	3,208	4,938
Chrysler/Laser	4/2.2 Liter	FWD	1,490	3,215	4,705
Luxury					
Lincoln/Continental	8/5.0 Liter	RWD	2,230	5,726	7,956
Cadillac/Eldorado	8/4.1 Liter	FWD	2,130	5,704	7,834

Notes: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Variable expenses include gasoline, oil, maintenance, and tires. Fixed expenses include licensing, depreciation, financing, taxes, and insurance ($100 deductible for comprehensive, $100/300/50M for property damage and personal liability, plus $250 deductible for collision).

TABLE V1-7 Breakdown of fleet car operating costs

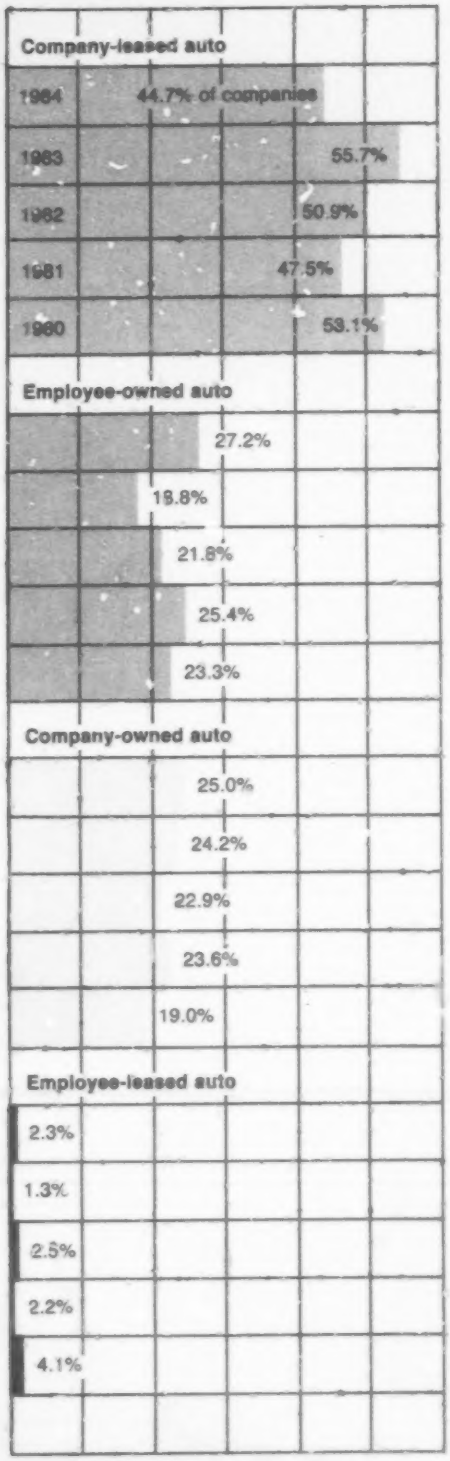
Running Expenses	1984 ¢/Mile	% Change 1983–84
Gasoline	5.88¢	– 5.8%
Oil	.10	– 9.1
Maintenance & repairs	1.54	+ 6.2
Tire & tire repairs	.46	– 11.5
Total	**7.98¢**	**– 4.1%**

Standing Expenses	1984 $/Month	% Change 1983–84
Interest	$64.67	– 3.9%
Provision for depreciation	182.50	+ 5.9
Depreciation adjustment	(14.30)	– 20.6
Accident & theft loss	14.33	+ 9.1
License & taxes	13.99	+ 7.2
Insurance	25.02	– 0.7
Other	1.54	N.C.
Total	**$287.66**	**+ 6.3%**

Notes: "Other" includes warranty recovery, accident, and theft expense recovery. Data cover both leased and company-owned cars of all sizes.
Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research.

TABLE VI-8

Sources of autos used by salespeople



Note: Change in category groupings from year to year make comparisons imprecise. Details may add up to more than 100 due to rounding.

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE VI-9 **Operating costs by car size in standard city**

Car Costs	1985 Subcompact 4-Cyl. 2.0-Liter Engine	1985 Compact 4-Cyl. 2.5-Liter Engine	1985 Intermediate 6-Cyl. 2.8-Liter Engine	1985 Full-Sized 6-Cyl. 4.3-Liter Engine	1985 Luxury 8-Cyl. 4.1-Liter Engine
Running expenses (cents per mile[1])	6.45¢	7.05¢	8.25¢	9.10¢	9.25¢
Standing expenses (dollars per month[2])	$215.92	$234.25	$252.58	$277.00	$404.42
Total annual costs[3]	$3,881	$4,221	$4,681	$5,144	$6,703

[1]Includes fuel (blend of full- and self-service no-lead gasoline), oil, maintenance, and tires.
[2]Includes business insurance, license/registration, taxes, depreciation, and finance expense.
[3]Based on a replacement cycle of 3 years/60,000 miles, and an even city/highway driving mix. All costs as of January 1985.
Source: Runzheimer International.

TABLE VI-10 **Fuel cost and consumption by car size**

Fuel Cost and Consumption	1985 Subcompact 4-Cyl. 2.0-Liter Engine	1985 Compact 4-Cyl. 2.5-Liter Engine	1985 Intermediate 6-Cyl. 2.8-Liter Engine	1985 Full-Sized 6-Cyl. 4.3 Liter Engine	1985 Luxury 8-Cyl. 4.1 Liter Engine
Expected miles per gal.[1]	27.5	24.5	20.5	18.5	18.5
Prevailing gasoline price[2]	126.1¢	126.1¢	126.1¢	126.1¢	126.1¢
Fuel consumption (gal. @ 20M annual business miles)	727 gal.	816 gal.	976 gal.	1,081 gal.	1,081 gal.
Annual fuel cost @ 20M annual business miles	$917	$1,029	$1,230	$1,363	$1,363

[1]Based on an even mix of city and highway driving.
[2]U.S. national average blend price for full- and self-service regular no-lead gasoline as of January 1985.
Source: Runzheimer International.

TABLE VI-11 **Air fares for the 25 most travelled routes**

Rank	From	To	Range Of One-Way Coach Fares 1984	Range Of One-Way Coach Fares 1983	% Change Coach Fare[1] 1983–84
1.	Boston	New York	$ 60–$129	$ 57–$129	+ 1.6%
2.	New York	Washington, DC	75–125	29–144	+15.6
3.	Los Angeles	New York	175–420	195–433	– 5.3
4.	Los Angeles	San Francisco	35–142	35–153	– 5.9
5.	Chicago	New York	200–268	119–248	+27.5
6.	Dallas	Houston	35–121	40–116	N.C.
7.	New York	San Francisco	195–479	275–442	– 6.0
8.	New York	Pittsburgh	143	59–142	+42.3
9.	Buffalo	New York	135–145	59–117	+59.0
10.	New York	Norfolk	45–118	94–163	–36.6
11.	Detroit	New York	70–223	139–221	–18.6
12.	Atlanta	New York	275	204–255	+19.8
13.	Houston	New York	120–340	264–330	–22.6
14.	Dallas	New York	79–344	235–324	–24.3
15.	Chicago	Minneapolis	50–155	119–163	–27.3
16.	Columbus	New York	119–201	59–201	+23.1
17.	Los Angeles	Phoenix	50–148	55–125	+ 9.1
18.	Chicago	Los Angeles	155–403	179–383	– 0.7
19.	Boston	Washington, DC	105–179	99–170	+ 5.6
20.	Dallas	San Antonio	62–125	40–120	+16.9
21.	New York	Syracuse	89–113	59–92	+33.8
22.	Chicago	Washington, DC	185–228	155–228	+ 7.8
23.	Cleveland	New York	105–183	139–175	– 8.3
24.	Chicago	Detroit	104–173	100–153	+ 9.5
25.	Chicago	San Francisco	165–410	355–388	–22.6
	25-trip average		**$113–$224**	**$127–$217**	– 2.0%

N.C.—No Change.
[1]The percent change in coach fares is based on the midpoint of the range for each year.
Note: Round-trip fare is double the one-way fare. Fares are for typical daytime business travel and do not reflect night or other special rates. Fare shown represents the range of one-way fares by all the airlines flying direct between the cities mentioned. All fares are rounded to the nearest dollar.
Sources: Civil Aeronautics Board, *Passenger Origin and Destination Survey*; McCord Travel Services.

TABLE VI-12

Average cost of moving between selected cities

FROM \ TO	ATLANTA	BOSTON	CHICAGO	COLUMBUS, OH	DENVER	DETROIT	HOUSTON	LOS ANGELES	MEMPHIS	MIAMI	NEW YORK	PHILADELPHIA	PHOENIX	ST. LOUIS	SAN FRANCISCO	SEATTLE	WASHINGTON, DC
ATLANTA		2836	2340	1984	3356	2316	2404	4784	1796	2172	2640	2436	4036	2004	5168	5260	2168
BOSTON	2836		2840	2344	4368	2512	4064	5684	3260	3524	1868	1856	5248	2960	5748	5644	1908
CHICAGO	2416	2840		2012	2812	2076	3000	4764	2304	3444	2736	2604	4088	2048	4880	4724	2440
COLUMBUS, OH	1984	2344	1860		3080	1700	2908	4884	2028	2948	2120	1980	4212	1832	5080	4968	1800
DENVER	3356	4368	2812	3080		3160	2760	2840	2800	4524	4172	3940	2380	2528	3120	3208	3796
DETROIT	2316	2512	1920	1700	3160		3248	5032	2360	3364	2436	2316	4396	2044	5104	4992	2036
HOUSTON	2404	4064	3000	2908	2760	3248		3668	2000	3000	3824	3604	2908	2428	4252	4844	3372
LOS ANGELES	4784	5684	4764	4884	2840	5032	3668		4132	5360	5620	5480	1976	4240		3028	5352
MEMPHIS	1796	3260	2304	2028	2800	2360	2000	4132		2692	3040	2812	3464	1772	4700	4952	2492
MIAMI	2172	3484	3404	2906	4524	3324	3000	5360	2692		3328	3120	4872	3048	5636	5840	2800
NEW YORK	2640	2016	2736	2272	4172	2436	3824	5620	3040	3368		1880	5200	2836	5728	5640	2008
PHILADELPHIA	2468	2012	2572	2152	3940	2188	3604	5480	2812	3160	1740		5048	2648	5628	5540	1816
PHOENIX	4036	5248	4088	4212	2380	4396	2908	1812	3464	4872	5200	5048		3532	2332	3464	1912
ST. LOUIS	2004	2960	1892	1832	2528	2044	2428	4240	1772	3048	2836	2648	3532		4708	4708	2468
SAN FRANCISCO	5168	5748	4880	5080	3120	5104	4252		4700	5636	5728	5628	2364	4708		2496	5520
SEATTLE	5260	5644	4724	4968	3208	4992	4844	3028	4952	5840	5640	5540	3464	4708	2496		5360
WASHINGTON, DC	2168	1908	2412	1800	3796	2036	3372	5352	2492	2800	1860	1672	4912	2468	5520	5360	

Note: Charges stated in dollars, based on average move of 8,000 lbs. Excludes packing and other charges, which may vary within the areas indicated, depending upon origin of move. It should be noted that because moving rates are calculated from the city of origin, costs between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices have been reported. Fuel costs included in transportation rates.

Source: Sales & Marketing management survey.

TABLE VI-12
Average cost of moving between selected cities

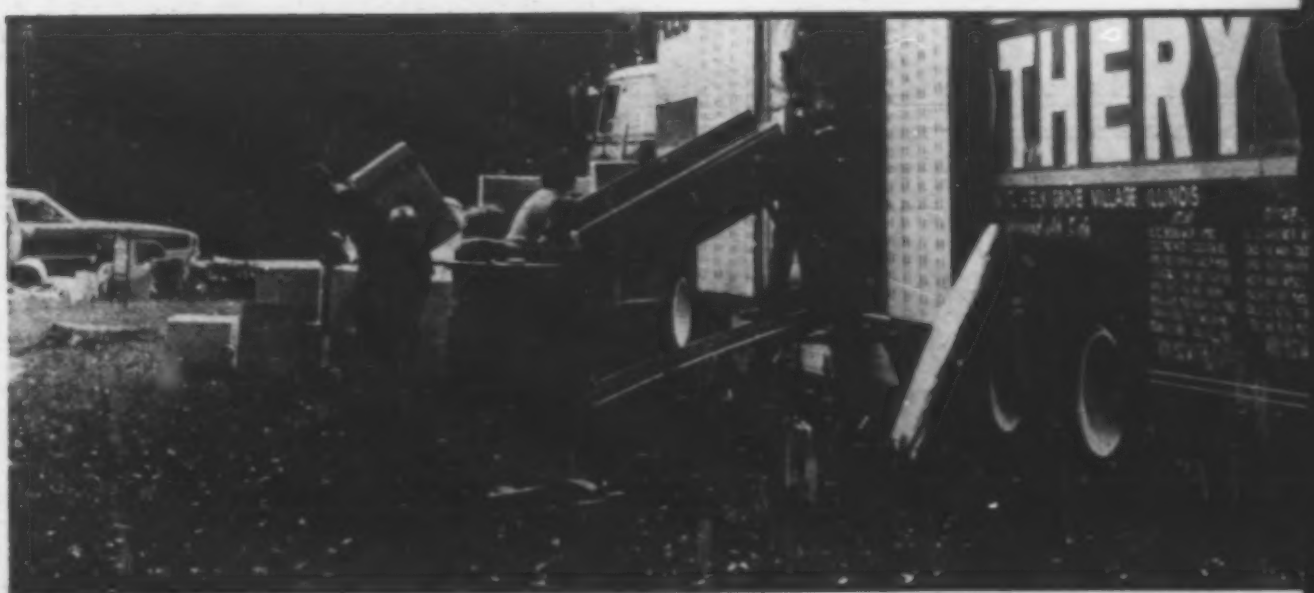
TABLE VI-13

Standard and economy car-rental rates

City Or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
Northeast		
Albany	$45.35	$48.00
Boston	63.00	66.00
Bridgeport-Stamford-Norwalk-Danbury	55.50	39.00
Buffalo	56.00	33.00
Harrisburg	59.35	45.00
Hartford	50.65	48.00
Jersey City	N.A.	N.A.
Long Branch	N.A.	N.A.
Nassau-Suffolk	N.A.	N.A.
Newark	58.00	57.00
New Bedford	N.A.	N.A.
New Brunswick	N.A.	N.A.
New Haven	45.00/18¢[1]	40.00
New York	61.65	53.00
Philadelphia	53.35	54.00
Pittsburgh	56.35	48.00
Providence	55.65	52.00
Rochester	56.35	44.00
Springfield, MA	52.35	48.00
Syracuse	48.35	37.00
Worcester	57.35	68.00
Average	**$54.64/N.A.P.**	**$48.75**

City Or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
Midwest		
Akron	$52.35	$47.00
Canton	N.A.	N.A.
Chicago	52.65	41.00
Cincinnati	47.35	48.00
Cleveland	61.65	51.00
Columbus	54.65	42.00
Dayton	50.35	48.00
Des Moines	45.35	37.00/16¢
Detroit	52.00	50.00
Grand Rapids	N.A.	N.A.
Indianapolis	63.00	49.00
Kansas City, MO	49.35	45.00
Milwaukee	51.35	41.00
Minneapolis-St. Paul	49.00	44.00/20¢
Omaha	51.65	51.00
St. Louis	52.00	47.00
Springfield, IL	49.35	N.A.
Toledo	51.00	49.00
Witchita	48.00	27.00/19¢
Average	**$51.80**	**$44.80/N.A.P.**

[1]Denotes city in which Avis does not include unlimited mileage.
[2]Denotes city in which National does not include unlimited mileage.
N.A.P.—Not Applicable (due to varying rate structures).
N.A.—Not Available.
Notes: Average standard and economy rates are obtained from a Runzheimer survey of auto-rental costs. Cities for which rates were not available are denoted with N.A. No Canadian rates are available. Rates are applicable to a basic sedan such as a Fairmont or Citation, and do not include gasoline. Rates shown here are the commonly used nondiscountable "dry rates" (no gas). When comparing regional average standard and economy rates, allowance must be made for the fact that the charges include free mileage from 100 miles to unlimited.
Hertz rates include unlimited mileage and National and Avis rates include unlimited mileage except as noted above. Where applicable, excess mileage rates are shown.
Source: Sales & Marketing Management survey, Runzheimer survey.



City Or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
South		
Atlanta	$45.35	$43.00
Austin	45.00	44.00
Baltimore	54.35	52.00
Birmingham	46.00	40.00
Charlotte	53.65	45.00
Dallas	48.65	45.00
Fort Worth-Arlington	N.A.	N.A.
Fort Lauderdale	N.A.	N.A.
Greensboro	N.A.	N.A.
Houston	51.35	47.00
Jacksonville	44.35	43.00
Little Rock	45.35/29¢[1]	40.00/29¢
Louisville	51.00	48.00
Memphis	44.35	41.00
Miami	42.60	40.00
Nashville	52.00	50.00
New Orleans	55.35	45.00
Norfolk	44.35	47.00
Oklahoma City	47.00	45.00
Orlando	41.00	33.00
San Antonio	41.65	40.00
Tampa	42.00	37.00
Tulsa	N.A.	N.A.
Washington DC	53.35	52.00
Wilmington	57.65	54.00
West Palm Beach	N.A.	N.A.
Average	**$47.90/N.A.P.**	**$44.33/N.A.P.**

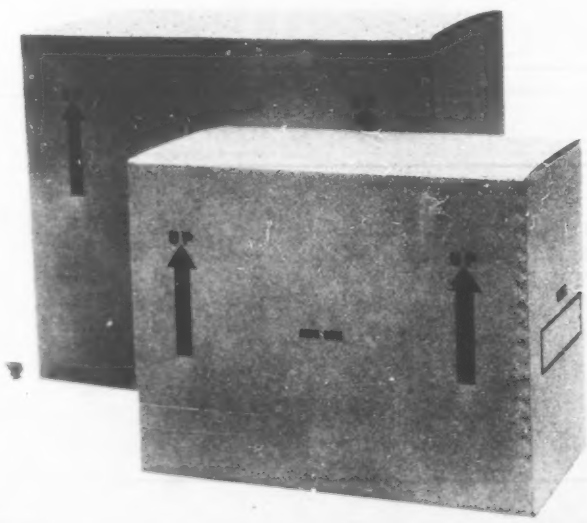
City Or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
West		
Albuquerque	$40.65	$39.00
Anaheim	N.A.	N.A.
Boulder	N.A.	N.A.
Denver	51.35/38¢[2]	48.00
Fresno	55.35	51.00
Honolulu	33.65	35.00
Las Vegas	49.65	36.00
Los Angeles	50.00	47.00
Oakland	N.A.	N.A.
Oxnard	N.A.	N.A.
Phoenix	40.00/32¢[2]	39.00
Portland	49.35	47.00
Riverside	N.A.	N.A.
Sacramento	50.35	46.00
Salt Lake City	49.35	48.00
San Diego	48.00	48.00
San Francisco	47.35	40.00
San Jose	44.00	40.00
Seattle	47.35	43.00
Tucson	39.35	29.00
Average	**$46.40/N.A.P.**	**$42.40**

TABLE VI-14

Average cost of 15 frequently made moves

Rank	From	To	1984 Cost	% Increase 1983–84
1.	New York	Miami	$3,368	10.0%
2.	New York	Los Angeles	5,620	10.8
3.	Chicago	Los Angeles	4,764	10.4
4.	New York	Chicago	2,736	9.6
5.	Chicago	New York	2,736	9.6
6.	New York	San Francisco	5,728	10.0
7.	Los Angeles	New York	5,620	10.8
8.	New York	Washington, DC	2,008	10.0
9.	Chicago	San Francisco	4,880	9.5
10.	New York	Houston	3,824	10.0
11.	Los Angeles	Chicago	4,764	10.4
12.	Los Angeles	Seattle	3,028	11.0
13.	Los Angeles	Houston	3,668	11.0
14.	San Francisco	New York	5,728	10.0
15.	Washington, DC	New York	1,860	10.0
	Average of 15 moves		**$4,022**	**10.2%**

Note: Based on average move of 8,000 lbs. Excludes packing charges, which may vary within the areas indicated, depending upon origin of move. Moves between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices have been reported.
Source: Sales & Marketing Management survey.



C1200 - 1

S&MM

MARCH 11, 1985
A BILL PUBLICATION
FIVE DOLLARS

SALES & MARKETING MANAGEMENT

SH0206155-30525017 AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

Special Section: Test marketers on target

Why sales forces are putting lap-top computers on hold

S&MM Index of the stories of 1984

S&MM ESTABLISHED 1918

MARCH 11, 1985

SALES MANAGEMENT

26 Sales force development
Federal Express readdresses Zapmail

26 Maurer stars at the Met

27 Compensation
New account-ing of commissions

27 Direct marketing
Montgomery Ward slices up its catalogues

29 Sales training
H-P bets a bundle on office automation

30 Reorganization
Seagram distills its sales force

MARKETING MANAGEMENT

34 Competition
Roadway takes the light route

34 New markets
Mattel invokes the power of She-Ra

36 Expansion
Diamonds: Men's friends, too

36 Industrial markets
Basic industries perk up

36 Advertising
Beer/wine ad fight may open Pandora's box

38 Event marketing
Incentive boxing

38 Corporate identity
Will everybody like Sara Lee?

39 Newspapers
Co-op holds the key to growth

FEATURES

50 Letter from Paris
Thanks to the depressed franc, American tourists love it. But for U.S. marketers, Paris is burning.

COVER: Epson America marketing chief Jack Whalen (seated center) turned undercover operator to flush out 12 new distributors (surrounding him) to handle the company's line of computer products. To keep his old distributors in the dark about the switch, Whalen had recruiters use aliases, phony company names, and secret rendezvous. Page 45.

53 Robots go to jail
Southern Steel manufactures the long (mechanical) arm of the law for penitentiaries.

59 Swatch: The watch whose time has come
Ticking off impressive sales, the Swatch spawns other products.

62 Sales forces waver on lap-top computers
Briefcase-sized PCs remain too pricey for most companies.

75 Seven ways to improve your writing skills
An expert offers a refresher course to keep marketers in step with the Communications Age.

163 S&MM's 1984 Index
A complete list of all of last year's articles.

SPECIAL SECTION

81 Test marketers on target
- All in the timing
- How Cyanamid prepared for Combat
- What marketers love and hate about their test markets
- Flash . . . Bruner News passes the test
- Small companies can test, too
- The nation's most popular test markets and test marketing organizations

NEWSLETTERS

42 Industrial newsletter
157 International newsletter
41 Marketing newsletter

DEPARTMENTS

160 Advertisers' index
142 Books
71 Changes in the news
138 Compensation
120 Computer in sales & marketing
30 Corporate travel
20 Demographics in action
6 Editor's side pocket
118 Ideas you can use
14 Jaundiced eye
8 Letters to S&MM
70 Marketers, et ceters
130 Meetings
158 On the road
29 S&MM Predicts
27 S&MM Salesgraph
17 S&MM Viewpoint
160 Sales mart
135 Sales strategies
162 Significant trends
173 Worth writing for

S&MM's cover photo by Bill Nation

VOL. 134, NO. 4 [S&MM (Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright [S&MM (Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP ABC BPA ABC

COMPENSATION

New account-ing of commissions

With annual revenues in excess of $10 million, sales of office supply products at Schwabacher/Frey, Emeryville, CA, are steady. But last fall, Stephen D. Flax, president of the 80-year-old, family-owned business, decided he should be doing even better.

His account base was around 3,800 but potential customers in the nine-county, 90-mile-radius his business serves number 185,000. There are 500,000 companies within his sales area in northern California but he targets only those with 10 to 150 employees.

In September, he adopted a sales and marketing plan developed by Omnigistics, Salinas, CA,—direct mail coupled with a new accounts bonus program for his sales team.

Using a new commission formula based on variable gross margins, Flax rewards his 24 salespeople and two commissioned telemarketers with up to 125% of the old commission rate for opening eight or more new accounts. In a given month salespeople must open at least three new accounts to receive full commission. Those who bring in only two new accounts a month receive 96% of the former commission structure and those who sign up no new customers earn 85%.

"In order for the salespeople to earn what they had earned before," explains Flax, "they have to open three new accounts. If they open more, they earn more than they earned against the same business prior to the new plan. If they open less than three, they earn proportionately less."

The results have been better than Flax anticipated—100 new customers a month and a 4% improvement in gross profits. In the last three months of 1984, 450 new customers were brought in.

"That number of new accounts in that period of time," says Flax, "equals what previously took us two and a half years to accomplish."

Flax tied commissions to new accounts and landed 450 new clients.

S&MM SALESGRAPH

Modest expectations for consumer electronics

Sales of consumer electronics will decelerate for the third straight year in 1985, growing only 9.2%, to $24.9 billion, vs. 9.6% in 1984, 23.8% in 1983, and 34.4% in 1982. However, projections made by the Electronic Industries Assn.'s consumer electronics group show that unit sales of some of the newer favorites will continue to run up double-digit gains.

Compact disc players are expected to post a 78% increase this year and videocassette recorders (VCRs) a 30% upsurge. In fact, VCR sales, at 9.5 million units, may equal tape recorder sales for the first time. Last year, tape recorders outsold VCRs 10.5 million to 7.3 million. Strong contrasts will characterize the telephone sector, where answering devices will enjoy a 33% gain as cordless telephones slip 2%.

1985 outlook for selected consumer electronics

Product	1985 Shipments (Thous. Units)	% Change 1984–85	% Household Penetration
Color TV	15,900	+ 0.6%	91%
Videocassette recorders	9,500	+30.1	17
Tape recorders	9,500	– 9.5	N.A.
Cordless telephones	6,200	– 1.6	10
Home computers	6,000	+17.6	13
Telephone answering devices	4,000	+33.3	5
Programmable video games	2,000	–33.3	25
Compact disc players	400	+77.8	N.A.
Projection TV	225	+18.4	N.A.

N.A. Not available.
Note: Shipments are unit sales to dealers.
Source: Electronic Industries Assn., Consumer Electronics Group.
*Sales & Marketing Management.

DIRECT MARKETING

Montgomery Ward slices up its catalogues

Montgomery Ward is embarking on two new marketing steps designed to give the $6 billion retailer an edge.

One move has been to cut the traditional spring and summer catalogue into four mini-books. The company has added more brand names and each mini-book has a specific theme: fashions, furnishing, electronics, or home and lei-

have her own 65-part TV series, which will air immediately after "Masters of the Universe." It will be, as Barad says, the "Mattel Power Hour."

MARKET EXPANSION

Diamonds: men's friends, too

All that glitters is not gold. Diamonds are joining gold chains as status plumage for men.

Between 1980 and 1985, the retail value of men's diamond jewelry sales—$840 million last year—grew by 38%. The male segment accounts for 9% of units sold and 14% of revenues. It is creeping up on women's engagement rings, which bring in 18% of the dollars spent on diamond jewelry.

The moving force in pushing sales to men has been De Beers, London, which controls 80%-85% of the production and distribution of the world's supply of rough diamonds. Six years ago, when the trend was beginning to emerge, the diamond merchants had their advertising agency, N.W. Ayer, conduct a survey to pinpoint the demographics of the market.

The two-year study, done between 1981 and 1983 among 20,000 households, showed that nearly 75% of men's jewelry is purchased by women as gifts and that single men are more apt to buy jewelry for themselves than married men.

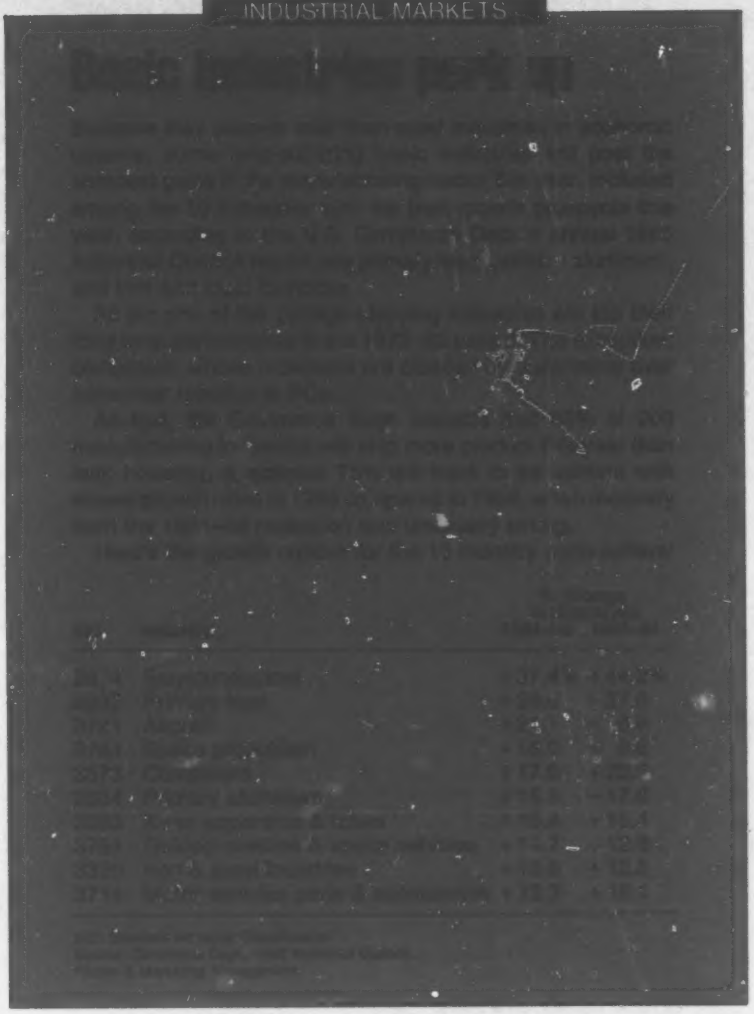
Brand new De Beers ad pitches men's diamonds to women as gifts.

Running with the findings, De Beers spent $2.25 million last year targeting women and young affluent males with advertisements in publications appropriate to the two markets—*Esquire* and *GQ* for men; *House Beautiful* and *Savvy* for women.

This year, De Beers is spending $5.5 million of its $34 million advertising and promotion budget to sell men's jewelry plus another $600,000 for a national cooperative advertising program for dealers.

The highlight of this year's effort is a 63-piece collection of everything from cufflinks to diamond rings that will be pitched to retail stores starting next month.

INDUSTRIAL MARKETS



ADVERTISING

Beer/wine ad fight may open Pandora's box

It started as grass-roots movements in hundreds of cities and towns, and the message has finally reached Congress: something must be done to get drunk drivers off the highways. To the beer and wine industries' chagrin, that something is a vigorous campaign to ban all alcohol-related advertising from radio and TV, just as the lawmakers and

UNDERCOVER RECRUITING

Epson America's sly distributor switch

Aliases. Want ads with phony company names. Secret meeting places. A CIA plot? No—Epson's way of creating a new distributor network.

By ARTHUR BRAGG
Senior Editor

When Gene Kunde, then national sales director for Toro, answered a newspaper want ad seeking a "highly motivated manager . . . with true entrepreneurial spirit," he didn't know that the company that was listed in the ad didn't exist. Nor was he aware that the final destination for his letter was not Chicago, as he thought, but the West Coast. And when Kunde eventually was invited to meet in a hotel room with an interviewer, he had no inkling that the man was using a phony name.

Computer Products Div. chief Jack Whalen: "We treated them fairly."

But is Kunde today resentful that he was the victim of dissembling more often seen in a CIA plot to topple an unfriendly despot? Hardly. After all, he landed the job, and it was a plum, indeed. Along with 11 others hired when he was to be new distributors for computer-marketer Epson America, Kunde, whose distributorship is in Minneapolis, now stands an excellent chance of becoming a millionaire.

Everyone involved in Epson's campaign to build a new distributor team, an effort completed in mid-1982 but still subject to alteration, agrees that it was one of the most bizarre ever, including distributors who were then working for the company and who were all shown to the door one day in July of that year. Epson management's intention was to equip itself with distributors who had solid consumer hard-goods experience. The Torrance, CA, company, which is the U.S. marketing arm of Epson Corp. of Japan, was on the verge of expanding from being a marketer of computer printers only, a role in which it excelled. Due in a year or less were the introductions of its QX-10, an "ultra simple" computer for homes and businesses, and the HX-20, a portable model.

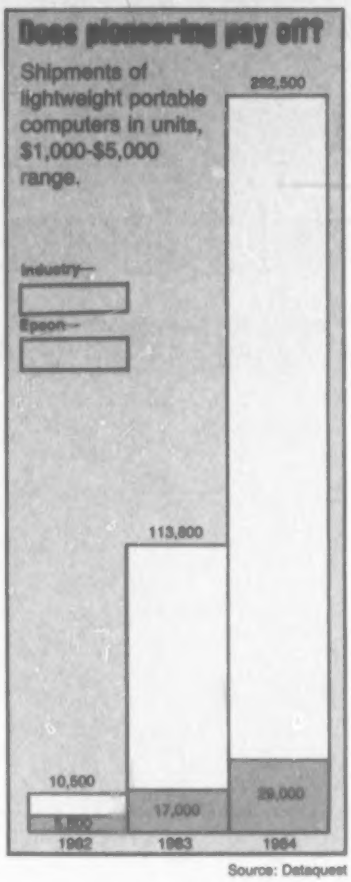
To give its new products the best chance of success, Epson

felt it needed to broaden its distribution to include new kinds of retail outlets, even department stores. The problem Epson faced, notes Jack Whalen, executive vice president and general manager of the company's Computer Products Div., "was endemic in our industry. Our distributors came out of the computer industry. They were not well-trained and they had no consumer experience. They were opportunists." Whalen was told to replace them.

Secret meeting in Vegas

His campaign began immediately—and from its very outset, secrecy was the by-word. Whalen's first requirement was a recruiting company—he now freely admits—to front for him, a practice admittedly not unknown when a company mounts a drive for new blood. His choice, Hergenrather & Co., came easy. It was a well-known Los Angeles operation whose president, Edmund Hergenrather, had almost 30 years' experience in placing sales and marketing people, among others. Whalen knew the company for another reason: It had once found him a job in Chicago.

Whalen met with Hergenrather in a four-hour session in a hotel room in Las Vegas, selected, Hergenrather notes, because it was well away from both men's base of operations. When they parted, Hergenrather knew his mission precisely. He was to find applicants who had two-step distribution experience (factory to distributor, distributor to dealers) in either brown (TVs, stereos, VCRs, etc.) or white (large household appliances) consumer goods. They would not need to know the workings of the computer industry, but they had to be willing and able to set up a distributorship of their own. Each would have to open an office, equip it, and hire personnel, in part with his own money. Also, each would be responsible for building his own dealer network. Equity, Hergenrather notes, was an essential element—no one with equity in his present company would be considered, but he must be agreeable to acquiring equity in his new organization, instead of working for salary alone.



Both men agreed that the best prospects for Epson's needs would be found in distributorships or dealerships of any of the major appliance marketers, such as General Electric or Westinghouse. If the prospect worked for a distributor, his position would have to be marketing vice president or its equivalent. If he was at a factory sales office, he would have to be its manager. To attract the kind of people Epson wanted, defined as "absolute CEO types," Whalen would offer an $80,000 yearly salary plus bonus, $375,000 to help them set up in business (each would be required to add $25,000 of his own), and, Hergenrather notes, "a piece of the action" via the equity. It was decided that want ads in the *Wall Street Journal* and Sunday editions of local newspapers offered the best chance of locating candidates.

Finally, Hergenrather and his staff would present Whalen with the names of 45 individuals, the pick of the lot, from which Whalen would select his new distributors, one for each of the 12 cities where Epson management, as part of its strategy for the new computers, wanted a strong presence. The cities: San Francisco, St. Louis, New York, Chicago, Atlanta, Boston, Dallas, Denver, Detroit, Minneapolis, Philadelphia, and Los Angeles.

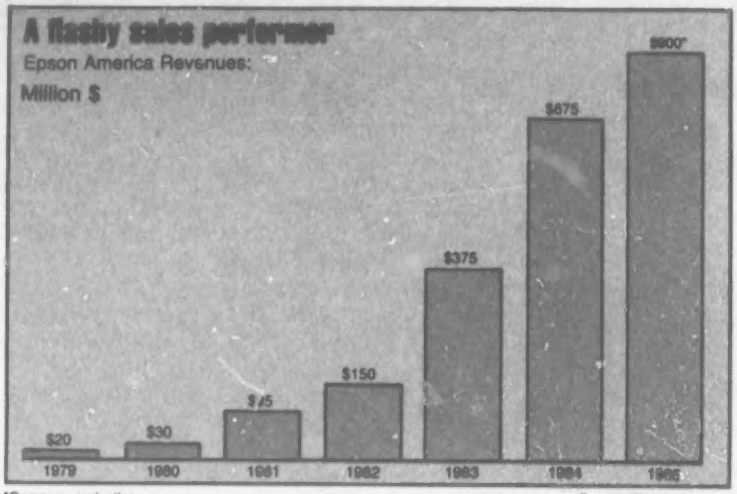
Bad start

No candidate would be told the identity of his prospective employer until late into the recruiting campaign. Says Hergenrather, 67, "In my 30 years, I never had an assignment that required this degree of confidentiality"—or he might have added, one that got off to a worse start.

The want ads pulled almost 1,700 responses, all mailed as per instructions contained in them, to "Stephenson Associates," which called itself "a consulting firm," at an address in an office building on Chicago's North Michigan Ave. In reality, the address was a mail drop only. "Stephenson Associates" stood for Stan Stephenson, a consultant who had just been hired by Hergenrather & Co. and given the job of directing Epson's search.

Each day after the ads had appeared, Stephenson's daughter-in-law visited the Chicago office, which was otherwise vacant, to pick up the replies and dispatch them to him at his office in Los Angeles. Although it was a massive job, considering the volume of mail that arrived, it was virtually all for naught. Only one letter writer—Toro's Kunde—had anything close to all of the requirements Whalen had set down. Says Stephenson, 64, "Maybe 30 others had some criteria. All the other letters were from people who were just looking for a job." Dismayed, Stephenson and a staff of five who worked with him had the bulk of the letters, which had cost $17,000 in ad space to generate, junked. During this time, Epson's "old" distributors were unaware that their days were numbered. They would not learn their fate, in fact, for months.

If qualified people would not come to him, Stephenson decided,



*Company projection
Source: Epson America

he would go to them. In January, 1982, he sent co-workers to the Yellow Pages shelves of the Los Angeles Public Library, where they copied down the telephone numbers of appliance and TV distributors and dealers in 18 cities. Later they called the offices on their lists, asking for the names of the second-in-command or, if a dealership, the manager. When possible, they got additional information from the individuals themselves. Letters were written to those who appeared to be qualified, again using the "Stephenson Associates" name and the Chicago address. Each prospect received a written statement spelling out the job's requirements.

"We would also ask if they knew someone qualified among their competitors," says Hergenrather, who stayed close to the project from its beginnings and, later, conducted personal interviews himself. "We told them that we would be in touch again in three to four days. We didn't want *them* calling Chicago since none of us was ever there." All told, 260 people were contacted and interviews arranged with 75 in their own localities, such as Dallas, where the local zone manager for General Electric had sparked Stephenson's interest.

In the following weeks Stephenson and his staff fanned out across the country—and the search for candidates took on even deeper aspects of the bizarre. Stephenson used his real name at the interviews he conducted, most of them on the East Coast, because he was still himself a new hire at Hergenrather & Co. and hence not yet identified with it by the industry. But Edmund Hergenrather now became "Ed Johnson" and his son, Richard, called himself "Richard Ames."

"Everyone had an alias," Hergenrather recalls. "We would register at a hotel under our assumed names and tell the hotel that. People we interviewed came in and asked for us by the only names they had for us, our aliases. We used the better places—the Hemsley Palace, the Waldorf. We paid the expenses of the people we interviewed. Most were between 45 and 55—although age was not a major factor—and they earned between $60,000 and $100,000. None had equity. We told them that 'We're going to make millionaires of you.' "

The interviewers eventually "came clean" with their candidates, telling them their real names. Hergenrather says that it aided the interviewing process. "We did it because when you are one-on-one with someone, you want him to tell you the truth, too." Epson's name was still withheld, however. Hergenrather insists that all those interviewed accepted the subterfuge. Only once did the elaborateness of the scheme cause it to missfire. In a Washington, DC, hotel (no, not the Watergate) one candidate couldn't find his interviewer because of a mixup in the phony name the latter was using. The man became frustrated and stalked out.

The emphasis from Mar. 15 to Apr. 15, 1982, was on reducing the number of candidates who had passed their intitial interviews in order to be able to give Whalen a list of three to four names for each of his 12 distributor areas. More interviews were set up with candidates the undercover recruiters had already met in person. Meanwhile, Hergenrather says, some candidates were eliminating themselves. "Most of the prospects were intrigued with the opportunities in computers once we announced that that was to be their field. After all, white and brown goods is a cut-throat business and here was a chance to make money in a different industry. But some backed out after talking it over with their wives or attorneys. Still, we only lost a few of our first choices."

The search ends

By Apr. 15, Whalen had his list, and by May had selected, with Stephenson's and Hergenrather's help, 11 executives: Kunde out of the want ad campaign, the others from the search that started with the Yellow Pages. For his twelfth distributor, Whalen named a former partner of his from his days when he was an Epson distributor in Los Angeles. A month later, the new distributors finally met together. Meanwhile, Stephenson had moved over to Epson as a consultant assigned to aid the new people. He eventually was named acting director of sales administration, reporting directly to Whalen (who is currently looking for a full-time national sales manager, duties now handled by Stephenson). Hergenrather & Co. was paid $250,000 for its recruiting effort. In fact, the company's association with Epson continues to be close, and to date it has supplied Epson with 55 managers.

Whalen, who gives his age as "between 50 and 55," summarizes the new distributors' performance for Epson as "outstanding. Our market research validates it. We now consider ourselves in the same league as Apple," he says (see sidebar, page 48). Each distributor handles only Epson products but are permitted to stock other companies'

A blend of Japanese technology and American marketing muscle

Distributors may come and go at Epson America, but the company's revenues go marching onward and upward at a heady rate. Starting out in 1975 as an OEM components and peripherals supplier, it took the company seven years to lift annual revenues to the $150 million level. Last year, the U.S. marketing and distribution arm of Japan-based Epson Corp. more than quadrupled that amount.

Shrewd product positioning, aimed at exploiting two booming sectors of the personal computer (PC) revolution, helped inflate sales. Epson was one of the first marketers of dot-matrix type portable printers, entering the field in 1979. The company also pioneered the notebook-size portable computer in 1982. Dot-matrix printers, according to Datapro Research, the McGraw-Hill subsidiary, will siphon off 75% of the microcomputer printer market by 1988, when the industry will ship some 7 million units vs. only 2.3 million in 1983. And lightweight portable computers, according to researcher Dataquest, will roar from a standing start in 1982 to 12% of PC shipments in 1986 in the $1,000-$5,000 price range.

Epson's gambit to build its reputation first with printers flowed from its intimate familiarity with that technology as well as the awareness of the failure of Japanese companies to crack the U.S. computer market due to the inability to develop software and match the marketing skills of U.S. vendors. The company's printer roots go back to the 1964 Tokyo Olympics when the Seiko Group, Epson Corp.'s parent company, created a special timing device and elec-

software up to 15% of gross billings. Each also has a training manager, backed by Epson's national training teams, to teach retailers how best to sell Epson peripherals, and each has a "fully equipped" service center. The new network is selling on a level the former distributors could never have attained, Hergenrather insists.

Distributors report to one of three regional sales managers in the division's attempts to cover its major markets: home/small businesses, corporate, and educational.

Whalen denies that the old distributors were subjected to a "Saturday Night Massacre." They were given notice of the changeover in July, 90 days before, time enough, he says, "to allow them to prepare themselves." He defends the here-today-gone-tomorrow action in July as a necessity. "We couldn't afford to hiccup in our normal operation." Like Hergenrather and Stephenson, he insists that the secrecy that marked the hunt for the new people was merely "discreetness." And he downplays suggestions that the former distributors reacted badly to their dismissals. "Yes, there was some jawing, but we expected it," he says. "None had a contract with us. We treated them fairly."

Still, no one at Epson will supply a list of its fired disributors, insisting that they are "a dead issue." Actually, most of the dozen or so people who were let go are "dead," forced to quit business when they were jettisoned. The main reason: They depended almost entirely on Epson's business although a majority were handling others' products.

Industry observers agree with Epson management's evaluation that the old crew had not much business acumen, adding that the distributors made handsome profits from Epson sales because the company's printers were "a miracle of their times" and selling them required not much more skill than was required in simply writing out the orders.

One of the distributors who is still in business is hopping mad about his time with Epson and his dismissal. Requesting anonymity, he told S&MM, "Like the others, we made

Recruiter Edmund Hergenrather, alias "Mr. Johnson of Chicago."

tronic printer to tally results of competition there.

The technology learned there sired Epson's first dot-matrix printer, MX-80, unveiled in the U.S. in 1978. In six months, the company captured 60% of the market.

Today, Epson marketers claim that 25% of all microcomputers bear the company's label and another 10%-15% is pumped out by Epson's OEM Div. for other manufacturers. The product line, which generates the bulk of company revenues, embraces seven dot matrix printers, ranging from $399–$1,395, and a $599 printer-plotter.

The decision to go first with printers paid off in more than market share. "As one of the early entrants in the dot matrix sector," says Peter Steiner, vice president and director of electronic printer industry service, Dataquest, "they established a good reputation for a reliable product, excellent marketing and support, and competitive pricing."

Epson took the computer plunge at the 1982 National Computer Conference, unveiling its HX-20, a 4 lb. machine with a 4-line by 20-col. LCD (liquid-crystal display), 16K RAM (random access memory), built-in printer, and microcassette tape drive. Observers didn't know what to make of it: enthusiasts hailed it as a major breakthrough in personal computing; doubters scoffed it was a pricey computerized toy.

The HX-20 hasn't generated the same kind of success MX-80 did. Epson's move was quickly followed by a host of competitors toting bigger displays and memories. As a result, market share, as recorded by Dataquest, dwindled from 52% in 1982 to 15% in 1983 and 10% in 1984.

Epson's George Rasher, product planning manager for portables, seec things differently. He says market share rose from 11%–15% in 1984, helped along by the second-generation Geneva/PX-8, which has a 8 x 40 LCD, 64K RAM, and built-in software. He sees another increase in the cards for 1985.

Epson president Yasuhiro Tsubota stresses "We are an American company with its own strengths backed by a Japanese group of manufacturing companies with their own substantial strengths." In the last year or so, Epson America has been moving to wield more influence over design and production decisions made in Japan.

Two supporting entities were formed last year. Advanced Products Div., Palo Alto, CA, does technical market research and product planning related to the PC, and Ascent Inc., Mountain View, CA, is developing educational and business related software for Epson computers. One likely offshoot: a proprietary LAN (local area network) linking Epson micros (the company also markets two desktops) to each other and to mainframes.

A third hush-hush development, S-MOS Inc., San Jose, CA, pushes Epson deeper into integrated circuit technology research.

Later this year, Epson hopes to start turning out printers in a $10 million plant in Portland, OR. The move is designed to give it longer lead times and closer control over manufacturing operations.

a lot of money with Epson, but unlike maybe 50% of them, we were a solid company. We'll see $150 million sales this year, nationwide. Yes, it's a very sad story. We had Epson products to carry us through at the end, sure, but when they took away the credit lines, it was the end for some. Frankly, they didn't like me. Even hated us. We did things our way. I think back and there was so much bullying. The end was a dirty affair."

Another distributor who survived, Jim Pierce, president of Startronics, Detroit, whose printer line is now supplied by Okidata, Mt. Laurel, NJ, is more forgiving—up to a point. "They wanted tighter control, which is understandable. Mostly, they treated us well—a trip to Japan, for example. We guessed early that the end was coming, but it's all water over the dam. Actually, I like the way their distributors these days work with their dealers. Epson has a wonderful program for its dealers. I only wish Okidata had something like it." Asked, however, if he agrees with Epson that its ex-distributors were poor business people, Pierce bristles. "Ask Jack Whalen," he says, "He was one of us."

The former distributors may get their revenge on at least some of those who replaced them. Despite the success of the new distributors, which has resulted in an estimated fourfold increase in sales, Whalen understandably views his distributor program as "continually evolving." It is also one with a built-in timetable, thanks to those five-year equity demands. As noted before, each distributor is the president of his own corporation, and each shares its board with two Epson executives. Since 1982, each man's contract has called for him to buy, at $1 each, shares in his organization at a rate that ensures that he owns 49% of it by 1987, the fifth year. The contracts allow the distributors to force Epson to buy them out on demand, but, more to the point, Epson, after reviewing their performances, has the right to buy any of them out against their will if need be or extend their relationships with the company via new contracts.

It's expected that Whalen will exercise that right for the first time a year from now. All he will say about what his "continually evolving" philosophy bodes for his people is that "many will be with us" into the final year and beyond. (He does admit, however, that the distributors' "advancing age" is on his mind.)

If you find yourself about a year from now riding in an elevator in one of the better hotels in town and the distinguished man next to you introduces himself as "Mr. Johnson of Chicago" but has the look of someone just off the Red-Eye Express, you could do worse than hand him your resumé.

Sales forces waver on lap-top computers

With a $3,300 average cost, briefcase-sized PCs remain too pricey and underdeveloped for the budgets of most sales organizations.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Wanted: A major corporation that will equip 1,000 salespeople with lap-top portable computers (PCs).

That's the plea of lap-top marketers who are counting on volume purchases by corporations to ignite a market that has failed to live up to its advance notices. Compared to the glowing predictions painted a year ago, today's consensus on the market for lap-top computers is closer to the sober admission voiced by Pat Fobes, business development manager, Hewlett-Packard's Portable Computer Div., Corvallis, OR, that "the market grew slower than people thought it would in mid-1984. As a result, our 1985 expectations are lower than we originally planned." Although 1984 witnessed some significant advances, such as the 25-line display and IBM compatibility of Data General's DG One and the built-in software, such as Lotus's 1-2-3 spreadsheet, of Hewlett-Packard's 110, "the expectations of potential buyers exceeded the reality of what the machines can do," according to John Leftwich, group marketing director of ACT Computer, a U.K. computer maker that is investing $20 million in Apricot, Inc., Santa Clara, its U.S. distributing arm.

Lap-tops (also dubbed knee-tops and true portables, as distinguished from transportables and luggables that weigh more than 30 lbs.) are a crucial concern to sales and marketing executives because they hold the promise of bringing the benefits of computerization to the field, boosting the productivity of salespeople just as their predecessors, the PCs, have done for office workers and middle management. Equipped with his own computer, the salesperson will tote his office wherever he goes, planning time and territory management more effectively, pulling account information from a data base to prepare himself for a sales call, transmitting orders directly to a central mainframe, eliminating the paperwork of call and travel and entertainment reports, and sending and receiving messages without the hangups of telephone tag—to name just a few possibilities.

A special study by management consultants Booz Allen & Hamilton, New York City, found that "information technology-aided sales calls can be 30% or more productive than conventional sales calls," says consultant Joan Trude. Computerization enables the salesperson to increase the selling portion of his total time from 36% to 50%, she adds, while cutting back time on administrative chores anywhere from 19% to 15% and on servicing from 39% to 25%.

Even so, corporate buyers are still on the sidelines. "They're waiting for the lap-top market to evolve toward more compatibility with desktop PCs," reasons George Colony, president, Forrester Research, Cambridge, MA, "so that salesmen can transfer files back and forth without having to learn different programs." "Sales is the last function to be automated," laments Skip Kendrick, marketing manager, Sharp Electronics, Paramus, NJ, who has made one of the industry's rare mass sales, an order for 100 units by Blue Bell's Wrangler Women's Wear Div. "Companies automate manufacturing first, then the office, before they think of the sales force."

If 1984 failed to live up to expectations, few doubt that the lap-tops will eventually take off, duplicating the meteoric growth of PCs in the early 1980s. "Portables are losing their hi-tech gadgetry image with consumers, who now recognize them as legitimate business tools with distinct utility," says Peter J. Teige, an industry analyst at Data-

Briefcase-size computer to take over portables market

Type	Shipments (000) 1983	1984	1985	1986	Revenues ($ MIL) 1983	1984	1985	1986
Notebook	200	250	300	400	$200	$210	$250	$ 300
Briefcase	5	100	200	500	$ 15	$100	$500	$1,100

Source: Yankee Group.

Functionality equivalent to that of desktops will make buyers opt for briefcase-sized portables. Lower prices, technological advances, and customized portables shape up 1986 as the boom year.

quest in San Jose. "With anticipated advances in technology and lower prices, they'll capture a larger share of the PC market in coming years"—as much as 29% by 1988 vs. 7% last year.

Several factors crimped 1984 sales, including high prices, hard-to-read screens, and lack of compatibility with office desktops.

Vendors charge a price premium for portability. Future Computing senior analyst Mary McKee says lap-top prices averaged $3,300 last year vs. $2,400 for desktops, and while lap-tops are expected to edge down to $2,900 this year, that will still leave them $800 more expensive than the average desktop.

"Our focus group studies show that $3,000 is the cutoff point," reveals Jan Lewis, senior analyst at InfoCorp, Cupertino, CA. "That's why Data General priced their entry-level model at just under $3,000. But by the time you put in the add-ons to make it usable you're talking close to $5,000. People won't spend more for a lap-top than for a desktop."

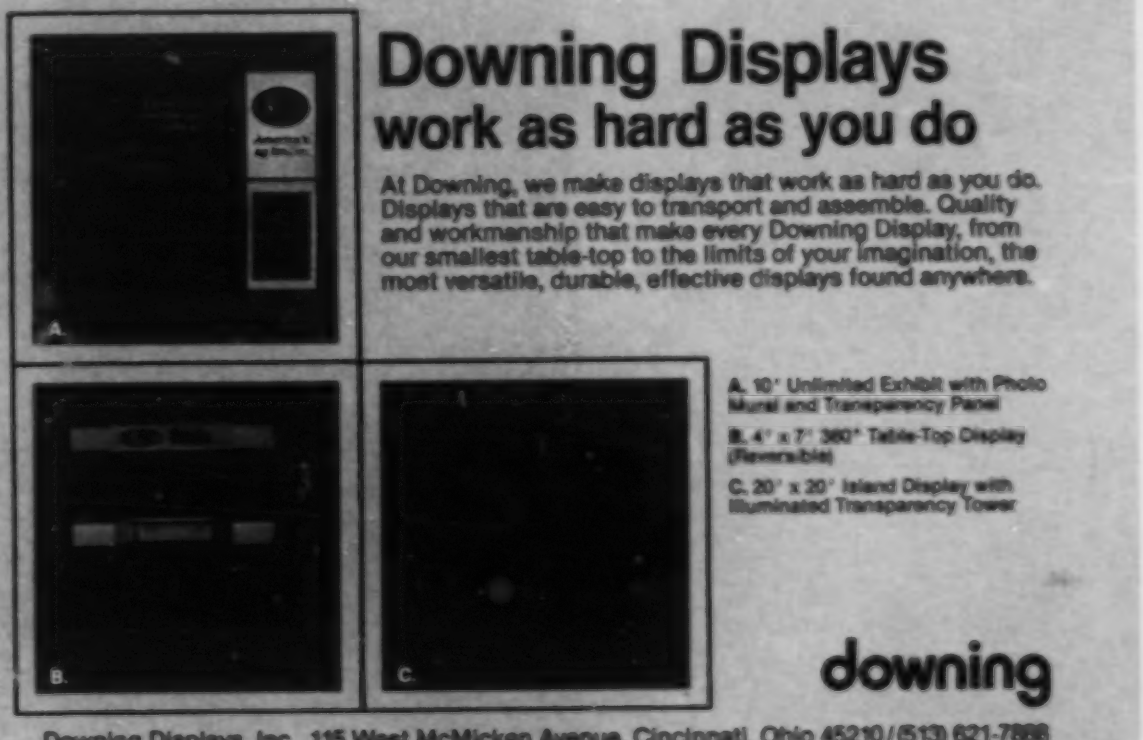
Even $3,000 strikes some as a stiff price for a lap-top. "Most people buy a portable as a second computer," says Jack Karp, vice president, Gartner Group, Stamford, CT, "and $3,000 is a very expensive price for a second computer. The market won't really develop until the price point is under $1,500 and the lap-top has the equivalent

Portables: Three ways to go

Although so-called true portables date back to only 1983, the market has already "matured" to the extent that three segments have surfaced. At the low end are the hand-held versions, which range in price from $80 to $380, usually weigh less than a pound, have a battery life of 50 to 300 hours, contain 2K to 24K of memory, and display one to four lines on their screens. These have very little appeal for salespeople because of their limited capabilities, inadequate memory, and small screens, although they can be used for note-taking on sales calls or communicating with the home office.

A step up from the hand-helds are the notebook-sized versions. Toting prices that range from $599 to $1,595, the units weigh from 3 to 9 lbs., have a battery life of 5 to 120 hours, contain 16K to 320K of memory, and display 4 to 16 lines. Their larger memories permit salespeople to maintain data bases and run some general application software.

At the market's high end, are the briefcase-sized types that have the functionality salespeople can use. Price tags range from $1,500 to more than $3,000, weigh from 6 to 13 lbs., have a battery life of from 4 to 16 hours, memories from 128K to 1 megabyte, and display from 8 to 25 lines.



functionality of an IBM PC."

The liquid-crystal display (LCD) screens, preferred because of their low power consumption, are another critical issue. "Display screens are probably the biggest problem because they're hard to read," says Maureen Fleming, senior analyst, International Resource Development, Norwalk, CT. "The first company to solve that problem will crack the market wide open."

One company, Grid Systems in Mountain View, CA, *has* solved the problem with its electro-luminescent screen on which light-emitting characters can be read easily from any angle. But Grid users pay for the increased readability. Grid's lap-tops, which range in price from $3,500 to $12,000, are the most expensive of the lot.

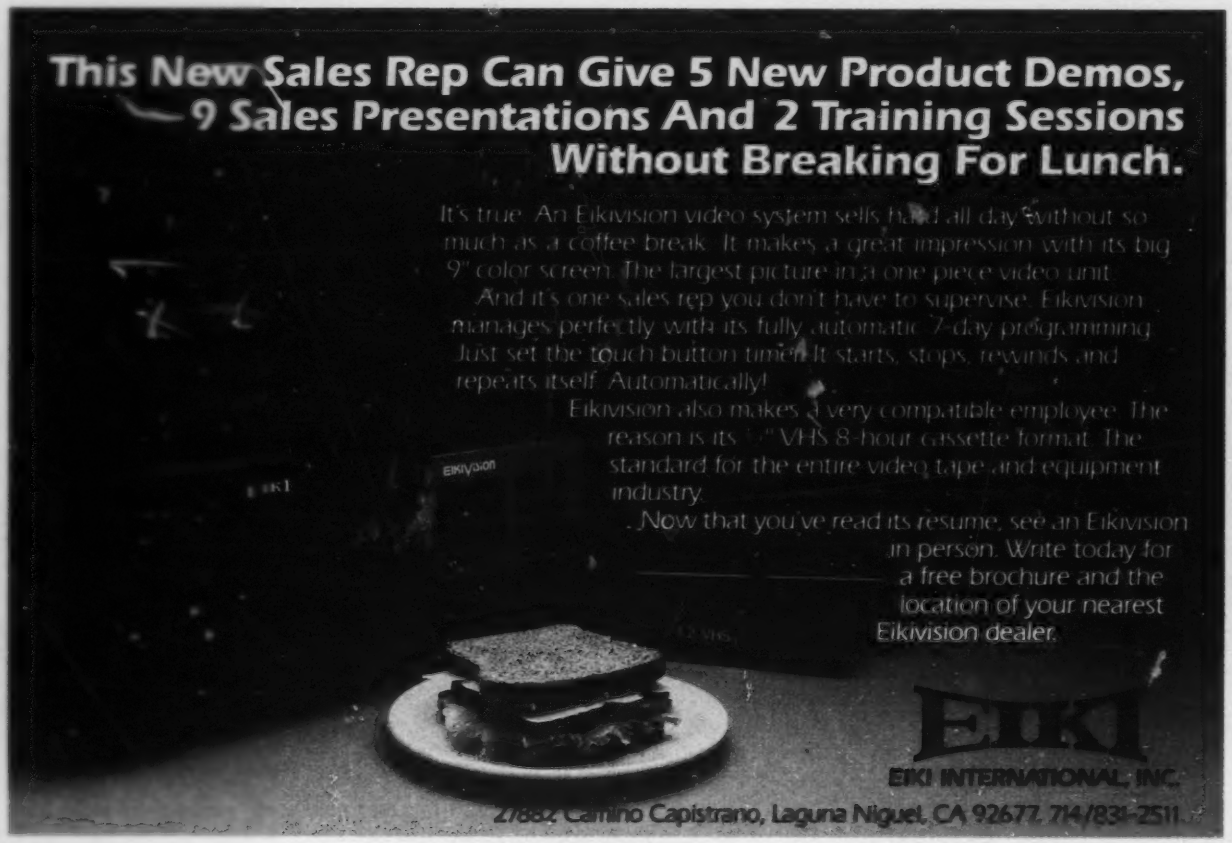
A related issue is the number of lines a screen should display. Up to the time Hewlett-Packard unveiled its 16-line 110 last summer, 8-line machines ruled the market. But a few months later, Data General upped the ante to 25 lines with its DG One and others have followed in its wake, including Apricot, Texas Instruments, STM Electronics, Quadram, Visual Technology, and Sord.

"The number of lines is important because users want to get the same amount of information on a portable as on a desktop," Chris Christiansen, senior analyst, Yankee Group, Boston, points out. "That's especially true for such applications as word processing, spreadsheets, and graphics."

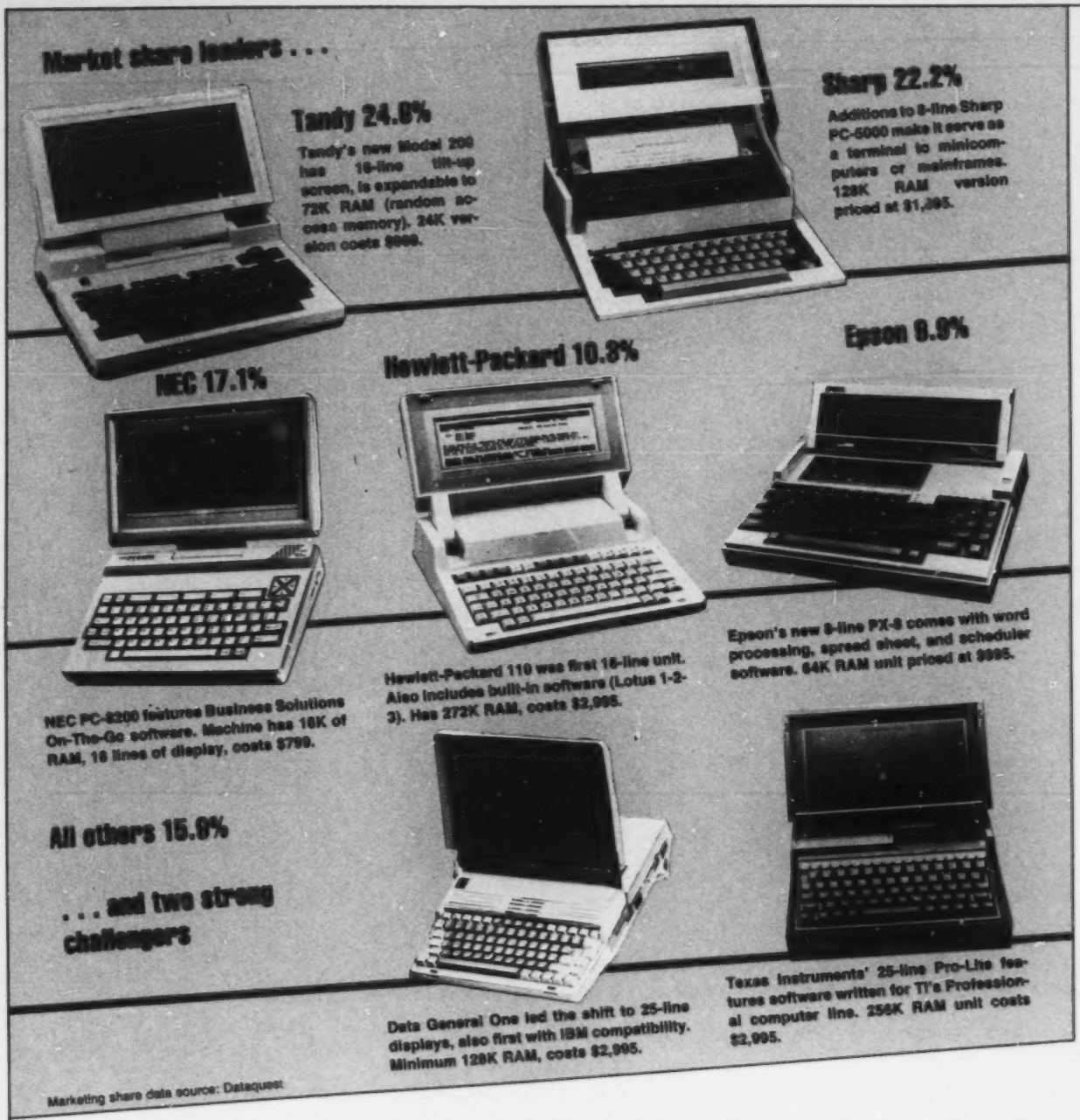
Because users will eventually want to tie their portables to bigger computers, compatibility is attracting greater interest, especially since Data General and Morrow, San Leandro, CA, trumpet the IBM compatibility of their offerings. "The business will trend to lap-tops that are IBM-compatible," contends Barry Berghorn, Morrow's vice president of sales and marketing, "because users will want to link them to the mainframes and PCs they already have."

The portables market will become much more crowded in 1985, with the 20 or so current vendors joined by 10 to 15 newcomers. Among the entrants most often rumored: IBM, AT&T, Wang, and Zenith. The leaders in the transportable sector, Compaq and Kaypro, are also expected to bring out true portables as a defensive move against inroads made into their customer bases.

"IBM's entrance will bless the market," reasons Charles W. Newton, president, Newton-Evans Research, Ellicott City, MD, "and trigger lots of improvements because the other companies will feel more confident there is a market out there even if it means having to buck Big Blue." Among the improvements that will appear this year, according to J.D. Hildebrand, technical editor, *Portable Computer* magazine, are better LCD displays that have greater contrast and are easier to read, greater use of CMOS semiconductor chips that will lower prices, and a much broader selection of machines



For more information circle 127 For demonstration circle 128



aimed at specific applications.

Up to now, lap-top marketers' prime sales target has been the so-called mobile professional—people who, as Aaron Goldberg, International Data Corp., Framingham, MA, puts it, "travel a lot, at least once a month, are computerized in the office, and who are willing to carry still another appliance on their way to the airport." The most popular targets: insurance agents, field engineers, accountants, consultants, and auditors.

These prospects, however, buy only one or two units at a time. What marketers hope to snag this year are mass volume sales, with the prime prospect being corporate sales forces.

That may take some doing, though, judging by the results of a survey of 2,000 corporations by Newton-Evans Research. "Only 17% of the Fortune-type companies thought they'd be using portables on a widespread basis," reports president Charles W. Newton.

Stacy Allen, manager of applications marketing, Grid Systems, thinks corporations are beginning to nibble at the idea of adopting portables. "We have a number of them involved in evaluation projects," he says. "There is hesitancy about giving computers to people in the field who have never been exposed to them. One of the major constraints is the hidden costs of training that will be involved."

One reason for such hesitancy is that automating the sales force incurs a lot more than putting portables in the field. "Corporations are looking for complete solutions to the problem of improving sales productivity," says Carey Staton-Smith, product manager in a special

task force at Hewlett Packard called the future portable computer project, and which is conducting several Beta-site tests with major accounts. "Major companies aren't going to go out and buy a thousand portables at a crack until they've been thoroughly evaluated and linked to mainframes or minicomputers. The lead time will be quite significant because of the customization and software development involved."

Major coups ahead

Still, some marketers are optimistic that major coups will be scored this year. Morrow's Barry Berghorn believes "some major corporations will take the step in the April to June period."

Others put such big-bucks deals in a longer time frame. Contending that he has yet to see the system that will answer corporate needs, John Shannon, regional director of marketing, Diebold Group, New York City, argues "it will be another five years before you see entire sales forces using portables and increasing their productivity. Not only will it take a long time to put the pieces in place and train salespeople to use the equipment and communicate with minis or mainframes but there is a considerable education job ahead to convince them that changing their style of selling will have a beneficial effect on their commissions."

Data General's Arun Taneja, product marketing manager of the DG One, thinks competitive pressures on boosting sales productivity will force corporations to move at a quicker pace. "End-users must recognize two things," he says. "First, the earlier they make a decision, the sooner they will realize productivity gains. Second, if they want to wait five years because they know cheaper, jazzier machines are on the way, they have to ask themselves, 'What do I lose by not using the portables today?' and 'Can I compete against the guy who is taking advantage of all that the machine offers?' "

It's a question that lap-top marketers will be raising more and more this year.

Reach the Decision Maker in Sales and Marketing with:

S&MM EXPO Direct Mail Postcard Book

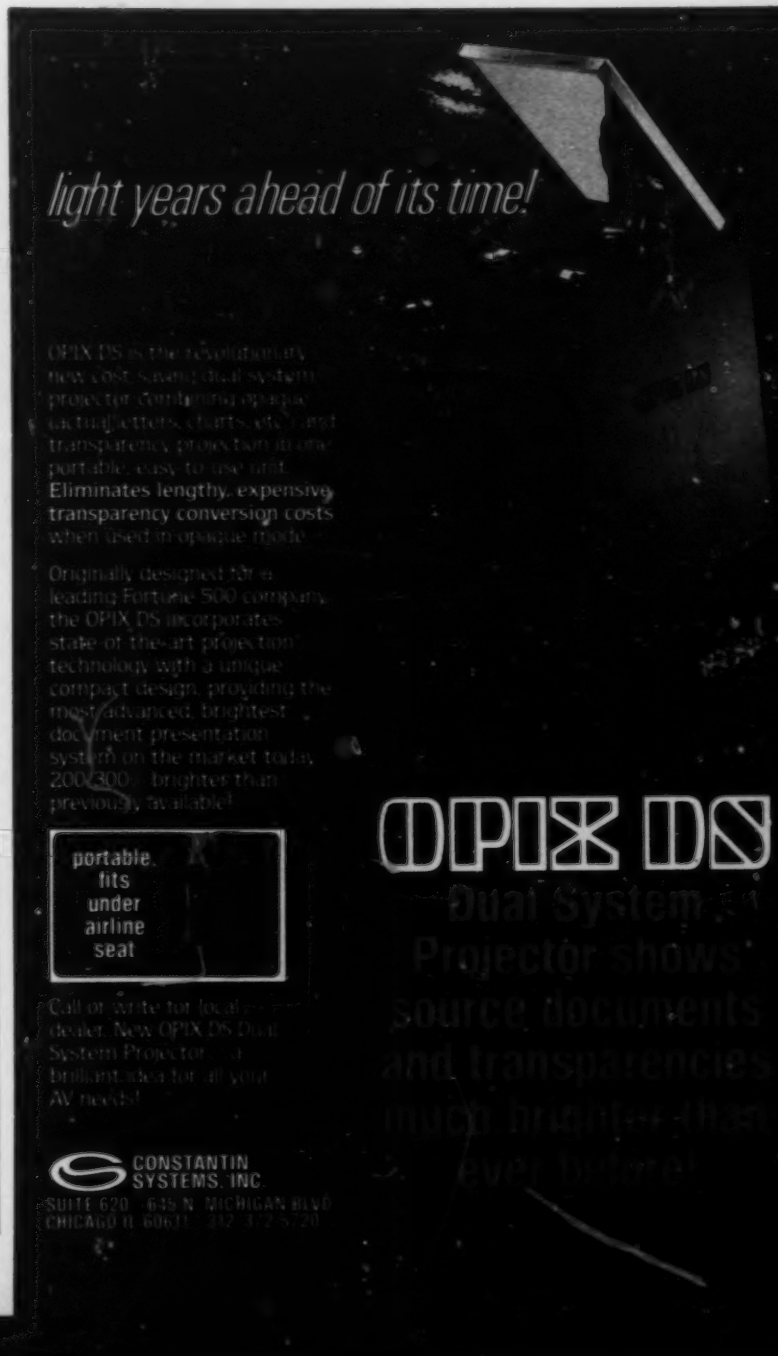
- 100,000 Circulation
- Exclusive Internal List
- No Duplication
- No Bad Debts

Write for your media kit today!

S&MM EXPO Idea Cards

633 Third Avenue, New York, N.Y. 10017

or phone: 212-986-4800



Circle No. 111 on Reader Service Card

By THAYER C. TAYLOR

DEC targets the sales department

Development of software specifically oriented to the needs of sales and marketing professionals took a significant turn at last month's annual Office Automation Conference, when Digital Equipment Corp. (DEC), Maynard, MA, the nation's No. 2 computer marketer, unveiled System for Sales and Marketing, a program addition to its All-In-1 software that is an integral part of its office automation strategy. The first major computer vendor to create software specifically for salespeople, DEC enters a field populated exclusively by start-ups and small publishers.

Three modules comprise System: a base module that includes information on account/prospect contacts and account background; a field reporting module, which includes expenses tracking, sales activity, and call reporting; and a lead management module that provides forms for listing and routing sales leads as well as creating sales and marketing reports. Prices for System, which will be available in June, range from $6,600 to $12,650, depending on the configuration of DEC's VAX computers to be used.

Henry Ancona and the menu for DEC's System for Sales and Marketing software. "Record-keeping," he says, "is the salesperson's biggest problem."

Extensive research preceded System's debut. "When we studied where office technology would have the biggest impact," says Henry Ancona, product group manager, Office & Information Systems Group, "it became obvious that the sales department was a prime area, not so much from a cost reduction standpoint as from an increased productivity one."

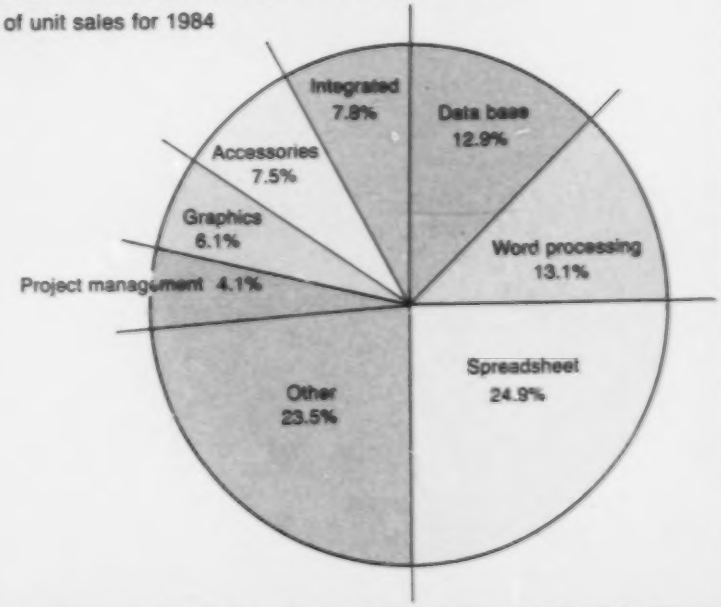
Eighteen months ago, three outside consultants hired by DEC began interviewing more than 150 senior sales executives in 46 Fortune 500 companies "to determine the problems and needs of sales personnel," says Gene Hodges, market development manager. "Our research showed record-keeping to be the salesperson's biggest problem," Ancona adds. Other major needs: Using time more efficiently, providing better reporting and decision support for forecasting and budgeting, and improving information management control.

DEC's System meets head-on the Catch-22 situation sales personnel and their managers are caught in, says Ken Gontarz, program manager. "The manager wants the sales rep to spend all his time making calls. At the same time, he wants the rep to feed him reports he can use when preparing forecasts, which cuts into selling time."

DEC is counting on System's

PC software and the Fortune 1000

% of unit sales for 1984



Spreadsheet packages are far and away the most popular PC-based software bought by Fortune 1000 companies, according to an analysis by Corporate Software, Waltham, MA, which claims to be the largest distributor of such products to those companies. Word processing and data-base management are close together in second and third place, respectively.

mission. Today, McKesson, is one of the largest processors of pharmaceutical insurance claims."

As a result of these computer-based services, Hammer noted, "when a competitor tries to make a sale, the pharmacist thinks of how his ordering system, smaller inventory, floor plan, and insurance checks are all dependent upon McKesson. He looks at the competitor's salesman and tells him. 'Go away, and go away fast.' Then he turns and kisses the hem of the McKesson salesman's robe."

The payoff: McKesson lifted its Drug & Health Care Group sales from $1.6 billion in 1981 to $2.4 billion in 1984.

Hammer thinks McKesson's strategy will be emulated in an expanding circle of industries. "You will see more companies wrap their products in information so as to shield them from competitors," he predicted.

1985 portable shipments—The experts don't agree

Research firms	1985 Shipments (Units in thousands)	% increase over 1984
U.S.		
Yankee Group	500	43%
Future Computing	420	148
World-Wide		
Dataquest	838	187
InfoCorp	1,795	186

Although there's universal agreement 1985 will be an upbeat year for lightweight portable computers, there's a considerable spread in the projections made by leading research houses—which is probably why most clients make it a point to hire the services of more than one researcher. Safety in numbers?

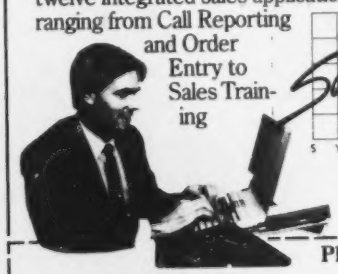
THERE MUST BE A DOZEN WAYS YOUR PEOPLE COULD BE SELLING BETTER.

There are—with the twelve modular, fully integrated software packages of Envoy's SalesMate® System. A portable system that helps your field sales people sell better and gives you the opportunity to dramatically increase your corporate bottom line profits.

Tailored to meet your unique selling requirements, this easy-to-use system is a 9 lb. portable computer, twelve integrated sales applications ranging from Call Reporting and Order Entry to Sales Training and Computer Aided Presentations, a communications network, and a sales information center.

Prove it to yourself—with our Pilot Program.

You can convince yourself of SalesMate's effectiveness using only a part of your sales force, branch office, or sales region. We will provide complete hardware and software installation, training, and documentation—all at our Pilot Program price. Call Bob Warn at (617) 890-1444 or (800) 537-3755 (outside Massachusetts), and give us the opportunity to prepare a free, tailored Needs/Requirements Analysis and Pilot Proposal.



The SalesMate® System: 12 answers to increasing your sales productivity.

Please send me the following information:

- ☐ Needs/Requirements Analysis
- ☐ Pilot Program
- ☐ SalesMail™ Electronic Mail
- ☐ SalesFile™ Account Management, Call Reports
- ☐ SalesOrder™ Order Entry & Price Lookup
- ☐ SalesAid™ Computer Aided Presentations
- ☐ SalesTrain™ Field Sales Training
- ☐ SalesReport™ Forecasting & Expense Reporting
- ☐ SalesDesk™ Personal Secretary
- ☐ SalesInquire™ Inquire to a Database
- ☐ SalesQuote™ Proposal Preparation
- ☐ SalesTarget™ Lead Qualification
- ☐ SalesPlan™ Account Sales Strategy
- ☐ SalesInfo™ Public Database Access
- ☐ Please have a salesperson call me

Envoy Systems Corporation
1432 Main Street, Waltham, MA 02154
(617) 890-1444 or (800) 537-3755

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Telephone (___) _____

Getting on top of the data deluge

Marketers are turning to computer-generated graphics to interpret underlying trends that are often obscured by mind-numbing statistical printouts, says Norman H. White, executive vice president of Dialogue, a New York City software outfit.

"In the past, the sheer volume of marketing data prevented most product managers from absorbing more than a fraction of critical information," he argues. "This means little information filters down to the sales force, causing marketing and sales managers to pursue different, sometimes conflicting, product strategies."

Marketers are now replacing voluminous monthly data books with charts and graphs, he contends. "They find that the charts highlight relationships, crystallize complex analysis, and give snap-shot appreciation of trends infinitely better

C1200-1

S&MM
SALES & MARKETING MANAGEMENT

APRIL 1, 1985
A BILL PUBLICATION
FIVE DOLLARS

A WOMAN'S PLACE IS ON THE SALES FORCE

Page 34.

Sales and marketing's top golfers

Special Section on incentives: Going for the top

Long distance phone marketers refuse to hang it up

SM020 9087-30717017 AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
MD 20814

S&MM ESTABLISHED 1918

APRIL 1, 1985

SALES MANAGEMENT

16 Sales leads
Don't ignore literature collectors

16 Industrial selling
Clark 'retails' plant automation systems

17 Sales strategy
Nynex tries out low cost selling

17 S&MM Salesgraph
Two-earner couples

17 Distribution
Lap-toppers in a stew over sales channels

20 Sales training
Videodiscs: training, not entertaining

MARKETING MANAGEMENT

22 Line extension
From niche to rich

22 Sports marketing
Jaguar roars back on track

22 New services
Sears picks a card

25 Electronic marketing
Send them a Centigram

25 Market highlight
The TAFs

25 Zip Code marketing
American Express adopts Zip+4

26 Reviving a brand
Louder bark for Black & White

28 Test marketing
Now, Pritikin's biggest test

28 Changing markets
Midway makes its move

29 Retailing
Selling hammers but not nails

FEATURES

34 A woman's place is on the sales force
Saleswomen pop up in traditionally male-dominated industries.

COVER: Gigi Fava, New York City account executive for Metro Magazines, exemplifies today's super saleswoman, standing shoulder-to-shoulder with the competition in what is still a male-dominated profession. Four of S&MM's April feature stories examine the changing role of the saleswoman. Page 34.

38 How to avoid the gender trap
Tackling the salesman/woman/person question.

40 What do you say to a naked doctor?
Saleswoman Lisa Cole tells of her life on the road.

41 A salesman's wife is in sales, too
A tale of lonely weekends, and broken washing machines.

44 Sales and marketing's top golfers
How pitching and putting changes careers.

58 Long distance phone marketers refuse to hang it up
The FCC stacked the deck in Ma Bell's favor, but the competition is still trying to chip away at AT&T's 90% market share.

SPECIAL SECTION

65 Incentives: Going for the top
- When incentive goals clash
- Potato clocks and fancy boxes
- Sony tries something for everyone
- A few reasons for incentives
- Give them fun and fundamentals
- Canon's secret weapon
- Make it exciting!
- 'Something they wouldn't do for themselves'
- Tallgrass spreads jungle fever
- Majestic Wax mops up

NEWSLETTERS

32 Industrial newsletter
149 International newsletter
31 Marketing newsletter

DEPARTMENTS

153 Advertisers' index
144 Books
55 Changes in the news
131 Computer in sales & marketing
138 Cooperative advertising
26 Corporate travel
14 Demographics in action
6 Editor's side pocket
129 Ideas you can use
10 Jaundiced eye
8 Letters to S&MM
54 Marketers, et cetera
150 On the road
19 S&MM Predicts
13 S&MM Viewpoint
152 Sales mart
142 Sales strategies
154 Significant trends
157 Worth writing for

S&MM's cover photo by Diana Kassir
Cover design by Robert Altemus

VOL. 134 NO. 5 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP MPA BPA ABC

SALES STRATEGY

Nynex tries out low cost selling

In a bid to sell key telephone systems profitably to small offices (up to 16 telephone lines), Nynex Business Information Systems, White Plains, NY, created a new selling arm, Compact Systems Div., that will rely on leads generated by an outside organization. Edward Tierney, general manager of the new division, figures there are some 300,000 prospects in the 7-state area Nynex serves (New York plus New England except for parts of Connecticut), but admits that having a saleperson call on doctors, lawyers, and such would not be profitable.

He's made an arrangement whereby Telephone Marketing Resources, New York City, will develop sales leads for Compact, following a scenario created by Nynex and using commercial mailing lists and the yellow pages as sources for names. Leads that meet certain parameters will be sent to Compact's two sales offices in New York City and Waltham, MA. Compact's sales reps will then try to sell telephone systems over the phone, calling on prospects only if that's necessary to close the sale.

Tierney is starting out with 20 sales reps, a size that he says "is based on the share we hope to capture of what is a $135 million market in our area." One-third of the reps are account executives who worked for New York Tel and New England Tel. The remaining two-thirds were hired from the outside, mostly from interconnect companies.

While all salespeople are on quota, the ex-Bell people are paid straight salary while the newcomers' compensation is 60% base pay, 40% commission. By June, however, all reps will have compensation tied to quota, Tierney says.

Nynex's Ed Tierney targets small businesses with a low-cost sell.

Those hired from the outside were put through a two-week sales training program "to give them a basic understanding of how a network works," Tierney says. Other points covered in the course: features of the Northern Telecom Vantage telephones they'll sell, office applications, and ways of presenting costs to customers.

Why Northern Telecom instead of AT&T? "At the time we made our pick," Tierney says, "AT&T's comparative system didn't have the range of lines we were looking for." Ma Bell's offspring are going their own way.

S&MM SALESGRAPH

Two-earner couples: It helps to be white

Marketers' favorite sales target, the married couple with both spouses working, boosted their median weekly earnings 6.6% to $666 in last year's fourth quarter vs. the comparative year-ago period. However, a Bureau of Labor Statistics report reveals that the overall improvement masked sharp differences along racial and ethnic lines.

White families where husband and wife worked enjoyed a 6.8% gain in earnings, but their black counterparts eked out a much smaller 1.7% increment, and Hispanics received only a 1.1% increase. Among all families, however, Hispanics led the way with a 10.2% surge in earnings; followed by whites, 6.4% and blacks, 4.1%.

Median weekly earnings, 1984 IVQ vs. 1983 IVQ

	Whites		Blacks		Hispanics	
	1984	% Gain	1984	% Gain	1984	% Gain
All families[1]	$532	6.4%	$381	4.1%	$400	10.2%
Married-couple families	575	8.5	480	3.2	440	10.0
Husband and wife work	674	6.8	589	1.7	545	1.1

[1]Families with wage and salary workers; self-employed excluded.
Source: Bureau of Labor Statistics, *Earnings of Workers and Their Families: Fourth Quarter 1984*, USDL 8[illegible]-43.
*Sales & Marketing Management.

DISTRIBUTION

Lap-toppers in a stew over sales channels

Marketers of lap-top portable computers are scattering their bets on what they hope will be the best

A woman's place is on the sales force

Saleswomen say they listen to customers better, pamper them, and close accounts salesmen ignore. So why are they still in the minority?

By RAYNA SKOLNIK
Senior Editor

When Linda Crocker began selling computers several years ago, the prospects she called on "didn't expect to hear anything technical coming out of the mouth of a woman," she says. One customer, a civil engineer, treated her "like a bit of fluff," asking her basic questions in a way that indicated that "he just didn't expect me to know the answers." He wasn't being disrespectful or rude, Crocker says. He simply didn't think it was possible that she knew what she was doing.

Crocker, 39, who has been selling data communications networks for the last two years and is currently with Uninet, New York City, says she has seen that kind of attitude change. "Women are in more technical areas today," she says. "It's not as rare to encounter us."

More and more women like Crocker are moving into sales jobs that were once the exclusive province of men. Cindy Fleming, for example, travels to all the port cities of the U.S. to sell G. Heileman Brewing's beers to the suppliers of foreign ships calling at the ports. And Nancy Kenney spent three years with Honeywell and one with United Technologies selling energy-management systems—computers that regulate heating and cooling systems—for buildings ranging in size from 300,000 sq. ft. to 1 million sq. ft. (Kenney resigned in February because she has a two and one-half-year-old son and wants to rethink her priorities in terms of job and family.)

Brown & Bigelow, a manufacturer of advertising specialty items, had almost no saleswomen until about seven years ago. Today, 25% of its salespeople are women. Johnson & Johnson, a diversified marketer of medical and pharmaceutical supplies and consumer products, had a field sales force that was 31% female in 1984, up from 17.6% in 1978. But women are still unquestionably a minority in the sales profession. Census Bureau figures show 68,694 saleswomen in manufacturing companies, out of a total of 433,496 salespeople, in 1980, the latest year for which figures are available. And women are a still smaller minority in certain industries (see box, page 35).

The Bureau of Labor Statistics (BLS) offers more current statistics in its monthly *Employment and Earnings* studies. BLS reports that in October 1982 there were 248,000 women aged 20 and over selling commodities other than retail products, a 20% increase from the 207,000 in October 1982. In the same period, the number of commodities salesmen aged 20 and over increased only 3%, to 1,232,000 from 1,199,000. (BLS figures for both men and women are much higher than those from the Census Bureau partly because BLS includes people missed by the Census Bureau's samples.) The number of saleswomen is growing as they continue to prove that they can mas-

Cindy Fleming sells Heileman beers to suppliers of foreign ships.

ter the intricacies of any product line, and can sell and service accounts as well as their male counterparts, if not better. Many of the women interviewed for this article are top-ranked in their companies.

Whether or not they are at the top of the pay scale is another question. Their annual earnings range from $25,000 to $70,000, but the women's opinions of their status varies. "This is not the new age," Fleming says. "Women are getting into the work force by leaps and bounds, but our salaries are still below average." Another woman remarked, "I don't think I get paid less than the men here." Then, fearing she might be either ill-informed or naive, asked that the comment not be attributed.

As the number of saleswomen increases, the curiosity factor diminishes. Rarely does a saleswoman still find that she can get in to see a prospect just because he wonders what a saleswoman looks like, or because he thinks a bit of feminine pulchritude will brighten an otherwise dull day. Saleswomen are thus likely to experience rejection as often as salesmen, if you want to call this kind of equality "progress."

There are still situations, however, in which women *are* treated differently—negatively. And there are times when they have to contend with problems that salesmen simply don't encounter.

"Credibility is still a problem," says Dr. Barbara Pletcher, founder and executive director of the National Assn. for Professional Saleswomen (NAPS), Sacramento, CA. A saleswoman's expertise is likely to be questioned, even challenged, by men who wonder what a woman could possibly know about their business. Thus women may have to sell themselves as well as their products, and they have devised a number of tactics for doing so.

Fleming, who is based at Heileman headquaters in Milwaukee and is a co-founder of the company's International Div., in no way fits the mold of salespeople in her industry. She is, she says, the only woman in a beer company in this country who travels to the ports. Moreover, her appearance always surprises prospects. Her low voice leads them to expect someone middle-aged; she's 30. Because she sells beer, people assume that she drinks a lot of it and is shaped accordingly. They don't expect someone who weighs 120 lbs. As a result, she says, "One or two of my customers tested me, to find out what I know. But I know my business as well as my competitors do. When people find out you can handle your business, they don't care if you're male or female."

When Fleming made her first call on one customer in a West Coast port, the former salesman for the territory accompanied her to introduce her. Even though the salesman made it clear that Fleming was taking over the account, the customer directed most of his questions to the outgoing salesman. Fleming acknowledges that the customer's Oriental heritage may have been a factor, and that he may simply have been more comfortable talking to a man. "I made delicate inroads and statements to establish my ground," Fleming says. "I had to explain that I was fully knowledgeable and that I travel to all the ports in the U.S., whereas the salesman had called on only this one port." Thus her experience was much broader.

There aren't many women selling energy-management systems, Nancy Kenney says, because the field developed out of the construction

How many saleswomen are there?

The 1980 Census of Population reports 68,694 women in commodities sales other than retail sales out of a total of 433,496 salespeople. Women therefore represent slightly less than 16% of the total.

Manufacturing Industry	Total	Female
Total Manufacturing	433,496	68,694
Nondurable goods	**183,629**	**34,900**
Food & beverage	46,429	9,272
Textile mill products	12,548	2,657
Apparel	25,456	8,625
Paper & allied products	18,994	2,820
Printing & publishing	343	101
Chemicals & allied products	56,972	7,462
Rubber & misc plastics	11,268	1,670
Other nondu[illegible]ples	11,619	2,293
Durable goods	**237,066**	**31,907**
Lumber & wood except furniture	8,821	1,156
Furniture	12,459	1,925
Stone, clay, glass, & concrete	14,735	2,072
Primary iron & steel	10,403	1,057
Primary nonferrous	5,521	885
Fabricated metal	28,312	3,470
Nonelectrical machinery	61,750	6,322
Electrical machinery, equip. & supplies	35,690	5,431
Motor vehicles	9,913	736
Aircraft, space vehicles	3,612	403
Other trans. equip.	2,921	406
Other durables	54,730	9,931

Note: Nondurable plus durable subtotals do not equal grand totals because the Census Bureau did not include figures for a category 4 calls Nonspecified Manufacturing Industries.
Source: Census Bureau, *1980 Census of Population: Occupation by Industry, PC80-2-7C.*
©Sales & Marketing Management.

industry, which "is dominated by men, is very hard-nosed—a lot of rough language. I imagine men would think women couldn't handle that."

The 37-year-old Kenney can probably handle almost anything. She was an FBI agent for five years before switching to sales. When she found that "people in construction couldn't deal with a woman," she considered it their problem, not hers. The situation, she says, "put me at an advantage because they felt awkward and I didn't. I was comfortable with men." In fact, "it was humorous," she says. "They'd stop when they were about to use certain words, and I'd say, 'I've heard those words before. I've even used them.' " That approach, she says, gave her "more authority."

Saleswomen may find that they have to prove themselves not only to prospects but to their male peers. Lois Hoopes, director of marketing for the Waverly Hotel in Atlanta, is the only woman among 23 marketing directors for Stouffer Hotels, Solon, OH. She had previously been the Waverly's director of sales. Also, she's 54, and other marketing directors range in age from early 30s to early 40s. "If I don't have a chance to sit with people one-on-one," she says, "I get the feeling they don't take me seriously. They wonder what I'm doing [at a marketing conference]." Hoopes's solution is to seek people out and get into conversations about mutual concerns. "Once I get into this kind of exchange and they can see that I can offer something," she says, "the confidence level begins to rise."

One of the guys

On the other hand, Janet Maus (pronounced *moss*), a corporate account executive selling advertising specialty products and programs for Brown & Bigelow, St. Paul, senses no difficulty in relating to male peers. Part of the reason, says Maus, 42, is that Brown & Bigelow's commissioned salespeople "all work alone, it's very professional, and there's no time for backbiting."

Maus's own background could also be a factor. She has three brothers, and says her father (who has worked for Brown & Bigelow for 46 years) "treated me like one of the guys." Also, she says, "I worked in a man's world all my life." A Washington, DC, resident, she worked on Capitol Hill before joining Brown & Bigelow about six years. Her positions included speech writer and press secretary to a Congressman. "I always said 'Me and the other men,' " she says. "Then I had children and realized I was a female."

There's also the question of women dealing with male subordinates. Hoopes has a male director of sales reporting to her, but says that neither of them finds the situation awkward or difficult. "It's not so much a matter of his reporting to me as 'This is what we have to do.' "

Some saleswomen find that resentment comes more often from older men. Eileen Hancox is the only female territory manager selling Whirlpool appliances for Raymond Rosen Co., a Philadelphia distributor. There are seven men. Some of the older men do remark that "this business is going to hell since they let women in," says Hancox, 45, but she takes the remark as a joke. Most of the time, she says, there is a real spirit of cooperation: "If I need something, another salesman will get it from his territory for me."

Despite the various obstacles they encounter, saleswomen today are confident and self-assured and are quick to point out ways in

Four women who have found their places on the sales and marketing team (clockwise from top left): Federal Express's Reader, the Waverly Hotel's Hoopes, Brown & Bigelow's Maus, and Raymond Rosen Co.'s Hancox.

which they excel. "The biggest key is follow-up," says Diane Reader, who was a Pittsburgh-based senior sales representative for Ricoh, Fairfield, NJ, when first interviewed for this article. She has since taken a sales position at Federal Express that pays $8,000 more and, she says, offers her a better chance at a management spot. At Ricoh, she says, "I replaced a male sales rep, and he never contacted most of the accounts after the sale was made."

Loyal customers

Reader, 27, says that women also tend to "pamper" customers, doing the little things that a man might ignore, with the result that customers respect saleswomen and are "more loyal" to them. Such was the case with one of her Ricoh accounts, Elliott Corp. Her customer had been using a Ricoh system and wanted to expand it to all Elliott branches, which at that time had a variety of types of equipment. The problem was, he didn't know who had what. "I asked how I could help," Reader says. "He gave me a list of all the locations and asked me to find out what they had." Reader says she actually did call about half of the locations, and the customer was very pleased when she reported her findings. It was the kind of effort that "didn't show immediate profit," Reader says, but was important to building rapport.

Marie T. Rossi, founder and chairwoman of the Women in Sales Assn., Valhalla, NY, says that "women have more sensitivity to the selling situation." Sales managers tell her, she says, that "women listen, and that they can be more service oriented."

Women listen well, but they also speak well. Dr. Stuart Feinberg, executive vice president of BFS Psychological Associates, New York City, says that test scores have shown that women have better vocabularies and can express themselves better than men.

These articulate, sensitive, and hardworking saleswomen are setting some impressive records. In the fiscal year ended Mar. 31, 1984, Reader sold 184% of quota, an achievement that earned her a place among the top five salespeople at Ricoh plus a trip to Japan, where the parent company is based. Also, she was given national account responsibility after she successfully closed several such accounts locally. One of them was Westinghouse, which "hadn't heard from Ricoh in years," she says. "The male rep had let that potentially large customer go."

Women's advancement is inhibited by their unwillingness to travel extensively.

United Technologies, Hartford, CT, hired Kenney, she says, because "I had an outstanding record. At Honeywell, I sold the largest contract in the history of the division."

It appears, though, that women's advancement in the sales profession is being inhibited, despite their competence, by their unwillingness to travel extensively. For example, there are no women presently on the sales force for Simplicity Manufacturing, a marketer of snowthrowers, lawn mowers, and lawn and garden tractors. That's hardly a traditional product line for women to sell, yet Warner Frazier, president of the Port Washington, WI, company, says he would gladly hire saleswomen. The two who worked for him a few years ago were "super" and he got "good vibes" from the dealers they called on. One woman even won the company's annual service award after she drove through a weekend snowstorm that even trucks couldn't penetrate to deliver parts that a dealer needed for a show. But few women apply to his company, Frazier says, because the job requires so much travel.

Women themselves mention travel and family ties as obstacles. Fleming, for example, does not do any of the international travel that the director of her division does because those trips last three to six weeks and she doesn't want to be away from her husband and two daughters. As mentioned above, Kenney resigned from United Technologies for family reasons. She did, however, continue to work during her pregnancy and returned after a six-month maternity leave.

A different view of management opportunities is given by Maus. "I had management experience on Capitol Hill," she says. "I had a staff: I've had all that." Now, she says, she prefers to be a doer and a producer, rather than a manager. Her superiors are aware of her feeling and have therefore not offered her a management job, she says.

By and large, women seem to feel that obstacles to advancement are often the ones that they themselves set up. Many women believe that just as entry-level sales jobs are opening up to them, management positions will too, as women gain the requisite experience. In fact, says Crocker, "A managerial spot was one carrot held out to me when I took this job."

Different outlook

Generalizations are dangerous, of course. Not every saleswoman has a success story to tell. Feinberg points out that "promotion is still more difficult than actual job entry" for saleswomen.

But changes are undeniably occurring, and progress is undeniably being made. A spokesman for Johnson & Johnson, explaining the increase in the number of field saleswomen at that company, says, "Women have a different outlook today. They have more career commitment and make themselves eligible for sales jobs." Another reason for the increase in saleswomen is the simple need for talented employees. The computer industry in particular, Pletcher says, "needs people as fast as they can produce them. Companies can't refuse people who can do the job."

A murky light on hiring, training costs

The skimpy data on sales training costs—the only annually published figures appear in *S&MM's Survey of Selling Costs*—were augmented recently by McGraw-Hill's Laboratory of Advertising Performance (LAP). For the first time, LAP added a second question to its biennial survey of sales call costs, asking, "What is the approximate cost of recruiting, selecting, training, and supervising one of your salespeople until productive?"
Estimates by respondents ranged all the way from a high of $56,111 in miscellaneous services to a low of $23,000 in oil and gas extraction. As expected, because they include hiring and because the term "until productive" can have many interpretations, LAP's figures (see table) are generally much higher than those of S&MM. The 1984 *Survey of Selling Costs* pegged the average sales training cost per salesperson at $24,600 for industrial products, $16,600 for consumer products, and $16,000 for services. LAP's overall average: $41,990.

Average cost of recruiting, selecting, training, and supervising

Industry	*Cost*
Manufacturing	
Petroleum & coal	$43,167
Nonelectrical machinery	$46,392
Instruments & related products	$45,183
Chemicals	$44,861
Primary metals	$43,649
Rubber & miscellaneous plastics	$43,500
Fabricated metals	$43,000
Paper	$42,500
Electrical & electronic equip.	$40,619
Transportation equip.	$39,405
Miscellaneous	$38,200
Stone, clay, & glass	$36,471
Furniture	$35,455
Food	$29,167
Oil & gas extraction	$23,000
Nonmanufacturing	
Miscellaneous services	$56,111
Insurance	$53,000
Business services	$35,625
Banking	$32,143
Air transportation	$31,591
Wholesale trade—durables	$20,714

Source: McGraw-Hill's Laboratory of Advertising Performance, *Average Cost of Recruiting, Selecting, Training, and Supervising a Salesperson until Productive*, Report No. 8053.
*Sales & Marketing Management.

Unfortunately, some of LAP's results raise more questions than answers. For one thing, the two highest costs are reported for service industries—miscellaneous services, as cited above, and insurance, $53,000. As a rule, selling costs surveys, by S&MM and Dartnell, for example, put those of services below those of goods-producing industries. For another thing, in the manufacturing sector, the highest costs—in petroleum and coal products—and lowest costs—oil and gas extraction—occur in two very closely related industries.

A LAP spokesman could not provide an explanation for the apparent contradictions. "We leave it up to the respondent," he said, "to decide what he includes as costs and what he means by productive. One respondent may include branch office overhead, for example, while another may not."

What Russia needs is the three-vodka lunch

The much-maligned business lunch is a Western invention that Russia should copy, according to Stanford Univ. professor Alexander Dallin, considered a leading expert on the Soviet Union. "The Soviets have never discovered the usefulness of the business lunch in cutting through layers of a cumbersome bureaucracy," he contends. "In the USSR a [business] problem has to make its way all the way up one line of an arthritic bureaucracy [to the Kremlin] and then, once a decision has been made or if further information is needed, it may have to go all the way down another line. A factory manager cannot telephone somebody on the other side of the bureaucracy or the industrial pyramid and arrange a business lunch to sort out the problems quickly." As a result, Dallin sees the USSR falling further behind the West when it comes to "streamlining the country into the electronic age."

C1200-1A

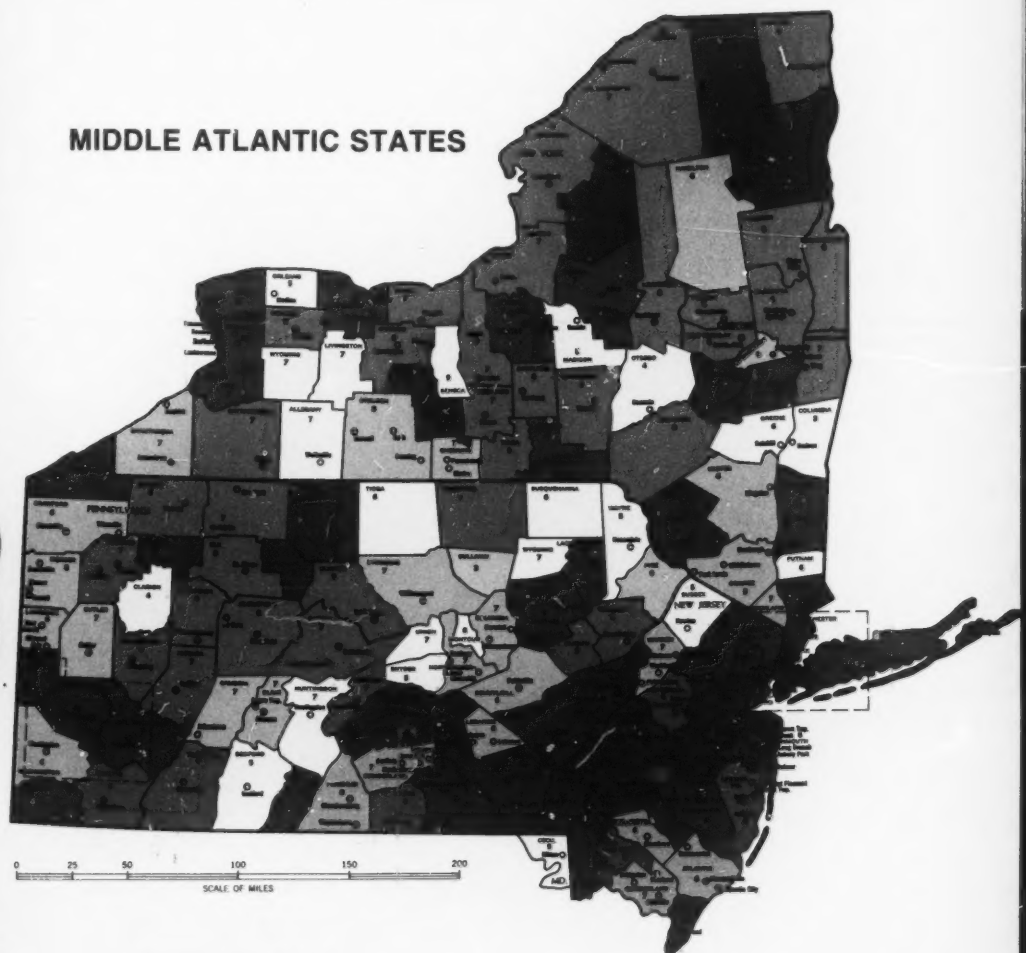
1985

SURVEY OF U.S. INDUSTRIAL & COMMERCIAL BUYING POWER

SALES & MARKETING MANAGEMENT

APRIL 22, 1985
A BILL PUBLICATION
THIRTY-FIVE DOLLARS

MIDDLE ATLANTIC STATES



INDUSTRIAL SALES MAP
COLOR CODE

Total industrial employment for each county is shown by color shadings. Based on data compilations and estimates prepared by Bill Communications' Market Statistics Div.

- Industrial employment over 25,000
- Industrial employment 10,000–24,999
- Industrial employment 5,000–9,999
- Industrial employment 2,000–4,999
- Industrial employment 1,000–1,999
- Industrial employment 500–999
- Industrial employment under 500

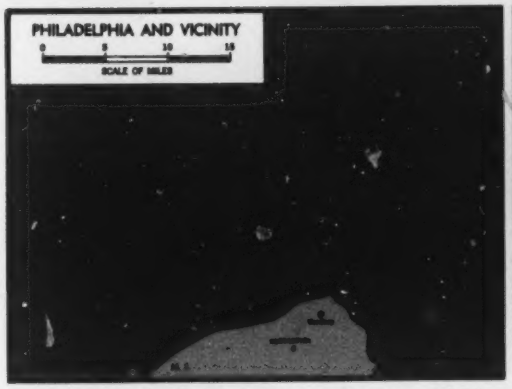
©1985 by Sales & Marketing Management

See page 3 for more information on this map and maps of other regions.

SMO2908?-0717017 AVV- DEC94
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA
MD 20814

S&MM ESTABLISHED 1918

APRIL 22, 1985



COVER: The industrial sales map on the cover of this year's *Survey* is one of a series of nine regional maps that are available from Sales & Marketing Management. Each 11" x 17" map is color-coded to show industrial employment, population data, and employees in large plants. The metro area details shown above are also included, along with a third map of the Pittsburgh metro area. For more information, contact S&MM's Sales Builders Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

FEATURES

6 Warming up to the Information Age
Keeping pace with today's rapidly-expanding, computer-oriented marketplace means that you have to know where to find the data you need.

8 SICBP: Relevant and reliable
For the industrial marketer, the name of the game is reliability. Sales planning and targeting must be based on current information. The *Survey* can help.

14 Agriculture—industry—service: Adapting to economic change
The journey from farmer to factory worker to processor of information has not been without its difficulties, but America is finally waking up to the challenge.

52 SIC: The system explained
A handy primer on the *Survey's* 4-digit industry classifications according to the federal government's own definitions.

SPECIAL SECTION

35 Industrial Advertising: Advertising adds punch
- A must for today's marketers
- How ASEA energizes its customers
- To budget, start from zero

SURVEY STATISTICS

54 Section A: 1984 U.S. totals
U.S. establishment and shipment/receipt totals for more than 450 4-digit SIC industries.

59 Section B: 1984 state & county totals
State-by-state listings of county totals for manufacturing and nonmanufacturing industries.

HIGHLIGHTS

6 1984 county outline industrial sales map
8 Top 50 counties in manufacturing activity
10 Summary of 2-digit major groups in this year's SICBP
19 The 50 leading metro markets in manufacturing activity
20 The nation's largest employers
20 Top 25 counties in service industry activity
22 The *Survey* vs. the Bureau: 1984 Shipment totals
27 Trinet and the Bureau: Why they don't agree
28 Regional and state summaries of manufacturing markets
30 Top 50 counties in manufacturing activity
32 Profile of the 50 biggest manufacturing industries

VOL. 134, NO. 6 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

SICBP: Relevant and reliable

Sales & Marketing Management, as a publisher of marketing statistics, is well aware of the necessity of presenting data that are both reliable and up to date. The basis of most consumer and industrial data used by marketers are the surveys regularly conducted by the Census Bureau and other government agencies. Unfortunately, the timeliness of such data is often questionable, since it can take anywhere from two to three years before hard copy of some statistics is released to an eager marketing community. The only other alternative, the commissioning of private research, is, for many, beyond the realm of their limited research budgets.

Between these twin dilemmas of cost and reliability stand S&MM's survey issues, with their affordable and up-to-date information on county-level patterns of consumer, manufacturing, and service activity. For consumer profiling, the July *Survey of Buying Power*, with its data on population, income, and retail sales, is the place to go. But for those who sell to other businesses, as opposed to consumers, the *Survey of Industrial & Commercial Buying Power* provides the salesperson with a tool for locating counties with high concentrations of a specific industry, in accordance with the government's Standard Industrial Classification (SIC) system (page 52).

The categories of data found in the SICBP—the number of plants or establishments, the dollar volume of shipments/receipts, and especially the "% Of U.S. Shipments/Receipts" figures—give marketers a quick profile of the current industrial makeup of a particular state or county. This third factor, the figure that shows what percentage of industrial activity a specific 4-digit SIC group is responsible for, is most valuable in locating pockets of concentrated industry in counties across the U.S. For example, a quick scan of the data for the state of Florida reveals that Polk County (the Lakeland-Winter Haven metro area) is a major center of the phosphatic fertilizer industry, accounting for nearly a third (28.4%) of the entire U.S. output in SIC 2874. Undoubtedly, anyone selling to this industry would concentrate their efforts more heavily in this particular area. The same holds true for SIC 3421 (Cutlery) in Suffolk County, MA., where the percentage of total U.S. shipments is 21.9%, or Harris County, TX., which is responsible for 23.7% of all rice milling shipments (SIC 2044).

Another of the *Survey's* features

SURVEY HIGHLIGHT

Top 50 counties in manufacturing plants

1984 Rank	County	State	Total Plants	% of U.S. Shipments
1	Cook	IL	6,257	3.2375%
2	Los Angeles	CA	5,538	3.5512
3	New York	NY	3,261	.7818
4	Cuyahoga	OH	1,862	.9100
5	Wayne	MI	1,696	1.7752
6	Harris	TX	1,601	1.5120
7	Providence	RI	1,567	.4169
8	Middlesex	MA	1,447	.7995
9	Dallas	TX	1,346	.7477
10	Philadelphia	PA	1,303	.7319
11	Kings	NY	1,281	.4043
12	Bergen	NJ	1,249	.5238
13	Oakland	MI	1,201	.9933
14	St. Louis Ind. City	MO	1,149	.7688
15	Fairfield	CT	1,108	.5954
16	Nassau	NY	1,104	.4848
17	New Haven	CT	1,069	.4298
18	Hennepin	MN	1,064	.5894
19	Hartford	CT	1,020	.5264
20	Orange	CA	1,014	.6653
21	Essex	NJ	1,013	.3906
22	Santa Clara	CA	983	1.1799
23	Dade	FL	954	.2815
24	Queens	NY	890	.3174
25	Hamilton	OH	889	.8943
26	Milwaukee	WI	865	.6849%
27	Maricopa	AZ	800	.4825
28	Macomb	MI	796	.3888
29	Union	NJ	795	.6074
30	Suffolk	NY	792	.3216
31	Hudson	NJ	781	.3492
32	Montgomery	PA	767	.4109
33	Allegheny	PA	765	.5429
34	King	WA	761	.6110
35	Worcester	MA	745	.3246
36	Passaic	NJ	741	.2734
37	Tarrant	TX	706	.5254
38	Du Page	IL	700	.2852
39	Middlesex	NJ	696	.5593
40	Suffolk	MA	646	.2805
41	Baltimore Ind. City	MD	641	.5068
42	Alameda	CA	640	.3126
43	Essex	MA	617	.2947
44	Erie	NY	604	.4458
45	Marion	IN	600	.5376
46	Denver	CO	599	.2476
47	Multnomah	OR	571	.2881
48	San Francisco	CA	555	.1767
48	Kent	MI	555	.2677
50	San Diego	CA	545	.3872
	50–county total		**59,149**	**33.6210%**

Total Plants: Number of establishments with 20 or more employees. **% Of U.S. Shipments:** Share of U.S. total shipments accounted for by this county's manufacturing plants.

Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commercial Buying Power.* ©Sales & Marketing Management.

is its use of 4-digit SIC industries as a basis for the reportage of industrial data. This allows marketers to manipulate statistics according to the size of their own sales force. In other words, they can select a level of industry data with as much (or as little) detail as is appropriate to their specific needs. This can range from a marketer with a sales force large enough to allow specialization by highly-defined territories, all the way down to the small-timer, who can't afford the luxury of this kind of coverage. While the 4-digit classifications, or **specific industries,** are more attuned to use by larger marketers, businesses with smaller sales forces can go with more general 2-digit **major groups** for constructing their strategies and deploying personnel.

The Survey Highlight table below contains summary data for all of the 2-digit **major groups** listed in this year's *Survey*. This same kind of summary can also be developed for 3-digit **industry groups** by adding up SIC data where the first three digits of the industry code are the same. This information can be found in the U.S. Totals section (Section A), which lists totals for all 4-digit industries, beginning on page 54.

Targeting metals

This kind of basic analysis can be especially helpful in the formulation of sales strategies in major industrial or commercial counties where *Survey* data show a sizeable number of 4-digit **specific industries,** each of which must have an industry total of 1,000 or more employees to be listed in Section B. The Survey Highlight table on page 30 lists the 50 biggest counties in terms of shipments/receipts, and the table on page 8, the 50 biggest counties in terms of total prospects (number of establishments).

Here is how a marketer who sells to the fabricated metals industry—SIC **major group** 34—can make this kind of analysis of, say, Cuyahoga County, OH (the greater-Cleveland area). The *Survey* reveals that there are 14 4-digit **specific industries** from SIC major group

SURVEY HIGHLIGHT

Summary of 2-digit major groups in this year's SICBP

SIC	Industry	Establishments Total	Establishments Large	Total Employment	Shipments Receipts ($ Mil.)	% in Large Estab.
10	Metal mining	121	83	42,617	$4,048.0	95.87%
12	Bituminous coal & lignite mining	1,060	404	158,057	21,768.2	82.85
13	Oil and gas extraction	4,292	170	148,842	53,944.8	21.78
14	Nonmetallic minerals, exc. fuels	687	142	54,263	4,636.3	65.12
16	Heavy construction contractors	4,899	1,160	609,620	69,340.1	79.06
20	Food and kindred products	14,477	4,287	1,651,805	281,488.4	73.34
21	Tobacco manufactures	160	96	73,505	19,617.3	97.15
22	Textile mill products	4,606	2,094	838,925	53,710.1	86.98
23	Apparel & other textile products	9,620	3,473	1,147,983	49,925.9	72.12
24	Lumber and wood products	8,476	1,639	649,289	49,972.8	56.37
25	Furniture and fixtures	4,263	1,173	449,313	31,214.1	69.65
26	Paper and allied products	4,769	1,849	676,589	93,663.6	84.63
27	Printing and publishing	11,903	2,254	1,038,580	89,092.8	65.48
28	Chemicals & allied products	7,773	2,111	1,056,557	200,375.8	78.43
29	Petroleum refining	1,599	400	174,035	194,742.0	88.42
30	Rubber & misc. plastics products	6,535	1,748	682,159	50,841.8	72.53
31	Leather & leather products	1,620	689	245,502	7,910.4	80.78
32	Stone, clay, & glass products	7,742	1,554	686,288	48,072.5	68.37
33	Primary metal industries	5,358	1,960	1,025,798	128,504.9	88.70
34	Fabricated metal products	19,118	4,187	1,732,982	128,842.7	68.56
35	Machinery, exc. electrical	20,024	4,719	2,395,489	195,994.1	79.88
36	Electric & electronic equipment	9,439	3,752	1,937,892	177,024.7	88.52
37	Transportation equipment	4,838	1,885	1,723,421	284,465.0	95.46
38	Instruments & related products	4,258	1,367	623,028	54,295.8	81.31
39	Misc. manufacturing industries	5,231	1,083	451,312	25,157.8	66.96
40	Railroad transportation	398	173	313,035	15,715.8	97.38
49	Electric, gas, & sanitary services	4,145	661	712,434	240,783.8	83.18
50	Wholesale trade-durable goods	14,804	629	549,865	217,603.4	28.65
60	Banking	4,530	719	684,254	104,725.9	85.25
70	Hotels & other lodging places	5,160	623	478,897	16,357.4	66.48
73	Business services	2,371	500	243,163	16,119.6	74.58
80	Health services	6,387	4,709	2,908,607	143,634.0	96.55
82	Educational services	1,591	682	420,614	19,418.9	90.76
	U.S. total	**20,2254**	**52,975**	**26,584,720**	**$3,093,008.7**	**77.18%**

DEFINITIONS: **SIC:** 2-digit classification used by the federal government for major groups of industries. **Industry:** Classification by establishment's primary product or service. **Establishments:** A business or industrial unit at a single geographic location which produces or distributes goods, or performs services. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Total Employment:** Aggregate number of employees in units with 20 or more employees. **Shipments/Receipts:** Dollar value of goods produced or services rendered. Shipments are associated with manufacturing and mining; receipts with construction, wholesale trade, and service industries. **% in Large Establishments:** The share of shipments/receipts accounted for by establishments with 100 or more employees. Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commercial Buying Power.*

©Sales & Marketing Management.

34 listed for the county in question. These 14 industries have 327 establishments with 20 or more employees, 74 with 100 or more employees, and combined shipments totalling $2,127.4 million. By isolating these 14 listings, a customer/prospect profile (Table A) can be constructed for 4-digit industries, and assignments can be made in terms of sales force coverage and potential customer orders.

Cuyahoga County: Three levels of customer/prospect profiles

TABLE A: 4-digit Specific Industries

SIC	Specific Industry	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
3429	Hardware, N.E.C.	14	5	$ 112.4
3433	Heating equip., exc. electric & warm air	10	3	53.2
3441	Fabricated struc. metal	28	6	112.6
3444	Sheet-metal work	22	2	55.8
3451	Screw machine products	36	4	88.5
3452	Bolts, nuts, rivets, & washers	31	14	238.1
3462	Iron & steel forgings	26	7	158.2
3463	Nonferrous forgings	3	1	231.0
3465	Automotive stamping	5	3	456.2
3469	Metal stampings, N.E.C.	43	16	229.7
3471	Plating & polishing	41	—	52.5
3494	Valves & pipe fittings	18	3	111.7
3496	Misc. fabricated wire products	13	4	45.3
3499	Fabricated metal products, N.E.C.	37	6	182.2

Note: N.E.C.—Not Elsewhere Classified.

TABLE B: 3-digit Industry Groups

SIC	Industry Group	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
342	Cutlery, hand tools, & general hardware	14	5	$ 112.4
343	Heating equip., exc. electric & warm air	10	3	53.2
344	Fabricated struc. metal products	50	8	168.4
345	Screw machinery products & bolts, nuts, screws, rivets, & washers	67	18	326.6
346	Metal forgings & stampings	77	27	1075.1
347	Coatings, engravings, & allied services	41	—	52.5
349	Misc. fabricated metal products	68	13	339.2

TABLE C: 2-digit Major Groups

SIC	Major Group	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
34	Fabricated metals	327	74	$2,127.4

Source: Sales & Marketing Management *1985 Survey of Industrial & Commercial Buying Power.*
©Sales & Marketing Management.

A marketer whose sales force is too small to permit such in-depth coverage can instead make use of 3-digit **industry groups,** constructing a customer/prospect file that looks like the one in Table B.

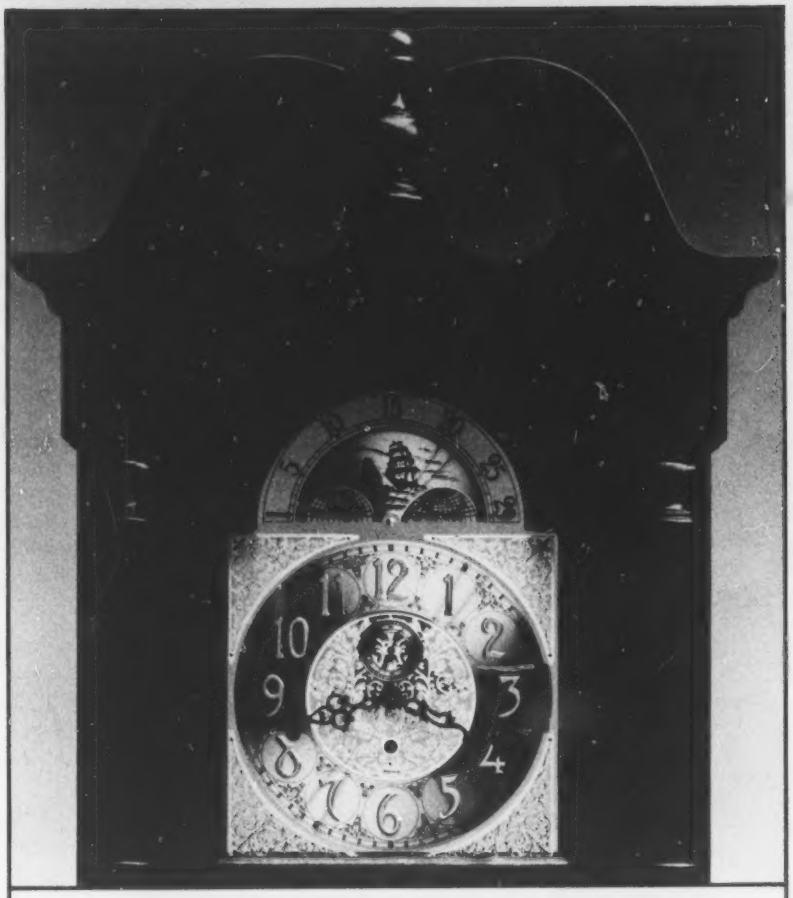
If your sales force is even smaller still, you may want to use the basic 2-digit **major groups** for planning purposes. This customer/prospect profile is very brief indeed, like the one in Table C, with only one entry.

Forging ahead

In each case, the marketer can compare the appropriate aggregates with the "all manufacturing" totals that appear opposite the individual county listings in Section B (page 59). This tells you the relative importance of each classification in a particular county.

For example, the establishment totals in the 4-digit **specific industry** of SIC 3462—iron & steel forgings—indicates that it accounts for 1.4% of *all* manufacturing establishments in Cuyahoga County, 1.5% of *large* establishments (100 or more employees), and 0.8% of the county's *total shipments* in manufacturing. Shares for the 2-digit and 3-digit listings from Tables B and C can also be calculated by matching the appropriate industry aggregates to manufacturing totals. In addition, be sure not to neglect the "% Of U.S. Shipments/ Receipts" figures that will tell you the share of total business in a specific SIC that will come from Cuyahoga County. The percent of total establishments and large establishments are also useful is suggesting the degree of territory concentration that should be applied to each targeted county.

These are but a few of the many uses for SICBP data, and with a little imagination and insight, other possibilities will most certainly become apparent. The *Survey* as a "desk–top data base" is the concept that makes S&MM's statistics so valuable to today's marketer. In terms of relevance, our determination to bring you the most up-to-date industrial data possible has been the key to the SICBP's success for more than 10 years now. In the realm of statistics, consistency is half the battle. Reliable data takes care of the rest.



Ridgeway:
the ultimate premium
at any price point.

For hand-crafted quality and lasting appeal, a Ridgeway clock is one of your best premium buys. Choose from a variety of styles and price points, beginning at just under $25. For a truly unique premium, customization is available on many floor, wall and mantel styles. And most Ridgeway clocks can be personalized with a brass name plate, to enhance pride of ownership.

For your next premium, choose the ultimate. Contact Sam Troy, Special Markets Manager, Ridgeway Clocks, Ridgeway, Va., 24148.

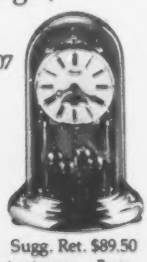
#1900

Sugg. Ret. $49.50
Watch Fob - Solid brass case with Quartz alarm movement.

#551

Sugg. Ret. $300.00
Bracket Clock - Oak finish on Oak solids. Brass carrying handle.

#407



Sugg. Ret. $89.50
Anniversary - Brass with quartz movement and white, moon disc dial face.

#6747

Sugg. Ret. $220.00
Coke™ Clock - Country Oak finish on Oak solids. Quartz pendulum movement.

RIDGEWAY

Circle No. 112 on Reader Service Card

Agriculture—industry—service: Adapting to economic change

By RICHARD KERN
Editorial Director
Survey of Industrial & Commercial Buying Power

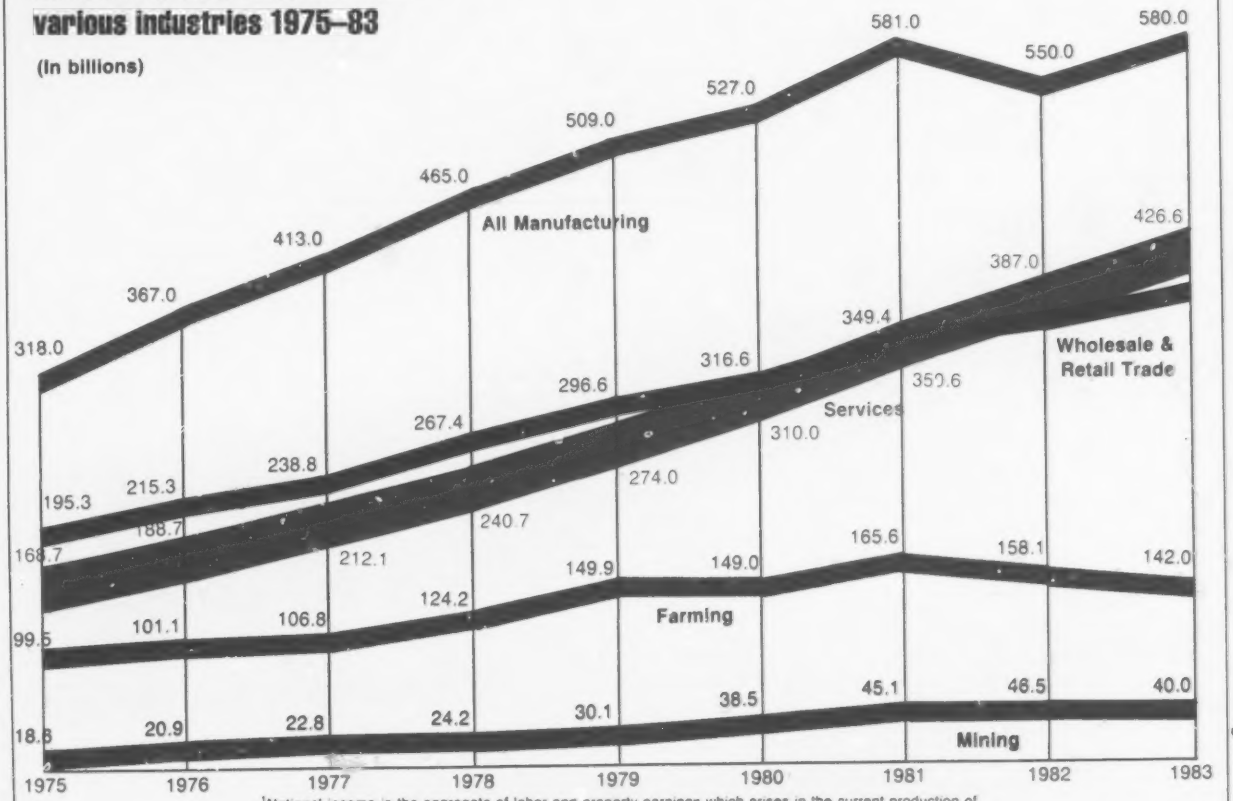
1985. In just three-quarters of a century, this country has travelled the path from agricultural giant to industrial innovator to marketer of services to the entire world. America as provider still holds true—the only thing that has changed is what it provides. The country's economic evolution has entered its third stage, with each transition born out of crisis. The Depression-era dustbowl was more than just an environmental oddity. It was—along with the collapse of post-World War I economics—the tumultuous passing of agrarian America. It was the death blow that awakened people to the change that had already taken hold in places like Detroit, Cleveland, and Pittsburgh—the arrival of heavy industry as the mainstay of U.S. economic might.

In 1935, the farm population of the United States was 32.2 million—more than a quarter of the entire U.S. population. By 1950, the figure had dropped to 23 million. This was just the beginning.

Since that time, farm population has declined with lockstep regularity. By 1960, their numbers were less than 10%, and by 1970, less than 5%. 1983 estimates from the Census Bureau show a farm population of only 7 million—just 3% of more than 235 million Americans. Clearly, we are no longer a nation that lives off the profits of the soil. Since the end of the 1930s—in essence, the end of America's agricul-

The new American economy: National income[1] derived from various industries 1975–83

(In billions)



[1]National income is the aggregate of labor and property earnings which arises in the current production of goods and services by the nation's economy. It is the sum of compensation, proprietor's income, rental income, corporate profits, and net interest. Source: U.S. Bureau of Economic Analysis, *The National Income and Product Accounts of the United States, 1929-76*, and *Survey of Current Business*, July issues.

tural age—we have been living instead off the profits of steel, oil, automobiles, and machinery. The new centers of this economy are the cities of the Midwest; the steel towns, the automotive plants, and the machinery mills. They were already booming by the time Americans realized the day of the farmer was over. Now, they are also a part of the past.

1985. Ten years ago, a dustbowl of a different sort caused America to take note of another passing. This time it was heavy industry. Once again, it took the near economic collapse of the mid-1970s to wake us. Americans had grown to believe

'Today's America must be assessed in terms of units, bits, and megabytes. In miles of tape and vaults of information.'

that the heavy-industry economy—an economy based on uncontrolled consumption of home-bred raw materials—would simply go on forever. By the time the country had reconciled itself to the fact that the service economy was indeed a reality, it had already happened. In fact, it was in the first quarter of 1971 that services' share of the GNP first outdistanced that of nondurable goods. The question is, why didn't we see it coming?

Ronald K. Shelp, author of *Beyond Industrialization*, maintains that, by definition, "a service economy is one in which more than half the workers earn their livelihood in service industries." This being true, the U.S., says Shelp, "became that kind of an economy in 1950," adding that today, "73 percent of all working Americans are employed in service industries."

If we look at the figures for na-

SURVEY HIGHLIGHT

The 50 leading metro markets in manufacturing activity

1984 Rank	Metro Market	1984 Shipments ($Mil.)	% of U.S.	Total Plants	Average Shipments Per Plant ($000)
1.	Chicago	$77,728	3.59%	7,150	$10,871
2.	Los Angeles-Long Beach	76,890	3.55	5,539	13,882
3.	Detroit	70,505	3.26	3,938	17,904
4.	Philadelphia	53,277	2.46	3,746	14,222
5.	New York	43,559	2.01	6,443	6,761
6.	Boston-Lawrence-Salem-Lowell-Brockton	36,496	1.69	3,466	10,530
7.	Houston	34,667	1.60	1,719	20,167
8.	St. Louis	27,734	1.28	1,742	15,921
9.	Newark	25,704	1.19	2,207	11,647
10.	San Jose	25,544	1.18	983	25,966
11.	Minneapolis-St. Paul	24,721	1.14	1,774	13,935
12.	Beaumont-Port Arthur	24,417	1.13	157	155,524
13.	Cleveland	23,509	1.09	2,290	10,266
14.	Cincinnati	21,623	1.00	1,111	19,463
15.	Milwaukee	19,341	0.89	1,373	14,086
16.	Kansas City, MO	19,085	0.88	1,159	16,467
17.	Lansing-East Lansing	18,775	0.87	197	95,306
18.	Baltimore	18,137	0.84	1,107	16,384
19.	Dallas	18,026	0.83	1,562	11,541
20.	Pittsburgh	17,715	0.82	1,160	15,271
21.	Nassau-Suffolk	17,457	0.81	1,896	9,207
22.	Bergen-Passaic	17,257	0.80	1,990	8,672
23.	Atlanta	17,144	0.79	1,233	13,904
24.	Flint	16,103	0.74	135	119,284
25.	Middlesex-Somerset-Hunterdon	15,721	0.73	921	17,069
26.	Seattle	15,696	0.73	887	17,696
27.	Greensboro-Winston-Salem-High Point	15,671	0.72	872	17,971
28.	Louisville	14,898	0.69	587	25,380
29.	Oakland	14,777	0.68	873	16,926
30.	Anaheim-Santa Ana	14,403	0.67	1,014	14,204
31.	Rochester, NY	13,833	0.64	572	24,183
32.	Indianapolis	13,228	0.61	749	17,661
33.	Hartford-New Britain-Middletown-Bristol	13,006	0.60	1,265	10,281
34.	Bridgeport-Stamford-Norwalk-Danbury	12,889	0.60	1,108	11,633
35.	Baton Rouge	12,485	0.58	202	61,806
36.	Richmond-Petersburg	11,992	0.55	420	28,553
37.	Gary-Hammond	11,813	0.55	246	48,018
38.	Providence-Pawtucket-Woonsocket	11,806	0.55	1,915	6,165
39.	Fort Worth-Arlington	11,792	0.54	768	15,354
40.	New Orleans	11,688	0.54	447	26,148
41.	Allentown-Bethlehem	11,293	0.52	710	15,905
42.	Charlotte-Gastonia-Rock Hill	11,195	0.52	1,019	10,986
43.	Toledo	11,160	0.52	519	21,503
44.	Columbus, OH	11,020	0.51	728	15,137
45.	Wichita	10,561	0.49	398	26,534
46.	Phoenix	10,445	0.48	800	13,057
47.	Denver	10,178	0.47	984	10,343
48.	Dayton-Springfield	10,027	0.46	748	13,405
49.	Buffalo	9,650	0.45	604	15,977
50.	Portland, OR	9,566	0.44	880	10,871

DEFINITIONS: **Shipments:** Output of all manufacturing establishments with 20 or more employees in the metropolitan area. **% Of U.S.:** A market's share of total U.S. shipments. **Total Plants:** Establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing the number of plants in the metro into total shipments.

Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commercial Buying Power.* Sales & Marketing Management.

SURVEY HIGHLIGHT **The nation's largest employers**

Rank	SIC	Industry	Total Employment
		MANUFACTURING	
1	3079	Misc. plastics products	444,490
2	3714	Motor-vehicle parts & accessories	367,591
3	3573	Electronic computing equipment	332,597
4	3662	Radio & TV communication equipment	326,453
5	3711	Motor vehicles and car bodies	323,221
		NONMANUFACTURING	
1	8062	Gen. medical & surgical hospitals	2,908,607
2	6025	National banks, federal reserve	684,254
3	7011	Hotels, motels, & tourist courts	478,897
4	8221	Colleges & universities, N.E.C.	420,614
5	4911	Electric services	327,397

N.E.C. - Not Elsewhere Classified.
Note: Rankings show industries included in this year's *Survey of Industrial & Commercial Buying Power* only. Not all nonmanufacturing industries are listed.
Source: *1985 Survey of Industrial & Commercial Buying Power.*
©Sales & Marketing Management.

900 GUEST ROOMS AND COMPLETE MEETING FACILITIES IN HOUSTON'S GALLERIA.

Surround your meeting with the excitement of the spectacular Galleria. A city of 250 shops under glass, where excellence in dining, recreation, shopping and entertainment are side by side with Houston's most complete meeting environment.

Only The Westin Galleria and The Westin Oaks offer the world's largest lobby under one roof. 900 guest rooms and suites, 32 meeting rooms in a range of sizes, three ballrooms, an exhibition hall, professional in-house catering and audio-visual services. An adjoining health and sports facility has a jogging track and heated outdoor pools.

Hoid your next business meeting in Five Diamond award-winning luxury, at *surprisingly competitive rates.* The Westin Hotels of Houston. Excellence, in the heart of the Galleria.

Please call, 713-960-8100, and ask for the Director of Sales. The Westin Oaks, 5011 Westheimer, The Westin Galleria, 5060 West Alabama, Houston, Texas.

THE WESTIN OAKS
THE WESTIN GALLERIA
Houston

In Dallas, stay at The Westin Hotel, Galleria.

tional income, the emergence of the service sector becomes easier to see. Since 1975, manufacturing's share of the national income has declined from 25% to 22% (as of 1983). Looking at these same numbers for wholesale & retail trade, a similar picture emerges. In 1975, combined wholesale & retail earnings accounted for 15.4% of the national income. By 1983, this figure had dropped to 14.6%. While these may seem like fairly modest declines, when placed against the backdrop of the service sector, the process of economic change is clear. Services were 13.3% of the national income in 1975, but by 1983 they had expanded to a respectable 16.1%, surpassing wholesale & retail trade, and closing in

SURVEY HIGHLIGHT
Top 25 counties in service industry activity

Rank	County	State
1	Los Angeles	CA
2	New York	NY
3	Cook	IL
4	Harris	TX
5	Orange	CA
6	Dallas	TX
7	San Francisco	CA
8	Dade	FL
9	Middlesex	MA
10	Allegheny	PA
11	San Diego	CA
12	District of Columbia	DC
13	Santa Clara	CA
14	Nassau	NY
15	Suffolk	MA
16	Clark	NV
17	Philadelphia	PA
18	King	WA
19	Maricopa	AZ
20	Wayne	MI
21	Cuyahoga	OH
22	Oakland	MI
23	Hennepin	MN
24	Denver	CO
25	Fulton	GA
	25-county total	

rapidly on manufacturing.

Employment levels in these three areas are roughly equivalent, with 1981 figures showing totals hovering right around 20 million. And if we were to broaden our definition of services to include wholesale & retail, we can see just now widespread this segment has become. The chart on page 14 shows national income figures for major U.S. industries since 1975, and although there have been steady increases in most areas, it is their share of total income that proves most interesting in terms of these industries' relative growth and importance.

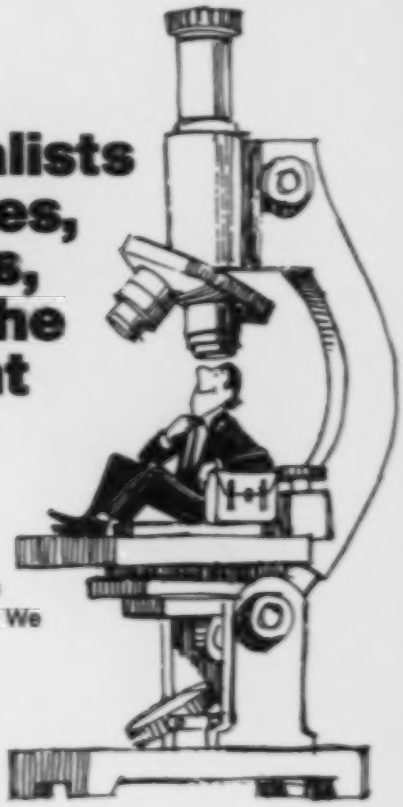
One area of service that has yet to catch up to manufacturing is that concerning the availability of data. Due in part to the severely-dated

Total Receipts* ($Mil)	% Of U.S. Receipts
$29,062.8	6.806%
22,979.8	5.382
13,936.1	3.264
10,837.4	2.538
6,706.1	1.571
6,239.6	1.461
4,924.5	1.153
4,535.6	1.062
4,413.3	1.034
4,366.1	1.022
4,357.8	1.021
4,217.8	.988
4,131.6	.968
4,129.6	.967
4,064.4	.952
3,962.7	.928
3,704.1	.867
3,700.6	.867
3,621.2	.848
3,429.6	.803
3,380.8	.792
3,345.6	.783
3,312.8	.776
3,097.4	.725
3,040.4	.712
$163,497.7	**38.290%**

Copyright notice and rights of reproduction

The *Survey of Industrial & Commerical Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Industrial & Commercial Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

With over 500 specialists in 100 offices, in 35 states, we'll find the sales talent you need.



Nobody can find sales talent like Sales Consultants. We save you time and money and locate the kind of experienced sales and sales management people you're looking for. **And you pay no fee until you make the final hiring decision.**

Thousands of client companies, large and small, depend on us to find qualified sales people fast. You should too. Give us a call today.

SALES CONSULTANTS®
Finding sales and sales management talent is our only business.®

Look in the White Pages for the Sales Consultants office nearest you.

"My Instand display paid for itself the first time I used it!"

Satisfied buyers like David Thibault, VP Energy and Environment for Earth Satellite Corporation are our best endorsement . . . and your best assurance that the **Instand ® 100** portable display system is the best you can buy! Like David, they've discovered **Instand** does it all.

- ***Easy set-up***: Open and up in 4 incredible seconds!
- ***Portability***: Weighs only 23 lbs. inc. folding case . . . flies with you free!
- ***Five-year warranty***: Expertly designed and quality built to last!
- ***Graphic punch***: Makes your display look even better than you hoped!
- ***Budget savings***: So light and easy, it saves extra shipping and labor costs!

See **Instand** for yourself! Call toll free 800-336-5019 or write to

Instand 100 Series

quality of the Standard Industrial Classification (SIC) system, a lot of what happens in the service sector is simply not reported, because the system is oriented toward manufacturing industries rather than services. Hardly a month goes by that someone does not bemoan the fact that the SIC system is desperately in need of repair. Articles and testimony before government committees goes on, but the fact remains that the newest available SIC manual is still dated 1972, and a 1977 supplement is as far as anyone has gone toward doing any serious updating. Until a major revision takes place, much of what goes on in the way of service statistics will go unpublished. Those classifications that do exist are far too general and antiquated to be of much use, but as people's understanding of the size and scope of the service economy becomes more widespread, those who collect service-sector data will hopefully benefit.

One of the first major breakthroughs in terms of service-sector data collection was the inclusion of an "all services" category in the 1977 and 1982 Economic Censuses. Data was gathered for the first time in more than a dozen 2-digit major groups in the 1982 Census of Service Industries (part of the Economic Census), but the bureau still has a long way to go before it reaches the

SURVEY HIGHLIGHT

Survey vs. Census Bureau: 1984 shipment totals as reported by . . .

SIC	Industry	1984 Shipment Totals ($ Mil.) Trinet[1]	Census Bureau	% Change 1983-84 Trinet	CB	Trinet Shipment Total As % Of CB Totals
	Durable Goods	**$1,098,386**	**1,183,672**	**+15.7%**	**+15.8%**	**93%**
24	Lumber	49,973	N.A.	+6.7	N.A.	N.A.
25	Furniture	31,214	N.A.	+14.5	N.A.	N.A.
32	Stone, clay, & glass	48,073	55,014	+12.6	+12.2	87
33	Primary metals	128,505	133,563	+13.2	+15.3	96
34	Fabricated metals	128,843	137,684	+14.1	+13.2	94
35	Nonelectrical machinery	195,994	209,151	+16.3	+16.5	94
36	Electrical & electronic equip.	177,023	181,630	+15.5	+15.7	97
37	Transportation equip.	284,465	288,412	+20.2	+20.0	99
38	Instruments	54,296	56,422	+13.3	+13.0	96
	Nondurable Goods	**$1,041,368**	**$1,089,629**	**+2.3%**	**+5.7%**	**96%**
20	Food	281,488	295,086	+4.2	+2.5	95
21	Tobacco	19,617	16,919	+10.6	−7.4	N.A.
22	Textile products	53,710	55,286	+4.2	+5.9	97
23	Apparel	49,926	N.A.	+0.5	N.A.	N.A.
26	Paper products	93,664	95,900	+13.3	+11.9	98
27	Printing & publishing	89,093	N.A.	+11.4	N.A.	N.A.
28	Chemicals	200,376	211,306	+12.6	+11.7	95
29	Petroleum & coal products	194,742	197,895	+3.6	+3.6	98
30	Rubber & plastics	50,842	52,161	+4.2	+0.4	97
31	Leather	7,910	N.A.	−7.7	N.A.	N.A.

N.A.—Not Available.

[1]Trinet data does not include establishments with less than 20 employees, hence, its shipments totals should always be less than those reported by the Census Bureau. Also, boldface totals will not always reflect the sum of details due to additional "Miscellaneous" category totals not shown here.

Sources: *1985 Survey of Industrial & Commercial Buying Power; Census Bureau, Manufacturers Shipments, Inventories, and Orders (M-3).*

[c]Sales & Marketing Management.

level of coverage afforded manufacturing industries.

Some of the data available from this census reveal concentrations much the same as those in manufacturing, with the top 50 counties responsible for more than 50% of all service industry receipts. Not surprisingly, some of the top-ranked counties, such as Los Angeles, Cook, Harris, New York, Dallas, and Philadelphia, can be found in the top 20 on both lists (manufacturing and services). On the other hand, counties like San Francisco, Dade, King (WA), Clark (NV), and the District of Columbia, are, by virtue of their receipt totals, just as important to today's economy as the venerable Midwestern industrial giants once were.

Whatever the feelings of the old guard, the service economy—an economy based on information and modern technology—is here to stay. Oil and steel have given way to paper and silicon chips. The belief that we will somehow return to the golden days of yesterday, a time when what America produced could be measured in tons and gallons, is simply not realistic. Today's America must be assessed in terms of units, bits, and megabytes. In miles of tape and vaults of printed information. Fortunately, we are coming to terms with this new reality, and we are learning, through agonizing reappraisal, how to apply this new

"The events described in this book will shape advertising and marketing through the next twenty years..."
—William D. Wells,
Director of Marketing Services,
Needham Harper Worldwide, Inc.

Marketing In An Electronic Age

Edited by Robert D. Buzzell

Marketing In An Electronic Age addresses a wide spectrum of issues that new technologies raise for marketing professionals. It presents the research of a recent Harvard Business School colloquium that brought together experts from a variety of areas—academics, corporate marketing managers, advertising executives, and market researchers—in a forthright examination of marketing concerns. No one concerned with marketing—whether practitioner or academic—can afford to miss *Marketing In An Electronic Age*. It is an intriguing road map to the future.

416 pp. ISBN 0-87584-159-7 $32.50 Cloth

ORDER FORM

By phone: (617) 491-6562. **By mail:** All individual orders must be prepaid by check, MasterCard or Visa. Please send your payment (including $2.25 for shipping and handling) to: **Harvard Business School Press,** c/o P.B.S., P.O. Box 643, Dept S25, Cambridge, MA 02139

Please send _____ copies of **Marketing In An Electronic Age** @ $32.50 ea.

☐ My payment for $_____ is enclosed.

Charge my
☐ Visa ☐ MasterCard $_____

CARD NO. EXP. DATE

SIGNATURE

SHIP TO:

NAME

ADDRESS

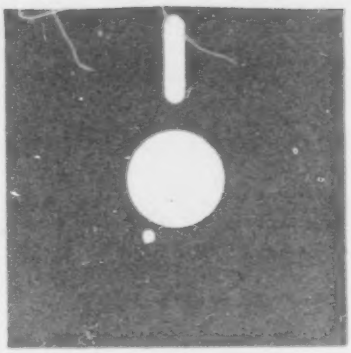
CITY/STATE/ZIP

HBS PRESS **Harvard Business School Press**

"You ever notice how a phrase can suddenly take on a new meaning, for instance—'rubber rafting' ?"

© copyright Sales & Marketing Management

THE DISKETTE DEBATE: WHAT DO YOU THINK?



Sales & Marketing Management and Trinet, preparers of the data for the *Survey of Industrial & Commercial Buying Power*, have been examining the possibility of producing the *Survey* on diskette for our readers who now use personal computers. If you would like us to make these statistics available in a format compatible with most spreadsheet and demographic analysis software, we'd like to hear from you. For more information on this and other industrial data on diskette, please contact Trinet, at 1-800-TRINET1. In New Jersey, call 201-267-3600.

—THE EDITORS

knowledge to some of the more outmoded areas of manufacturing, much the same way as we once used advances in heavy industry to increase production in agriculture.

Adapt and change

The stigma surrounding the service economy continues to be a major stumbling block to its acceptance: the belief that high technology will cost jobs; the fear that, without heavy industry, we will become a nation of "wimps," dependent on foreign technology and imports; a feeling that, without tangible products, secondary markets will cease to exist.

Today's truth is really no different from yesterday's: in order to grow, we must be able to adapt. Fortunately, this is something that the human race is well versed in. Evolution has always been a matter of adapt and change, and if anyone has lived and died by this credo, it is the American worker. From farmer to machinist to salesperson—and now to processor of information—responding to changes in the economy and the markets it creates is what has kept the U.S. on top in the global marketplace. It is a fact we can hardly afford to lost sight of if we are to remain in a position to take advantage of today's rapidly-changing world.

PRODUCT VISION

As a leading developer of advanced shipping and mailing systems and equipment, we've had a major impact on the automation of the office. Our rapidly changing industry demands marketing professionals with our brand of marketing expertise to maintain a pace that has resulted in an entire product line renewal since 1980.

DIRECTOR OF MARKETING

Responsible for the development and marketing of our line of shipping and mailing systems and equipment, you should have strong management, motivation and analytical skills as well as a minimum of 7 years of experience in marketing management. A field sales management background is desirable.

BRANCH MANAGERS

You will have total responsibility for all Sales, Service, and Administrative personnel and activities within your territory. Qualifications should include commercial sales experience in the business equipment industry, strong hiring skills and a demonstrated success in employee development. A minimum of 3 years sales experience of which 2 were in a sales management or supervisory capacity, plus an undergraduate degree in Business Administration or equivalent is also required.

For confidential consideration, send your resume to Friden Alcatel, MS-400, Professional Staffing, 30955 Huntwood Avenue, Hayward, CA 94544 (415) 489-6800. We are an equal opportunity employer.

Friden Alcatel

Circle No. 107 on Reader Service Card

S&MM QUOTES

The "customer-oriented" marketplace of the 1980s requires a more creative use of our time and resources if we are to be sales productive. The "electronic age" provides us the tools that, when combined with our traditional sales methods, can insure our efforts are matched against the highest potential profit opportunities.

—William B. Howes, vice president and general manager, Container Div., Union Camp Corp., at the Conference Board's annual marketing conference

Trinet and the Census Bureau: Why they don't agree

Marketers who compare the *Survey of Industrial & Commercial Buying Power (SICBP)* establishment totals with those in the Census Bureau's annual *County Business Patterns (CBP)* reports should bear in mind that the two sources may not always agree.

Obviously, no private-sector information source such as Trinet, which supplies the data for the *Survey*, can duplicate the bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, *CBP* reports pertain to a fixed point in time (a week in March, although first-quarter and annual payroll data are reported), whereas Trinet maintains a dynamic data base, constantly inputting new information as it becomes available, and excising out-of-date information.

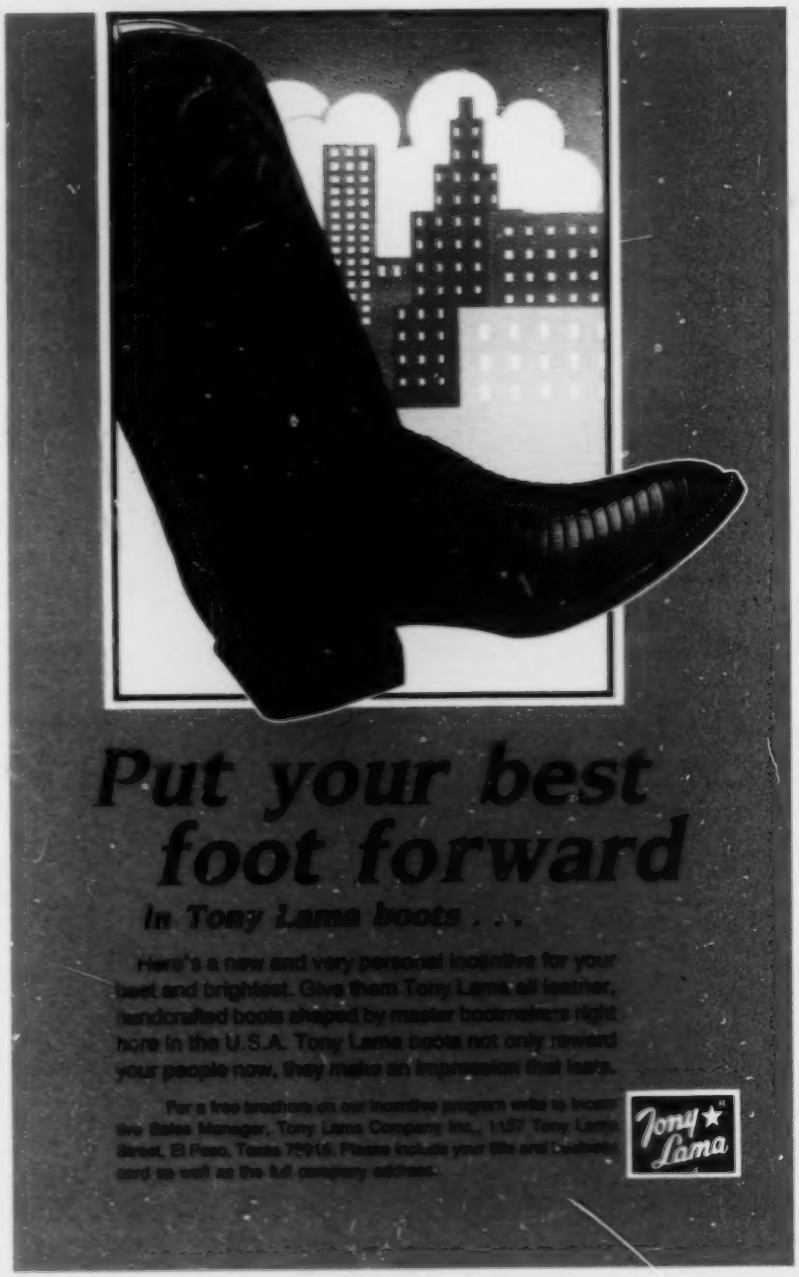
In addition, the following "facts of life" in data collection contribute to honest differences:

1. Establishments on the borderline of a size category—*CBP* use nine different classes—could move from one category to the next with a change in just one or two employees. Such movements can be considerable over the two-year time period in which *County Business Patterns* data trail *SICBP* data.

2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period, whereas companies generally report it as an annual average. Some small companies tend to inflate their employment figures in order to be counted, so that many establishments with 15 or 16 employees will claim to have 20.

3. Trinet's technical procedures for reconciling its files against the annual *CBP* reports invariably leave a residual of unreconciled establishment locations. When the differences are uncovered, the information stays in Trinet's files as the process of reconciliation goes on. After the file is updated, these old differences disappear—but new ones appear in different locations.

4. When large establishments produce more than one product in significant volumes, Trinet will add a second, third, or fourth establishment at the same address, along with the appropriate SIC code and employment data. This increases the number of establishments in Trinet's file vs. the *CBP* files. This, say the people at Trinet, is the major discrepancy between the Census Bureau's figures and their own—establishment totals. There is far less disparity on the value of shipments, which is the key measure of industrial buying power.



Flo Fox is a professional photographer. She is legally blind.

President's Committee on Employment of the Handicapped, Washington, D.C. 20210

Circle No. 115 on Reader Service Card

SURVEY HIGHLIGHT

Regional and state summaries of manufacturing markets

Region & State	Total Plants	Large Plants	1984 Shipments ($Mil.)	% Of U.S.	Average Shipments Per Plant ($000)	Plant Index U.S. = 100	% In Large Plants
NEW ENGLAND	**13,535**	**3,570**	**$132,881.4**	**6.1360%**	**$9,818**	**69**	**76%**
Connecticut	3,896	943	40,952.7	1.8917	10,511	74	78
Maine	878	289	9,669.4	.4466	11,013	77	79
Massachusetts	5,428	1,533	56,628.3	2.6157	10,433	73	77
New Hampshire	937	301	9,399.3	.4342	10,031	70	78
Rhode Island	1,948	376	12,185.8	.5629	6,256	44	61
Vermont	448	128	4,045.9	.1869	9,031	63	73
MIDEAST	**30,859**	**8,271**	**$377,978.9**	**17.4593%**	**$12,249**	**86**	**79%**
Delaware	298	82	7,705.4	.3559	25,857	181	88
District of Columbia	155	29	2,092.5	.0967	13,500	95	80
Maryland	1,961	559	27,010.0	1.2476	13,774	97	80
New Jersey	7,535	1,819	87,832.6	4.0571	11,657	82	76
New York	11,944	2,992	126,553.6	5.8457	10,596	74	77
Pennsylvania	8,966	2,790	126,784.8	5.8563	14,141	99	83
GREAT LAKES	**34,673**	**9,524**	**$553,004.8**	**25.5440%**	**$15,949**	**112**	**84%**
Illinois	10,651	2,977	137,701.5	6.3606	12,929	91	80
Indiana	3,959	1,267	72,707.4	3.3584	18,365	129	85
Michigan	7,612	1,606	151,257.9	6.9868	19,871	139	88
Ohio	8,769	2,549	133,908.6	6.1854	15,271	107	85
Wisconsin	3,682	1,125	57,429.4	2.6527	15,597	109	83
PLAINS	**11,654**	**2,862**	**$162,549.4**	**7.5084%**	**$13,948**	**98**	**77%**
Iowa	1,802	447	28,007.7	1.2937	15,543	109	77
Kansas	2,067	388	30,701.1	1.4181	14,853	104	78
Minnesota	2,802	762	38,374.6	1.7726	13,695	96	78
Missouri	3,413	933	47,357.5	2.1875	13,876	97	81
Nebraska	803	228	12,541.7	.5793	15,619	110	75
North Dakota	223	35	2,052.0	.0948	9,202	65	49
South Dakota	544	69	3,514.8	.1624	6,461	45	50
SOUTHEAST	**30,732**	**10,190**	**$456,514.7**	**21.0870%**	**$14,855**	**104**	**82%**
Alabama	2,592	865	33,866.1	1.5643	13,066	92	79
Arkansas	1,481	519	22,274.3	1.0289	15,040	105	80
Florida	4,395	949	42,224.7	1.9504	9,607	67	71
Georgia	3,496	1,160	47,161.1	2.1784	13,490	95	80
Kentucky	1,752	577	33,184.4	1.5328	18,941	133	86
Louisiana	1,717	491	49,217.7	2.2734	28,665	201	85
Mississippi	1,734	636	21,511.3	.9936	12,406	87	78
North Carolina	4,957	1,889	70,553.3	3.2589	14,233	100	83
South Carolina	2,140	885	33,222.0	1.5346	15,524	109	86
Tennessee	3,216	1,154	47,674.4	2.2021	14,824	104	84
Virginia	2,522	847	41,991.3	1.9396	16,650	117	84
West Virginia	730	218	13,634.1	.6298	18,677	131	86
SOUTHWEST	**11,015**	**2,846**	**$205,710.5**	**9.5020%**	**$18,675**	**131**	**82%**
Arizona	1,126	205	16,518.5	.7630	14,670	103	81
New Mexico	442	79	6,345.2	.2931	14,356	101	65
Oklahoma	1,536	379	29,266.0	1.3518	19,053	134	84
Texas	7,911	2,183	153,580.8	7.0941	19,414	136	82
ROCKY MOUNTAIN	**3,415**	**729**	**$44,757.3**	**2.0674%**	**$13,106**	**92**	**71%**
Colorado	1,719	329	19,290.0	.8910	11,222	79	71
Idaho	355	118	5,484.6	.2533	15,450	108	77
Montana	299	43	3,649.3	.1686	12,205	86	64
Utah	844	208	11,404.8	.5268	13,513	95	72
Wyoming	198	31	4,928.6	.2277	24,892	175	65
FAR WEST	**15,926**	**4,328**	**$231,515.5**	**10.6940%**	**$14,537**	**102**	**80%**
Alaska	4	2	519.8	.0240	29,950	210	96
California	11,783	3,305	171,508.6	7.9222	14,556	102	81
Hawaii	322	63	3,645.7	.1684	11,322	79	74
Nevada	156	29	1,585.3	.0732	10,162	71	58
Oregon	1,836	465	20,631.1	.9530	11,237	79	73
Washington	1,825	464	33,625.0	1.5532	18,425	129	83
U.S.	**151,809**	**42,320**	**$2,164,912.5**	**100.0000%**	**$14,261**	**100**	**81%**

Total Plants: Establishments with 20 or more employees. **Large Plants:** Establishments with 100 or more employees. **Shipments:** Gross value of all products produced. **% Of U.S.:** Share of U.S. total shipments. **Average Shipments Per Plant:** Mathematical average computed by dividing total plants into total shipments. **Plant Index:** State's average shipments per plant as a ratio of all-U.S. average, $14,261,000, which represents par, or 100; the number above or below 100 indicates degree by which state is above or below the U.S. norm. **% In Large Plants:** Share of shipments accounted for by plants with 100 or more employees.

Note: Details may not add up to totals due to rounding.

Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commercial Buying Power.*

© Sales & Marketing Management.

SURVEY HIGHLIGHT

Top 50 counties in manufacturing activity

1984 Rank	County/State		Total Shipments ($Mil.)	Total Plants	Average Shipments Per Plant ($000)	Leading SIC Industry	Shipments Of Leading SIC ($Mil.)	Shipments As Share Of: U.S. SIC Total	All-Mfg. County Total
1	Los Angeles	CA	$76,881	5,538	$13,883	2911	$11,877	6.3%	15.4%
2	Cook	IL	70,088	6,257	11,202	2911	4,465	2.4	6.4
3	Wayne	MI	38,432	1,696	22,660	3711	15,247	11.9	39.7
4	Harris	TX	32,734	1,601	20,446	2911	11,542	6.2	35.3
5	Santa Clara	CA	25,544	983	25,986	3573	6,811	14.7	26.7
6	Jefferson	TX	22,293	112	199,041	2911	19,290	10.3	86.5
7	Oakland	MI	21,504	1,201	17,905	3711	14,420	11.2	67.1
8	Cuyahoga	OH	19,701	1,862	10,581	3714	2,559	4.7	13.0
9	Hamilton	OH	19,361	889	21,778	3711	3,305	2.6	17.1
10	Ingham	MI	18,235	143	127,520	3711	17,156	13.3	94.1
11	Middlesex	MA	17,310	1,447	11,962	3573	2,508	5.4	14.5
12	New York	NY	16,926	3,261	5,190	2721	3,384	29.7	20.0
13	St. Louis Ind. City	MO	16,643	1,149	14,485	3711	2,881	2.2	17.3
14	Dallas	TX	16,187	1,346	12,026	3674	1,351	9.1	8.3
15	Genesee	MI	16,103	135	119,284	3711	13,297	10.3	82.6
16	Philadelphia	PA	15,846	1,303	12,161	2911	2,545	1.4	16.1
17	Milwaukee	WI	14,828	865	17,142	2082	1,261	10.3	8.5
18	Orange	CA	14,403	1,014	14,204	3662	2,369	6.4	16.4
19	Jefferson	KY	13,338	443	30,108	2111	1,667	11.5	12.5
20	King	WA	13,228	761	17,382	3721	4,232	12.3	32.0
21	Union	NJ	13,150	795	16,541	2911	3,103	1.7	23.6
22	Fairfield	CT	12,889	1,108	11,633	3721	1,553	4.5	12.0
23	Hennepin	MN	12,759	1,064	11,992	3573	1,244	2.7	9.8
24	Middlesex	NJ	12,109	696	17,399	3711	1,252	1.0	10.3
25	Monroe	NY	11,984	415	28,876	3861	7,084	35.7	59.1
26	Allegheny	PA	11,753	765	15,364	3312	3,299	7.5	28.1
27	Marion	IN	11,639	600	19,398	3724	2,096	12.7	18.0
28	Jackson	MO	11,537	544	21,207	3711	3,163	2.5	27.4
29	Hartford	CT	11,396	1,020	11,172	3724	3,540	21.5	31.1
30	Tarrant	TX	11,374	706	16,111	3721	2,989	8.7	26.3
31	Bergen	NJ	11,339	1,249	9,079	2869	507	1.2	4.5
32	Baltimore Ind. City.	MD	10,971	641	17,115	3312	2,213	5.0	20.2
33	East Baton Rouge	LA	10,778	136	79,252	2911	8,275	4.4	76.8
34	Nassau	NY	10,495	1,104	9,507	3721	2,542	7.4	24.2
35	Maricopa	AZ	10,445	800	13,057	3674	1,935	13.0	18.5
36	Lake	IN	10,334	203	50,906	3312	4,233	9.6	41.0
37	Erie	NY	9,650	604	15,977	3312	1,383	3.1	14.3
38	Lucas	OH	9,373	403	23,257	2911	3,176	1.7	33.9
39	Delaware	PA	9,310	237	39,282	2911	5,557	3.0	59.7
40	New Haven	CT	9,305	1,069	8,704	3724	406	2.5	4.4
41	Providence	RI	9,025	1,567	5,759	3911	772	27.6	8.6
42	Montgomery	PA	8,895	767	11,597	2834	788	4.1	8.9
43	Ramsey	MN	8,809	404	21,804	3573	1,908	4.1	21.7
44	Kings	NY	8,753	1,281	6,833	2062	416	10.1	4.8
45	Essex	NJ	8,457	1,013	8,348	2834	881	4.6	10.4
46	Macomb	MI	8,417	796	10,574	3714	2,634	4.3	31.3
47	San Diego	CA	8,383	545	15,382	3573	1,127	2.4	13.4
48	Sedgwick	KS	8,276	375	22,068	3721	3,355	9.8	40.5
49	Forsythe	NC	8,224	149	55,191	2111	5,068	35.0	61.6
50	Richmond City	VA	8,170	284	28,769	2111	4,118	28.4	50.4
	50-county tot/		**$807,583**	**53,346**	**$15,139**	**N.A.**	**$222,779**	**N.A.**	**27.6%**

N.A.—Not Applicable.

Total Shipments: Gross value of all products produced by manufacturing establishments wit 20 or more employees. **Total Plants:** The number of manufacturing establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing total plants into total shipments. **Leading SIC Industry:** The 4-digit manufacturing industry with the largest volume of shipments among those in the county. **Shipments:** The next three columns refer to: shipments by plants located in the listed county, those shipments as a share of the SIC industry's U.S. total, and also as a a share of the county's all-manufacturing total (which can be found in data **Section B**, state and county listings). All figures relate to the particular 4-digit SIC industry that appears in the preceeding column. For definitions of these SICs, see data **Section A**, page 54.

Note: Details may not add to totals due to rounding.

Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commercial Buying Power.*

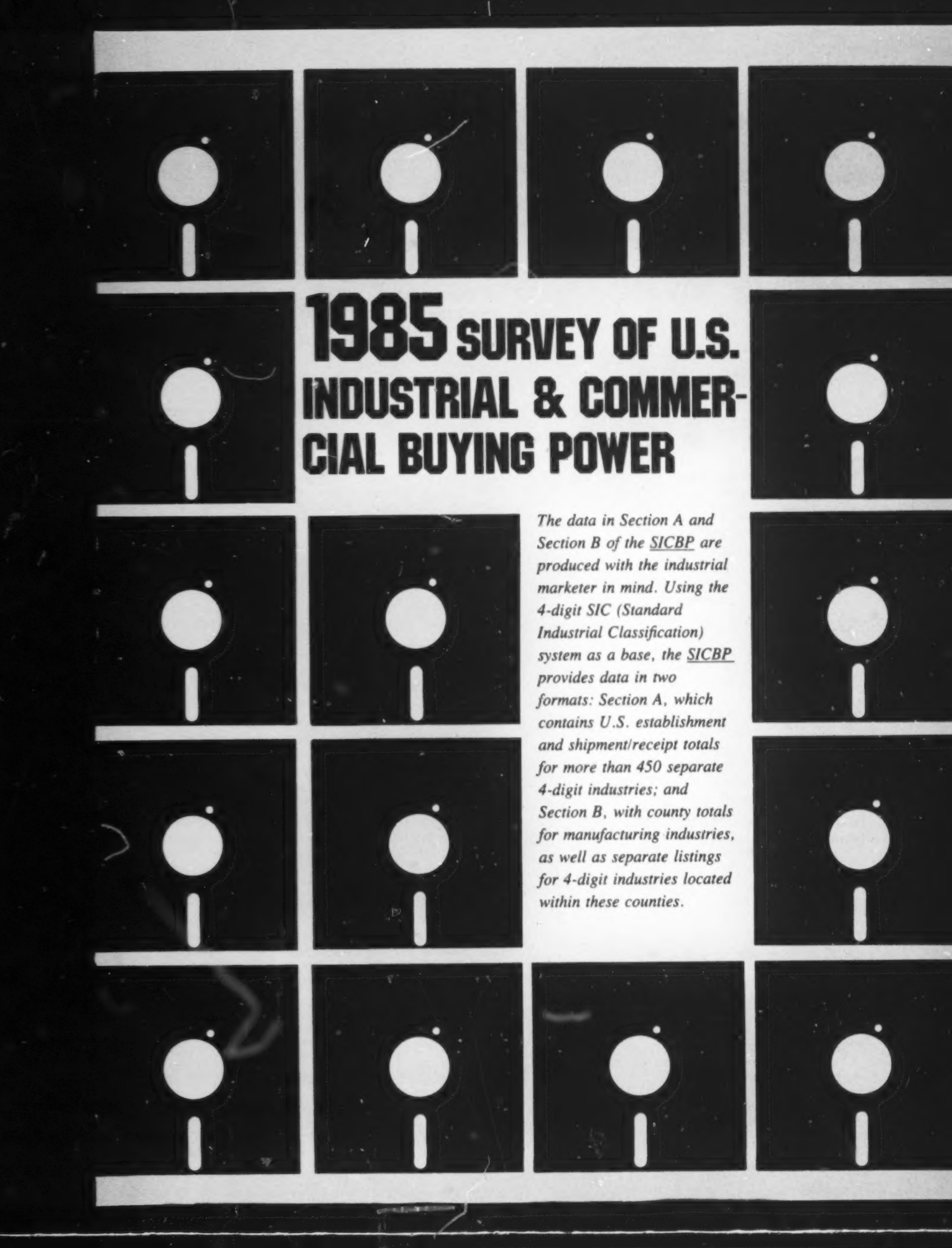
©Sales & Marketing Management.

SURVEY HIGHLIGHT

Profile of the 50 biggest manufacturing industries

1984 Rank	SIC	Industry	Shipments ($Mil)	Total Plants	Average Shipments Per Plant ($000)	Index U.S. = 100	% Shipments Large Plants
1	2911	Petroleum refining	$187,314	371	$504,890	3,540	90%
2	3711	Motor vehicles & car bodies	128,619	196	656,220	4,601	99
3	3714	Motor-vehicle parts & accessories	54,136	1,287	42,064	294	92
4	3573	Electronic computing equipment	46,273	1,269	36,464	255	91
5	2011	Meat-packing plants	45,894	1,026	44,731	313	78
6	3312	Blast furnaces & steel mills	44,101	380	116,055	813	97
7	2869	Industrial organic chemicals, N.E.C.	42,063	560	75,112	526	86
8	3662	Radio & TV communication equipment	37,280	1,310	28,458	199	89
9	3721	Aircraft	34,388	128	268,653	1,883	99
10	3079	Miscellaneous plastics products	30,994	5,250	5,904	41	62
11	2711	Newspapers	24,139	2,676	9,021	63	73
12	2621	Paper mills, except bldg. paper	23,968	357	67,138	470	96
13	2821	Plastic materials & resins	20,624	502	41,083	288	84
14	3861	Photographic equip. & supplies	19,821	433	45,776	320	84
15	2834	Pharmaceutical preparations	19,082	507	37,637	263	92
16	3661	Telephone & telegraph apparatus	18,256	265	68,891	483	96
17	2086	Bottled & canned soft drinks	17,479	1,665	10,498	73	54
18	2026	Fluid milk	17,349	989	17,541	122	67
19	2752	Commercial printing, lithographic	16,743	2,057	8,139	57	49
20	3724	Aircraft engines & engine parts	16,442	178	92,370	647	95
21	3679	Electronic components, N.E.C.	15,743	1,859	8,468	59	79
22	3674	Semiconductors & related devices	14,832	405	36,622	256	93
23	2111	Cigarettes	14,481	10	1,448,140	10,154	100
24	3585	Refrigeration & heating equipment	14,364	576	24,938	174	89
25	3531	Construction machinery	13,976	543	25,739	180	90
26	2819	Industrial inorganic chem., N.E.C.	13,690	637	21,491	150	85
27	2051	Bread, cake, & related products	13,475	1,417	9,509	66	80
28	2421	Sawmills & planing mills, general	13,138	2,040	6,440	45	55
29	2631	Paperboard mills	12,703	202	62,887	440	93
30	2082	Malt beverages	12,185	76	160,333	1,124	98
31	2824	Organic fibers, noncellulosic	12,036	56	214,934	1,507	99
32	2653	Corrugated & solid fiber boxes	11,985	1,133	10,578	74	71
33	3519	Internal combustion engines, N.E.C.	11,912	153	77,853	545	96
34	2721	Periodicals	11,385	974	11,689	81	65
35	3443	Fabricated plate work, boiler shops	11,128	1,351	8,237	57	67
36	3011	Tires and inner tubes	11,123	131	84,911	595	97
37	2013	Sausage & other prepared meats	11,049	810	13,641	95	68
38	2647	Sanitary paper products	10,487	110	95,337	668	92
39	3728	Aircraft equipment, N.E.C.	10,366	651	15,923	111	86
40	3761	Guided missiles & space vehicles	10,234	74	138,291	969	98
41	3599	Machinery, exc. electrical, N.E.C.	10,105	3,491	2,895	20	31
42	3494	Valves & pipe fittings	9,936	790	12,577	88	81
43	3465	Automotive stamping	9,902	202	49,020	343	94
44	2033	Canned fruits & vegetables	9,860	670	14,717	103	86
45	2099	Food preparations, N.E.C.	9,846	806	12,216	85	64
46	2022	Cheese, natural & processed	9,792	348	28,139	197	63
47	3533	Oil field machinery	9,709	478	20,311	142	79
48	3321	Gray iron foundries	9,646	770	12,527	87	82
49	3411	Metal cans	9,625	336	28,644	200	89
50	3441	Fabricated structural metal	9,590	1,830	5,241	36	52
		50-industry total	**$1,193,268**	**44,335**	**$26,915**	**188**	**86%**

N.E.C.—Not Elsewhere Classified.
Shipments: Revenue for output of all manufacturing establishments with 20 or more employees. **Total Plants:** Number of establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing number of plants into total shipments. **Index:** An industry's average shipments per plant as a ratio of the all-U.S. average, $14,261 thousand, which represents par, or 100; number above or below 100 indicates degree of variance from the norm. **% Shipments Large Plants:** Share of industry shipments accounted for by plants with 100 or more employees.
Note: Blanks indicate the unavailability of some data.
Source: *Sales & Marketing Management's 1985 Survey of Industrial & Commerical Buying Power.*
[1] Sales & Marketing Management.



1985 SURVEY OF U.S. INDUSTRIAL & COMMERCIAL BUYING POWER

The data in Section A and Section B of the SICBP are produced with the industrial marketer in mind. Using the 4-digit SIC (Standard Industrial Classification) system as a base, the SICBP provides data in two formats: Section A, which contains U.S. establishment and shipment/receipt totals for more than 450 separate 4-digit industries; and Section B, with county totals for manufacturing industries, as well as separate listings for 4-digit industries located within these counties.

Are you up to your eyeballs in car fleet paperwork?

Fleet Leasing of America customers rarely are. That's one of about 12 reasons why almost all of our customers renew.

Being in business for more than 37 years has taught us that when we take care of getting the right car and options, handle the financing, insurance and full maintenance (if you want them), do the record-keeping, title and license, do the right job for you on used car disposal...all the you-name-it detail paperwork...and handle the job professionally, you'll renew year after year. If your firm's fleet ranges from 5 to 350 units, it's likely to be profitable for you to talk to us.

To cut your fleet paperwork down to profit size, call (313) 537-8750.

There are about a dozen significant fleet advantages in your dealing with Fleet Leasing of America.

To learn of others, and of names of our car fleet customers near you, call (313) 537-8750. Ask for Bill Dodds or Bob Burns.

FLA

Fleet Leasing of America, Inc.
24600 Plymouth Road
Detroit, MI 48239
(313) 537-8750

SIC: The system explained

The **Standard Industrial Classification (SIC)** system was developed by the federal government to facilitate the collection and analysis of data pertaining to all industries involved in economic activity in the U.S.

Within the system, each major area of activity, referred to as a **Division** (A,B,C, etc.), is first assigned a range of 2-digit classification codes. For example, the manufacturing division (Division D), includes SICs 20 to 39, with each 2-digit designation denoting a **Major Group**, such as SIC 20—Food. These, in turn, are subdivided into more than 150 3-digit **Industry Groups**, such as SIC 208—beverages. At the next level of detail, 4-digit **Specific Industries** are identified (SIC 2082—malt beverages, or SIC 2086—bottled & canned soft drinks.)

The *Survey of Industrial & Commercial Buying Power* uses these 4-digit classification codes, since this is the level of detail most widely used by marketers.

The basic reporting unit in the SIC system is the *Individual Establishment*, defined as a "single physical location where business is conducted or where services or industrial operations are performed." Thus, establishments should never be confused with entire companies, which may consist of one or more separate establishments, depending on the number of actual physical locations involved. Where "distinct and separate economic activities" are performed at a single location, each activity is treated as an establishment, in accordance with the guidelines on classification in the government's *Standard Industrial Classification Manual*.

SIC data in the *Survey of Industrial & Commercial Buying Power* is presented in two different configurations. First, as U.S. totals for establishments and shipment dollars, listed by 4-digit SIC for the industries surveyed, and then by state and county for all counties that meet the following criteria: When a 4-digit industry has 1,000 or more employees in that county—otherwise, an "all-manufacturing" total will be the only entry for that particular county.

It is this geographically oriented information that tells

the industrial marketer (1) where his prospects are located and (2), because *Survey* data shows a county's percentage of total U.S. shipments for each 4-digit industry listed, the county's relative importance in a given industry. The marketer can also gain valuable insights into a county's industrial mix by noting the individual SICs listed under that county name.

It should be mentioned that SIC data, despite their usefulness, have certain limitations. First, because the total output of a multiproduct establishment must be assigned to a single 4-digit industry (an unavoidable consequence of this type of system), the shipments total for that industry will be somewhat overstated. Conversely, the totals of the establishment's secondary products or services will be understated.

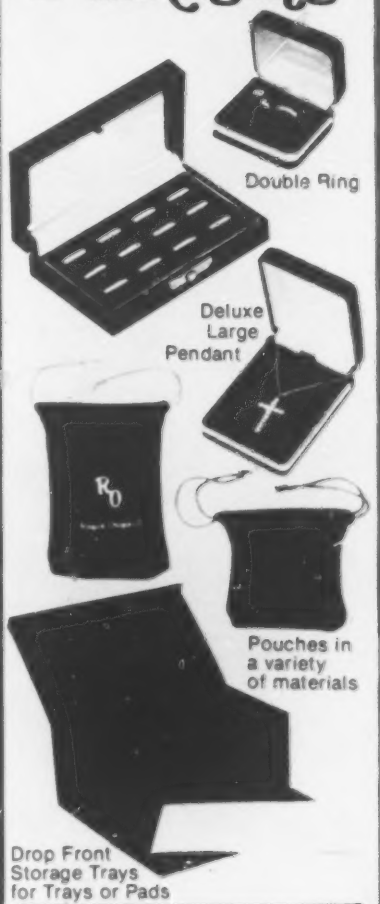
Nondisclosure rule

The second and more serious limitation—and at the same time the *Survey's* biggest plus—is the nondisclosure rule that bars the Census Bureau from publishing data that may disclose the operations of an individual employer. In other words, a large establishment that dominates a county's statistical listing cannot—by law—be listed, since the data for the county would constitute a virtual profile of this company's business operations. Because the largest establishments in a county are often affected by this rule, their shipments/receipts totals would be excluded from the Census Bureau's industry totals, leading to an understatement at the local level.

Trinet, the data information company from whose data bank the *Survey* statistics are drawn, does not face this same restriction and can include any such establishments in their totals.

For a more detailed listing of all industries, their codes, and their definitions, the *Standard Industrial Classification Manual* is available from the U.S. Government Printing Office (GPO), Washington, DC 20402; price: $15. The 1977 *Supplement*, which incorporates some minor revisions and additions, is also available from the GPO, at a cost of $2.

Profits from Packaging



Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) **1-800-462-1151**

GERALD FRIED DISPLAY CO., INC.

550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

New York Showroom
Empire State Building
350 Fifth Avenue
Room 5108
Telephone 212/564-1401

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF **Call or Write for Free Catalog**

SECTION A: 1984 U.S. TOTALS

U.S. establishment and shipments/receipts totals for 4-digit SIC industries

The U.S. establishment and shipments/receipts totals in this section cover all of the 4-digit SIC industries in the *Survey of Industrial & Commercial Buying Power* and provide insights into the total customer base (establishments) available to the sales force, as well as the potential market demand (shipments/receipts).

When used in conjunction with the state and county data in **Section B** (page 59), the totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, Calhoun County, MI, accounts for almost 40% of the output of SIC 2043—cereal breakfast foods. Closer investigation reveals that this county is home to not only Kellogg but also General Foods and Ralston Purina. This type of data that can identify an area of high potential for a company marketing such products as wheat, flour, rice, and sugar, as well as companies that deal with packaging and containers, can prove to be highly valuable information in the mapping and staffing of territories, allocation of funds, etc.

Employment data, on the other hand, can be used to estimate employment at the county level by (1) calculating a shipments-per-employee value for a specific 4-digit SIC and (2) dividing that value into the county's total shipments/receipts figure in the 4-digit group in question.

A more in-depth explanation of the government's SIC coding system can be found on page 52. "SIC: The system explained."

1984 (Est.)

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
	MINING					
	SIC 10 Metals					
1011	Iron-ore mining	61	40	17,069	1,887.1	74
1021	Copper-ore mining	60	43	25,548	2,160.v	78
	SIC 12 Bituminous coal & lignite					
1211	Bituminous-coal & lignite mining	1,060	404	158,057	21,768.2	83
	SIC 13 Oil & gas					
1311	Crude petroleum & natural gas	2,481	78	74,535	46,971.0	20
1381	Oil- & gas-well drilling services	1,015	65	44,729	4,379.4	40
1382	Oil- & gas-field exploration services	796	27	29,578	2,594.4	31
	SIC 14 Nonmetallic minerals, except fuels					
1422	Crushed- & broken-limestone quarrying	687	142	54,263	4,636.3	65
	CONSTRUCTION					
	SIC 16 Heavy-construction contractors					
1611	Highway & street construction	1,999	498	136,066	22,340.6	74
1622	Bridge & tunnel construction	411	124	57,855	7,573.5	82
1623	Pipe- & utility-line construction	1,166	191	87,486	7,827.8	64
1629	Heavy construction n.e.c.	1,323	347	278,213	31,598.2	86
	MANUFACTURING					
	SIC 20 Food					
2011	Meat-packing plants	1,026	299	138,833	45,894.3	78
2013	Sausages & other prepared meats	810	202	79,732	11,049.3	68
2016	Poultry-dressing plants	304	207	70,942	9,566.3	94
2017	Poultry & egg processing	259	113	38,316	1,416.6	82
2021	Creamery butter	103	14	6,269	1,136.6	39
2022	Natural & processed cheese	348	80	28,769	9,792.4	63
2023	Condensed & evaporated milk	194	47	16,676	4,793.6	59
2024	Ice cream & frozen desserts	376	80	29,264	2,800.2	57
2026	Fluid milk	989	327	94,974	17,348.5	67
2032	Canned food specialties	100	43	19,715	4,249.1	88
2033	Canned fruits & vegetables	670	321	120,310	9,860.2	86
2034	Dehydrated fruits, vegetables, & soups	117	52	18,959	1,705.5	85
2035	Pickles, sauces, & salad dressings	222	74	24,905	4,135.3	75

1984 (Est.)

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2037	Frozen fruits & vegetables	269	137	52,125	5,278.8	88
2038	Frozen food specialties	163	71	30,656	5,011.7	86
2041	Flour & other grain-mill products	236	58	20,043	5,578.1	60
2043	Cereal breakfast foods	65	27	19,348	4,414.4	96
2044	Rice milling	53	15	5,624	2,570.4	72
2045	Blended & prepared flour	73	25	7,449	1,419.6	71
2046	Wet corn milling	59	28	13,724	4,228.4	90
2047	Pet food	158	49	16,154	4,069.4	72
2048	Prepared feeds n.e.c.	1,163	81	56,436	9,241.2	30
2051	Bread, cake, & related products	1,417	557	182,510	13,474.8	80
2052	Cookies & crackers	207	83	41,267	4,853.6	87
2061	Raw cane sugar	56	34	14,455	1,497.8	93
2062	Cane-sugar refining	30	20	10,830	4,138.5	95
2063	Beet sugar	50	40	10,450	2,054.4	95
2065	Confectionery products	490	143	61,974	6,832.9	75
2066	Chocolate & cocoa products	68	27	13,571	2,371.5	85
2067	Chewing gum	17	12	6,855	895.5	96
2074	Cottonseed-oil mills	76	13	6,076	895.4	45
2075	Soybean-oil mills	83	28	7,441	7,904.2	58
2076	Vegetable-oil mills n.e.c.	30	9	2,249	468.9	60
2077	Animal & marine fats & oils	212	26	11,988	1,399.1	34
2079	Shortening & cooking oils n.e.c.	86	40	12,556	4,454.7	82
2082	Malt beverages	76	58	50,650	12,185.3	98
2083	Malt	28	8	2,062	822.5	56
2084	Wines, brandy, & brandy spirits	153	33	13,488	2,653.7	64
2085	Distilled liquor, except brandy	104	40	19,495	4,287.2	85
2086	Bottled & canned soft drinks	1,665	331	124,528	17,479.1	54
2087	Flavoring extracts & syrups n.e.c.	194	35	13,425	4,085.7	53
2091	Canned & cured seafoods	155	51	18,479	2,757.6	72

DEFINITIONS: **SIC:** 4-digit classification used by federal government (see page 52). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2092	Fresh or frozen packaged seafoods	378	71	29,918	3,383.6	55
2095	Roasted coffee	128	40	15,819	6,135.8	79
2097	Manufactured ice	159	5	6,355	86.4	13
2098	Macaroni & spaghetti	72	38	7,453	964.1	74
2099	Food preparations n.e.c.	806	205	70,688	9,846.2	64
SIC 21	**Tobacco**					
2111	Cigarettes	10	10	45,722	14,481.4	100
2121	Cigars	53	28	9,703	405.6	88
2131	Chewing & smoking tobacco & snuff	23	17	4,823	908.5	92
2141	Tobacco stemming & redrying	24	41	13,257	3,821.8	89
SIC 22	**Textile-mill products**					
2211	Cotton-weaving mills	373	265	155,593	5,484.7	97
2221	Synthetics- & silk-weaving mills	350	200	90,013	9,072.7	92
2231	Wool-fabric weaving & finishing mills	181	88	33,708	857.7	86
2241	Narrow-fabric mills	303	89	27,036	923.6	64
2251	Women's full- & knee-length hosiery	164	77	31,469	1,449.7	87
2252	Hosiery n.e.c.	265	102	33,057	1,476.3	78
2253	Knit-outerwear mills	493	187	65,148	3,110.5	78
2254	Knit-underwear mills	87	58	28,880	991.1	95
2257	Circular-knit fabric mills	155	51	18,632	3,290.7	75
2258	Warp-knit fabric mills	94	44	14,303	2,021.5	83
2259	Knitting mills n.e.c.	46	9	4,370	90.0	62
2261	Cotton-finishing plants	219	89	41,357	1,112.5	85
2262	Synthetics- & silk-finishing plants	105	50	23,278	3,079.1	88
2269	Textile-finishing plants n.e.c.	140	54	16,170	737.2	77
2271	Woven carpets & rugs	37	10	4,489	243.2	75
2272	Tufted carpets & rugs	185	104	40,737	6,700.1	91
2279	Carpets & rugs n.e.c.	40	9	3,001	93.4	62
2281	Yarn-spinning mills, except wool	368	262	83,172	4,830.4	93
2282	Throwing & winding mills, except wool	89	58	16,580	2,000.7	91
2283	Wool-yarn mills	84	46	15,729	365.8	88
2284	Thread mills	57	32	11,460	764.3	90
2291	Felt goods, except woven felts & hats	65	27	8,071	222.4	79
2292	Lace goods	58	15	6,055	68.3	70
2293	Paddings & upholstery filling	80	15	5,610	294.1	48
2294	Processed textile waste	126	18	7,425	259.9	38
2295	Coated fabrics, not rubberized	136	35	13,363	1,056.3	70
2296	Tire cord & fabric	27	20	10,666	1,107.0	97
2297	Nonwoven fabrics	39	15	6,153	1,334.8	84
2298	Cordage & twine	113	33	11,019	344.5	72
2299	Textile goods n.e.c.	127	32	12,381	327.6	68
SIC 23	**Apparel**					
2311	Men's & boys' suits & coats	428	232	83,290	3,217.3	89
2321	Men's & boys' shirts & nightwear	577	362	111,595	3,890.6	90
2322	Men's & boys' underwear	71	51	18,495	414.7	94
2323	Men's & boys' neckwear	114	84	8,090	297.6	52
2327	Men's & boys' separate trousers	362	264	79,365	2,272.7	93
2328	Men's & boys' work clothing	421	280	88,796	4,863.9	91
2329	Men's & boys' clothing n.e.c.	280	207	59,680	1,480.8	76
2331	Women's & misses' blouses	251	175	54,404	2,989.9	64
2335	Women's & misses' dresses	1,170	292	106,296	4,189.0	58
2337	Women's & misses' suits & coats	509	129	44,983	3,911.6	58
2339	Women's & misses' outerwear n.e.c.	928	303	99,278	4,694.4	68
2341	Women's & children's underwear	490	265	81,822	2,654.6	86
2342	Brassieres, girdles, & allied garments	120	68	23,086	661.7	88
2351	Millinery	46	4	2,265	65.9	28
2352	Hats & caps, except millinery	165	52	14,819	557.5	64
2361	Girls' & children's dresses & blouses	261	95	27,095	1,135.9	70
2363	Girls' & children's coats & suits	62	21	5,868	155.6	63
2369	Girls' & children's outerwear n.e.c.	248	95	30,651	874.2	76
2371	Fur goods	111	5	4,652	236.6	15
2381	Fabric dress & work gloves	125	46	15,535	284.6	74
2384	Robes & dressing gowns	83	30	8,461	366.7	68
2385	Waterproof outer garments	105	37	11,815	395.0	73
2386	Leather- & sheep-lined clothing	59	18	5,125	185.1	62
2387	Apparel belts	109	27	8,578	513.6	57
2389	Apparel & accessories n.e.c.	119	17	7,849	328.2	45
2391	Curtains & draperies	348	69	27,693	977.8	57
2392	House furnishings n.e.c.	363	100	32,516	2,943.4	64
2393	Textile bags	148	35	11,287	388.2	54
2394	Canvas & related products	288	31	14,411	519.0	34
2395	Pleating, stitching, & tucking	161	22	9,285	718.7	39
2396	Automotive & apparel trimmings	186	37	19,605	2,349.8	68
2397	Schiffli-machine embroideries	51	3	2,528	175.1	33
2399	Fabricated textile products n.e.c.	349	77	28,765	1,216.2	60
SIC 24	**Lumber & wood products**					
2411	Logging camps & contractors	453	38	24,578	6,284.6	39
2421	General sawmills & planing mills	2,040	365	152,814	13,138.0	55
2426	Hardwood dimension & flooring	402	73	29,590	1,068.9	49

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2429	Special-product sawmills n.e.c.	83	6	4,792	207.2	36
2431	Millwork	1,285	190	86,045	5,299.7	49
2434	Wood kitchen cabinets	480	75	33,858	2,105.6	53
2435	Hardwood veneer & plywood	280	99	31,374	1,849.2	73
2436	Softwood veneer & plywood	210	127	36,493	4,557.3	89
2439	Structural wood members n.e.c.	397	49	25,144	868.1	42
2441	Nailed & lock-corner wood boxes	199	33	12,616	230.3	46
2448	Wood pallets & skids	384	23	17,254	833.2	20
2449	Wood containers n.e.c.	127	41	11,430	406.9	68
2451	Mobile homes	421	181	47,683	5,299.7	71
2452	Prefabricated wood buildings	352	80	26,886	2,045.7	55
2491	Wood preserving	255	28	13,783	1,497.4	31
2492	Particleboard	73	45	18,830	654.0	92
2499	Wood products n.e.c.	1,035	186	76,919	3,627.0	56
SIC 25	**Furniture**					
2511	Wood household furniture	925	330	126,458	6,721.4	80
2512	Upholstered wood household furniture	848	251	88,463	4,994.9	69
2514	Metal household furniture	258	104	31,783	2,002.5	79
2515	Mattresses & bedsprings	450	75	32,294	2,551.7	51
2517	Wood TV & radio cabinets	30	16	10,361	387.1	94
2519	Household furniture n.e.c.	85	19	6,590	580.2	57
2521	Wood office furniture	147	41	18,183	1,472.9	74
2522	Metal office furniture	165	70	28,823	3,770.8	85
2531	Public-building & related furniture	262	77	26,849	1,592.0	71
2541	Wood partitions & fixtures	418	58	25,473	1,877.4	43
2542	Metal partitions & fixtures	315	73	26,364	2,533.6	61
2591	Drapery hardware & blinds & shades	160	27	15,282	1,449.6	66
2599	Furniture & fixtures n.e.c.	200	32	12,390	1,280.0	47
SIC 26	**Paper**					
2611	Pulp mills	65	38	21,723	3,661.4	94
2621	Paper mills, except building paper	357	247	138,676	23,968.3	96
2631	Paperboard mills	202	130	58,943	12,703.2	93
2641	Paper coating & glazing	363	109	46,098	6,191.2	76
2642	Envelopes	233	96	27,743	1,972.7	76
2643	Bags, except textile bags	404	144	50,591	6,818.6	76
2645	Die-cut paper & board	213	34	15,387	1,397.4	49
2646	Pressed & molded pulp goods	31	11	4,823	338.9	80
2647	Sanitary paper products	110	58	29,831	10,487.1	92
2648	Stationery products	80	37	10,778	1,070.8	80
2649	Converted paper products n.e.c.	439	107	44,462	2,944.7	67
2651	Folding paperboard boxes	492	172	49,191	3,960.4	70
2652	Set-up paperboard boxes	201	48	14,820	544.2	54
2653	Corrugated & solid fiber boxes	1,133	457	105,708	11,985.2	71
2654	Sanitary food containers	121	69	26,237	3,032.9	91
2655	Fiber cans, drums, & similar products	228	46	17,216	1,617.9	51
2661	Building-paper & building-board mills	97	46	14,362	968.7	83
SIC 27	**Printing & publishing**					
2711	Newspapers	2,676	638	308,363	24,138.9	73
2721	Periodicals	974	162	81,645	11,384.9	65
2731	Book publishing	583	187	79,242	8,042.9	79
2732	Book printing	169	60	32,874	2,999.5	85
2741	Miscellaneous publishing	481	109	42,998	2,973.5	53
2751	Letterpress commercial printing	2,996	367	195,310	5,334.8	48
2752	Lithographic commercial printing	2,057	310	132,837	16,742.5	49
2753	Engraving & plate printing	193	30	13,205	392.7	52
2754	Gravure commercial printing	49	21	6,733	2,503.6	85
2761	Manifold business forms	463	138	46,717	6,172.1	70
2771	Greeting-card publishing	82	29	20,128	2,515.7	89
2782	Blankbooks & looseleaf binders	262	90	26,580	2,408.7	72
2789	Bookbinding & related work	294	49	19,875	927.5	51
2791	Typesetting	357	34	18,490	999.6	32
2793	Photoengraving	172	24	9,434	278.7	38
2794	Electrotyping & stereotyping	17	2	766	14.1	32
2795	Lithographic platemaking services	78	4	3,375	1,263.1	20
SIC 28	**Chemicals**					
2812	Alkalies & chlorine	69	37	18,868	1,685.2	91
2813	Industrial gases	374	31	17,906	1,269.5	32
2816	Inorganic pigments	100	37	12,442	2,031.6	79
2819	Industrial inorganic chemicals n.e.c.	637	219	115,619	13,689.6	85
2821	Plastics materials & synthetic resins	502	190	85,931	20,623.8	84
2822	Synthetic rubber	53	36	21,605	3,646.0	96
2823	Cellulosic man-made fibers	12	12	45,514	1,786.6	100
2824	Noncellulosic synthetic organic fibers	56	42	63,083	12,036.3	99
2831	Biological products	103	34	12,277	1,597.2	77
2833	Medicinals & botanicals	119	39	17,475	3,392.2	80
2834	Pharmaceutical preparations	507	227	140,506	19,082.1	92
2841	Soap & other detergents	292	69	35,515	9,556.1	75
2842	Polishes & sanitation goods	543	96	39,263	4,615.1	55
2843	Surface-active agents	77	14	5,341	2,081.5	45

SIC	Industry	Establishments: Total	Establishments: Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab.
2844	Toilet preparations	294	103	37,898	9,310.9	88
2851	Paints & allied products	927	192	70,733	9,508.2	57
2861	Gum & wood chemicals	78	20	7,147	731.1	68
2865	Cyclic crudes & intermediates	204	78	30,437	8,752.8	80
2869	Industrial organic chemicals n.e.c.	460	211	106,969	42,062.5	86
2873	Nitrogenous fertilizers	204	52	19,235	4,713.6	66
2874	Phosphatic fertilizers	92	36	17,205	3,649.2	87
2875	Fertilizers - mixing only	329	15	14,113	2,617.6	15
2879	Agricultural chemicals n.e.c.	186	19	9,869	7,093.7	33
2891	Adhesives & sealants	334	71	27,168	2,750.4	62
2892	Explosives	66	26	12,375	1,203.0	84
2893	Printing ink	226	28	12,595	1,347.4	41
2895	Carbon black	29	8	2,720	905.0	57
2899	Chemical preparations n.e.c.	800	149	56,747	6,637.6	54
	SIC 29 Petroleum refining & coal products					
2911	Petroleum refining	371	177	90,541	187,314.1	90
2951	Paving mixtures & blocks	684	113	44,565	1,150.2	44
2952	Asphalt felts & coatings	211	65	19,040	3,456.9	67
2992	Lubricating oils & greases	288	37	17,317	2,171.1	43
2999	Petroleum & coal products n.e.c.	45	8	2,572	649.7	44
	SIC 30 Rubber & miscellaneous plastics					
3011	Tires & inner tubes	131	76	77,695	11,123.3	97
3021	Rubber & plastic footwear	38	37	13,510	887.4	96
3031	Reclaimed rubber	19	4	1,241	41.3	48
3041	Rubber & plastic hose & belting	176	78	30,092	2,083.0	87
3069	Fabricated rubber products n.e.c.	921	302	115,128	5,913.2	76
3079	Miscellaneous plastics products	5,250	1,261	444,493	30,993.6	62
	SIC 31 Leather					
3111	Leather tanning & finishing	249	72	23,744	1,534.3	66
3131	Boot & shoe cut stock & findings	130	37	12,231	394.7	56
3142	House slippers	53	26	8,551	197.9	83
3143	Men's nonathletic footwear	177	138	55,735	1,870.7	96
3144	Women's nonathletic footwear	174	131	43,620	1,453.4	95
3149	Nonrubber footwear n.e.c.	187	123	41,787	645.3	92
3151	Leather gloves & mittens	66	16	5,750	142.2	61
3161	Luggage	131	37	15,513	671.0	73
3171	Women's handbags & purses	143	44	15,097	433.3	71
3172	Personal leather goods n.e.c.	127	36	13,481	306.0	71
3199	Leather goods n.e.c.	163	29	9,993	261.6	47
	SIC 32 Stone, clay, glass & concrete					
3211	Flat glass	94	39	26,037	1,935.7	92
3221	Glass containers	133	116	61,586	4,618.3	99
3229	Pressed & blown glass n.e.c.	212	99	61,298	3,773.8	92
3231	Products of purchased glass	427	96	32,786	2,906.2	61
3241	Hydraulic cement	188	128	30,097	4,298.3	89
3251	Brick & structural clay tile	295	69	23,242	840.6	51
3253	Ceramic wall & floor tile	63	31	8,456	505.0	85
3255	Clay refractories	116	31	10,790	948.2	62
3259	Structural clay products n.e.c.	71	24	6,992	160.4	69
3261	Vitreous plumbing fixtures	44	31	9,875	630.4	95
3262	Vitreous china food utensils	21	14	8,177	306.3	96
3263	Fine-earthenware food utensils	10	7	2,973	116.0	94
3264	Porcelain electrical supplies	75	34	12,065	634.1	86
3269	Pottery products n.e.c.	147	30	11,901	333.8	57
3271	Concrete block & brick	723	42	31,330	990.4	20
3272	Concrete products n.e.c.	1,723	161	72,165	3,384.1	43
3273	Ready-mixed concrete	1,699	130	83,394	6,984.9	30
3274	Lime	220	38	15,489	742.7	49
3275	Gypsum products	98	56	11,839	1,505.0	81
3281	Cut stone & stone products	382	39	18,946	389.7	32
3291	Abrasive products	219	45	21,699	1,486.0	67
3292	Asbestos products	118	50	16,597	1,021.3	83
3293	Gaskets, packing, & sealing devices	257	76	33,474	1,974.5	79
3295	Ground or treated minerals & earths	608	66	32,397	1,211.9	36
3296	Mineral wool	115	49	22,967	2,690.9	88
3297	Nonclay refractories	93	40	13,216	1,152.1	81
3299	Nonmetallic mineral products n.e.c.	91	16	6,500	451.9	54

SIC	Industry	Establishments: Total	Establishments: Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab.
	SIC 33 Primary metal					
3312	Blast furnaces & steel mills	380	208	270,629	44,101.0	97
3313	Electrometallurgical products	43	15	6,328	886.8	79
3315	Steel wire & related products	172	61	23,522	2,586.7	80
3316	Cold-rolled steel sheet, strip, & bars	239	89	49,966	2,565.3	87
3317	Steel pipe & tubes	241	115	65,085	3,839.3	91
3321	Gray-iron foundries	770	305	120,180	9,646.1	82
3322	Malleable-iron foundries	70	37	16,914	548.6	91
3324	Steel-investment foundries	69	21	9,039	1,029.2	81
3325	Steel foundries n.e.c.	316	156	58,540	3,513.1	88
3331	Primary copper	45	23	21,168	5,637.8	95
3332	Primary lead	23	11	3,175	996.4	83
3333	Primary zinc	22	11	3,934	491.0	87
3334	Primary aluminum	50	31	31,464	6,908.6	97
3339	Primary nonferrous metals n.e.c.	107	28	11,016	1,897.7	69
3341	Secondary nonferrous metals	281	69	23,997	4,655.1	62
3351	Copper rolling & drawing	115	67	27,670	4,988.3	92
3353	Aluminum sheet, plate, & foil	65	41	33,905	9,267.6	97
3354	Aluminum extruded products	161	79	24,190	3,060.8	83
3355	Aluminum rolling & drawing n.e.c.	64	23	8,767	1,259.0	79
3356	Nonferrous rolling & drawing n.e.c.	159	50	23,000	3,970.5	81
3357	Nonferrous-wire drawing & insulating	303	163	59,482	9,263.4	89
3361	Aluminum foundries	528	145	48,076	3,377.2	68
3362	Brass, bronze, & copper foundries	299	57	20,771	726.9	55
3369	Nonferrous foundries n.e.c.	304	84	31,739	992.5	70
3398	Metal heat treating	292	26	14,224	1,142.2	30
3399	Primary metal products n.e.c.	240	45	16,817	1,455.8	52
	SIC 34 Fabricated metal					
3411	Metal cans	336	190	62,177	9,624.5	89
3412	Metal shipping barrels, drums, & pails	176	41	14,511	1,166.8	55
3421	Cutlery	77	31	12,787	881.8	84
3423	Hand & edge tools n.e.c.	417	124	48,049	3,286.7	75
3425	Hand saws & saw blades	84	27	8,434	578.7	76
3429	Hardware n.e.c.	671	187	85,124	7,066.3	76
3431	Metal sanitary ware	90	29	12,024	604.9	75
3432	Plumbing fittings & brass goods	163	81	26,095	1,612.4	87
3433	Heating equipment, except electric	454	131	47,373	2,033.1	73
3441	Fabricated structural metal	1,830	325	130,824	9,590.3	52
3442	Metal doors, sash, & trim	1,053	244	86,191	5,037.6	61
3443	Fabricated plate work (boiler shops)	1,351	324	129,718	11,128.2	67
3444	Sheet-metal work	2,112	269	122,575	6,666.2	40
3446	Architectural & ornamental metal work	346	44	21,519	1,265.8	44
3448	Prefabricated metal buildings	293	88	32,211	2,672.3	72
3449	Miscellaneous metal work	438	69	27,856	2,445.9	46
3451	Screw-machine products	995	97	49,393	2,309.2	33
3452	Bolts, nuts, rivets, & washers	592	178	66,009	4,781.1	75
3462	Iron & steel forgings	434	138	58,815	4,227.1	78
3463	Nonferrous forgings	46	25	10,327	1,291.3	92
3465	Automotive stampings	202	95	75,173	9,902.1	94
3466	Crowns & closures	51	30	9,935	843.7	88
3469	Metal stampings n.e.c.	1,389	298	109,179	7,274.4	58
3471	Plating & polishing	1,206	109	59,435	2,228.9	29
3479	Metal coating & allied services n.e.c.	619	81	37,358	2,423.6	44
3482	Small-arms ammunition	41	12	12,839	892.5	91
3483	Ammunition, except small-arms, n.e.c.	83	36	28,612	1,376.5	92
3484	Small arms	54	21	16,412	1,287.1	91
3489	Ordnance & accessories n.e.c.	98	25	12,312	1,625.2	75
3493	Steel springs, except wire	127	32	11,468	494.6	65
3494	Valves & pipe fittings	790	294	110,087	9,935.9	81
3495	Wire springs	196	45	16,898	1,110.4	65
3496	Miscellaneous fabricated wire products	796	176	64,148	1,942.5	60
3497	Metal foil & leaf	32	11	3,561	1,378.9	74
3498	Fabricated pipe & fittings	397	81	30,499	3,057.9	56
3499	Fabricated metal products n.e.c.	1,079	199	83,054	4,797.9	57
	SIC 35 Nonelectrical machinery					
3511	Turbines & turbine-generator set units	90	35	50,581	2,809.7	96
3519	Internal-combustion engines n.e.c.	153	67	83,422	11,911.5	96
3523	Farm machinery & equipment	899	215	124,296	9,301.1	77
3524	Lawn & garden equipment	120	32	29,359	1,368.7	90
3531	Construction machinery	543	220	136,024	13,976.4	90
3532	Mining machinery	283	89	42,241	2,077.6	78
3533	Oil-field machinery	478	159	65,655	9,708.8	79
3534	Elevators & moving stairways	153	36	15,953	674.1	69
3535	Conveyors & conveying equipment	437	108	38,851	2,314.8	64
3536	Hoists, industrial cranes, & monorails	198	55	23,538	1,152.4	76
3537	Industrial trucks & tractors	329	94	44,961	1,880.5	77
3541	Metal-cutting machine tools	727	168	74,945	4,683.1	71
3542	Metal-forming machine tools	272	68	26,653	1,299.6	70
3544	Special dies, tools, jigs, & fixtures	2,407	207	118,037	4,047.4	33
3545	Machine-tool accessories	749	137	59,733	3,394.0	60
3546	Power-driven hand tools	102	46	24,147	1,780.3	90

DEFINITIONS: **SIC:** 4-digit classification used by the federal government (see page 52). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/Receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

1984 (Est.)

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% in Large Estab.
3547	Rolling-mill machinery	54	22	8,866	602.7	84
3549	Metalworking machinery n.e.c.	239	60	20,894	1,221.7	66
3551	Food-products machinery	229	141	44,600	2,471.4	64
3552	Textile machinery	255	83	36,860	1,239.1	70
3553	Woodworking machinery	176	33	11,713	850.0	49
3554	Paper-industries machinery	161	69	20,151	1,464.4	76
3555	Printing-trades machinery	302	78	31,215	2,195.0	71
3559	Special-industry machinery n.e.c.	997	222	91,102	5,061.9	66
3561	Pumps & pumping equipment	320	174	71,693	5,970.7	80
3562	Ball & roller bearings	160	88	53,308	3,534.3	94
3563	Air & gas compressors	161	64	34,033	2,963.2	88
3564	Blowers & exhaust & ventilation fans	264	102	38,295	1,804.8	73
3565	Industrial patterns	172	8	6,883	255.3	15
3566	Speed changers, drives, & gears	176	65	26,570	1,551.4	82
3567	Industrial-process furnaces & ovens	254	61	22,564	966.8	63
3568	Power-transmission equipment n.e.c.	301	111	40,474	1,986.0	79
3569	General industrial machinery n.e.c.	777	184	70,591	3,700.9	64
3573	Electronic computing equipment	1,269	563	332,597	46,272.6	91
3574	Calculating & accounting machines	69	26	16,436	2,015.1	88
3576	Scales & balances, except laboratory	87	30	8,905	636.7	76
3579	Office machines n.e.c.	218	87	32,290	5,722.2	89
3581	Automatic merchandising machines	56	22	8,836	615.2	81
3582	Commercial laundry equipment	71	19	7,343	319.2	69
3585	Refrigeration & heating equipment	576	236	135,927	14,364.2	89
3586	Measuring & dispensing pumps	34	17	8,159	598.3	93
3589	Service-industry machinery n.e.c.	408	111	38,927	2,523.0	68
3592	Carburetors, pistons, rings, & valves	102	47	28,604	2,693.3	91
3599	Machinery, except electrical, n.e.c.	3,491	256	169,204	10,104.7	31

SIC 36 Electric & electronic equipment

3612	Transformers	300	114	58,068	3,894.4	85
3613	Switchgear & switchboard apparatus	415	155	70,019	4,911.8	84
3621	Motors & generators	430	232	114,976	6,871.7	91
3622	Industrial controls	510	164	74,436	4,646.2	81
3623	Electric welding apparatus	157	47	20,930	1,869.4	79
3624	Carbon & graphite products	65	33	16,619	1,476.7	91
3629	Electrical industrial apparatus n.e.c.	191	47	19,654	1,231.4	68
3631	Household cooking equipment	75	48	27,655	3,310.0	96
3632	Household refrigerators & freezers	40	23	28,789	3,571.7	97
3633	Household laundry equipment	21	12	16,760	2,986.4	98
3634	Electric housewares & fans	191	108	44,650	4,030.3	92
3635	Household vacuum cleaners	33	14	11,037	1,014.2	93
3636	Sewing machines	49	14	6,221	391.4	77
3639	Household appliances n.e.c.	53	27	12,031	1,903.4	92
3641	Electric lamps	112	61	27,625	2,443.4	92
3643	Current-carrying wiring devices	404	177	62,761	3,389.0	83
3644	Non-current-carrying wiring devices	122	46	18,037	2,903.1	81
3645	Residential electric lighting fixtures	241	69	32,040	1,343.2	67
3646	Commercial electric lighting fixtures	125	43	13,672	1,982.8	78
3647	Vehicular lighting equipment	42	21	12,563	1,169.9	93
3648	Lighting equipment n.e.c.	182	57	18,364	1,335.9	68
3651	Radio & TV receiving sets	319	143	73,871	8,137.9	90
3652	Phonograph records & pre-recorded tape	141	34	18,155	1,866.5	76
3661	Telephone & telegraph apparatus	265	141	153,085	18,256.1	96
3662	Radio & TV communication equipment	1,310	515	326,453	37,280.0	89
3671	Electron tubes	95	46	27,252	3,172.0	93
3674	Semiconductors & related devices	405	182	133,765	14,832.0	93
3675	Electronic capacitors	90	49	21,037	1,698.7	92
3676	Electronic resistors	63	30	14,677	1,159.7	89
3677	Electronic coils & transformers	210	84	21,601	1,130.4	74
3678	Electronic connectors	124	57	25,596	3,412.3	89
3679	Electronic components n.e.c.	1,859	647	261,954	15,742.9	79
3691	Storage batteries	147	90	30,816	3,164.9	92
3692	Dry & wet primary batteries	43	27	11,896	1,265.4	93
3693	X-ray apparatus & tubes	141	57	23,812	3,883.8	85
3694	Engine electrical equipment	219	86	75,215	4,959.6	93
3699	Electrical equipment & supplies n.e.c.	228	50	19,800	1,276.2	61

SIC 37 Transportation equipment

3711	Motor vehicles & passenger-car bodies	196	114	223,221	138,619.2	99
3713	Truck & bus bodies	445	117	78,610	3,163.8	83
3714	Motor-vehicle parts & accessories	1,287	382	367,591	54,136.0	92
3715	Truck trailers	257	76	39,226	3,133.6	78
3721	Aircraft	128	75	266,934	34,387.6	99
3724	Aircraft engines & engine parts	178	78	101,279	14,441.9	93
3728	Aircraft equipment n.e.c.	651	233	128,994	10,365.9	86
3731	Ship building & repairing	379	190	165,339	9,043.7	93
3732	Boat building & repairing	487	100	38,290	2,188.7	59
3743	Railroad equipment	213	83	56,100	3,944.8	89
3751	Motorcycles, bicycles, & parts	69	26	15,193	1,436.6	88
3761	Guided missiles & space vehicles	76	43	80,523	10,233.5	98
3764	Space-propulsion units & parts	23	19	11,287	2,338.2	97
3769	Space-vehicle equipment n.e.c.	69	30	18,970	1,792.2	92

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% in Large Estab.
3792	Travel trailers & campers	242	83	26,034	1,218.6	70
3795	Tanks & tank components	35	6	6,001	1,373.7	80
3799	Transportation equipment n.e.c.	123	25	9,849	627.5	60

SIC 38 Instruments

3811	Engineering & scientific instruments	360	175	68,948	3,136.5	78
3822	Environmental controls	208	74	42,296	1,841.4	86
3823	Industrial process-control instruments	282	98	57,538	3,988.2	79
3824	Fluid meters & counting devices	97	41	16,561	1,042.3	86
3825	Electricity-measuring instruments	430	174	76,194	6,567.8	86
3829	Measuring & controlling devices n.e.c.	270	107	36,590	1,919.5	68
3832	Optical instruments & lenses	206	83	37,320	2,478.4	78
3841	Surgical & medical instruments	262	165	59,366	3,542.4	84
3842	Surgical appliances & supplies	495	158	66,569	5,212.3	78
3843	Dental equipment & supplies	175	42	16,272	1,381.0	68
3851	Ophthalmic goods	312	89	32,569	1,085.8	73
3861	Photographic equipment & supplies	433	127	85,889	19,821.2	84
3873	Watches, clocks, & watchcases	123	54	27,961	1,279.0	90

SIC 39 Miscellaneous manufacturing

3911	Precious-metal jewelry	559	93	39,536	2,792.5	52
3914	Silverware & plated & stainless ware	83	26	11,598	666.4	82
3915	Jewelers' materials & lapidary work	148	18	9,973	692.4	47
3931	Musical instruments & parts	178	68	24,954	1,240.5	83
3942	Dolls & stuffed toy animals	90	28	8,240	445.8	67
3944	Games, toys, & children's vehicles	297	119	49,133	5,090.6	85
3949	Sporting & athletic goods n.e.c.	600	160	60,997	3,397.3	70
3951	Pens & mechanical pencils	99	39	15,269	993.9	83
3952	Lead pencils & art goods	78	27	8,650	333.1	76
3953	Marking devices	177	13	8,945	187.8	35
3955	Carbon paper & inked ribbons	68	19	5,543	547.2	63
3961	Costume jewelry	223	66	26,082	997.6	60
3962	Artificial flowers	95	11	5,470	223.4	33
3963	Buttons	65	13	3,695	112.6	49
3964	Needles, pins, & fasteners	142	45	16,405	831.2	74
3991	Brooms & brushes	205	50	18,043	836.5	63
3993	Signs & advertising displays	1,001	110	54,648	1,719.6	37
3995	Burial caskets	170	21	11,139	538.0	47
3996	Hard-surface floor coverings n.e.c.	15	9	8,123	738.4	96
3999	Manufactures n.e.c.	836	148	65,079	2,773.8	57

TRANSPORTATION AND PUBLIC UTILITIES

SIC 40 Railroads

4011	Line-haul-operating railroads	398	173	313,035	15,715.8	97

SIC 49 Electric, gas, & sanitary services

4911	Electric services	1,990	389	327,397	103,922.8	82
4912	Nuclear power	85	74	68,080	25,533.1	99
4922	Natural-gas transmission	810	54	47,735	19,818.4	56
4923	Gas transmission & distribution	340	44	36,223	16,577.6	75
4924	Natural-gas distribution	580	82	36,689	18,459.6	71
4931	Electric & other services combined	340	98	176,370	58,472.3	94

WHOLESALE TRADE

SIC 50 Wholesale trade in durable goods

5051	Metals service centers & sales offices	1,719	135	80,720	59,849.4	39
5063	Electrical-power-equipment wholesalers	2,339	125	87,854	38,605.6	39
5065	Electronic-parts wholesalers	1,015	89	44,515	22,172.4	39
5081	Commercial-equipment wholesalers	1,509	110	83,492	10,458.2	45
5084	Industrial-machinery distributors	4,009	101	132,899	41,190.7	16
5085	Industrial-supply distributors	4,213	61	120,385	27,227.1	12

FINANCE, INSURANCE, AND REAL ESTATE

SIC 60 Banking

6025	National banks, federal reserve system	4,370	719	684,254	104,725.9	85

SERVICES

SIC 70 Hotels & other lodging places

7011	Hotels, motels, & tourist courts	3,160	623	470,597	16,257.4	66

SIC 73 Business services

7372	Computer programming & software	1,038	281	147,923	13,506.1	80
7374	Data-processing services	1,313	219	93,240	5,613.5	65

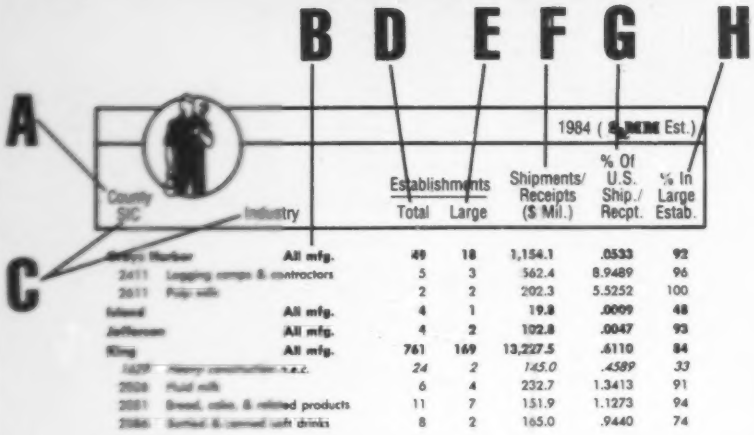
SIC 80 Health

8062	General medical & surgical hospitals	6,387	4,709	2,908,607	143,634.0	97

SIC 82 Education

8221	Colleges & universities n.e.c.	1,591	682	420,614	19,418.9	91

Guide to using S&MM's Survey of Industrial & Commercial Buying Power



A. Counties with at least one establishment of 20 or more employees in any 4-digit manufacturing SIC or any of the *SICBP's* selected 4-digit nonmanufacturing SICs are listed alphabetically, by state. In each county, individual 4-digit SIC industries with an aggregate employment of 1,000 or more are listed below the corresponding county name. Industries are identified at the 4-digit level of the **Standard Industrial Classification (SIC)** system used by the federal government, since this is the level of detail most often used by marketers. For a more in-depth discussion of the SIC system, see the article that begins on page 52. CAUTION: The county "All mfg." totals *will* add up to the U.S. total, although the individual 4-digit SIC industry totals for counties *will not* add up to the U.S. totals shown in **Section A** (page 54), since an industry will not appear under a county if it has less than 1,000 employees.

B. The "All mfg." line that appears for each county listed refers to the overall total for all of the manufacturing establishments in that county with more than 20 employees. If there are no 4-digit industries employing 1,000 or more people in a particular county, the "All mfg." line will be the only data listed for that country.

C. The 4-digit SIC codes listed under a county name indicate that this industry has an aggregate employment of 1,000 or more in that county. The industry definitions for each 4-digit code are found to the right of the number. Nonmanufacturing entries are printed in italics. A more complete listing of all SIC coded industries and their titles is in the ***Standard Industrial Classification Manual*** (U.S. Government Printing Office, Washington, DC 20402; price: $15). It should be noted, however, that the *Survey* lists a few more 4-digit industries than the SIC manual, since we have retained certain industries that have been merged by the federal government into catchall groups.

D. The total number of establishments with 20 or more employees. For a detailed definition of what constitutes an establishment, see the SIC article on page 52. The *Survey* lists establishments with 20 or more employees because these locations typically account for 90%–95% of an industry's activity.

E. Large establishments are locations with 100 or more employees. Since they generally account for a greater share of a county's total activity, a separate total of such establishments is provided. They can most often be considered the key selling prospects in a county.

F. The total shipments/receipts figure is the dollar value of the goods produced or distributed, or the services provided. Shipments is the term commonly used in mining and manufacturing industries; receipts in all other industries. Figures are shown in millions of dollars.

G. The figure showing the percentage of U.S. shipments/receipts indicates a county's importance relative to others, either in the "All mfg." area or in separate SIC industries. The two ratios make it easier for marketers to pinpoint those counties that are most important to their product or service. It should be noted, however, that the "All mfg." percentage figures pertain to a county's share of total U.S. shipments/receipts, whereas the percentage figures for 4-digit SICs refer to the county's share of the U.S. total *in that particular industry only*. Thus, within a county, percentages for 4-digit manufacturing industries will not add up to the percentage total for "All mfg."

H. The portion of a county's business volume accounted for by large establishments (100 or more employees), suggests the necessary level of sales coverage. Normally, the higher the percentage, the fewer salespeople required.

SECTION B: 1984 STATE & COUNTY TOTALS

State and county totals for manufacturing and nonmanufacturing industries surveyed

County / SIC	Industry	Establishments: Total	Establishments: Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ALABAMA						
Autauga	**All mfg.**	**8**	**4**	**149.7**	**.0069**	**95**
Baldwin	**All mfg.**	**38**	**11**	**338.6**	**.0156**	**69**
Barbour	**All mfg.**	**33**	**10**	**185.0**	**.0085**	**61**
Bibb	**All mfg.**	**15**	**3**	**79.8**	**.0037**	**47**
Blount	**All mfg.**	**10**	**5**	**93.8**	**.0043**	**88**
Bullock	**All mfg.**	**5**	**5**	**111.6**	**.0052**	**100**
Butler	**All mfg.**	**21**	**7**	**195.7**	**.0090**	**67**
Calhoun	**All mfg.**	**72**	**32**	**756.8**	**.0350**	**80**
2281	Yarn-spinning mills, except wool	3	3	60.9	1.2608	100
3494	Valves & pipe fittings	3	3	95.6	.9622	100
Chambers	**All mfg.**	**20**	**12**	**400.9**	**.0185**	**94**
2211	Cotton-weaving mills	7	7	204.3	3.7249	100
Cherokee	**All mfg.**	**6**	**5**	**42.1**	**.0019**	**93**
Chilton	**All mfg.**	**18**	**5**	**88.6**	**.0041**	**66**
Choctaw	**All mfg.**	**9**	**6**	**521.7**	**.0241**	**98**
Clarke	**All mfg.**	**21**	**9**	**295.1**	**.0136**	**62**
Clay	**All mfg.**	**13**	**6**	**143.9**	**.0066**	**76**
Cleburne	**All mfg.**	**8**	**5**	**79.7**	**.0037**	**94**
Coffee	**All mfg.**	**27**	**10**	**236.2**	**.0109**	**72**
Colbert	**All mfg.**	**55**	**15**	**1,514.7**	**.0700**	**92**
3334	Primary aluminum	1	1	296.3	4.2901	100
3353	Aluminum sheet, plate, & foil	1	1	683.4	7.3741	100
4911	*Electric services*	*2*	*2*	*338.5*	*.3257*	*100*
Conecuh	**All mfg.**	**7**	**3**	**53.0**	**.0024**	**58**
Coosa	**All mfg.**	**10**	**3**	**57.5**	**.0027**	**62**
Covington	**All mfg.**	**33**	**17**	**520.5**	**.0240**	**87**
2321	Men's & boys' shirts & nightwear	3	3	68.7	1.7658	100
Crenshaw	**All mfg.**	**9**	**2**	**85.2**	**.0039**	**68**
Cullman	**All mfg.**	**33**	**16**	**417.2**	**.0193**	**85**
Dale	**All mfg.**	**18**	**5**	**390.8**	**.0181**	**80**
3011	Tires & inner tubes	1	1	214.8	1.9311	100
Dallas	**All mfg.**	**40**	**17**	**519.9**	**.0240**	**90**
De Kalb	**All mfg.**	**53**	**22**	**297.8**	**.0138**	**77**
2252	Hosiery n.e.c.	19	4	57.9	3.9220	46
Elmore	**All mfg.**	**12**	**5**	**140.8**	**.0065**	**78**
2211	Cotton-weaving mills	1	1	61.7	1.1249	100
Escambia	**All mfg.**	**25**	**9**	**421.8**	**.0195**	**85**
Etowah	**All mfg**	**67**	**19**	**921.2**	**.0426**	**79**
3312	Blast furnaces & steel mills	1	1	423.7	.9607	100
8062	*General medical & surgical hospitals*	*3*	*2*	*56.7*	*.0395*	*93*
Fayette	**All mfg.**	**18**	**6**	**223.2**	**.0103**	**80**
Franklin	**All mfg.**	**29**	**12**	**191.8**	**.0089**	**67**
Geneva	**All mfg.**	**17**	**9**	**115.5**	**.0053**	**74**
2321	Men's & boys' shirts & nightwear	6	6	48.6	1.2492	100
Greene	**All mfg.**	**2**	**1**	**13.2**	**.0006**	**77**
Hale	**All mfg.**	**14**	**2**	**116.0**	**.0054**	**39**
Henry	**All mfg.**	**17**	**3**	**122.8**	**.0057**	**36**
Houston	**All mfg.**	**52**	**23**	**656.3**	**.0303**	**82**
3069	Fabricated rubber products n.e.c.	1	1	51.4	.8692	100
4912	*Nuclear power*	*1*	*1*	*359.2*	*1.5264*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*49.6*	*.0345*	*100*
Jackson	**All mfg.**	**30**	**15**	**698.3**	**.0323**	**93**
4911	*Electric services*	*2*	*1*	*326.2*	*.3139*	*96*
Jefferson	**All mfg.**	**489**	**138**	**4,492.9**	**.2075**	**70**
1211	*Bituminous-coal & lignite mining*	*27*	*13*	*628.6*	*2.6877*	*88*
1611	*Highway & street construction*	*11*	*3*	*131.0*	*.5864*	*76*
1622	*Bridge & tunnel construction*	*7*	*2*	*241.6*	*3.1901*	*87*
1629	*Heavy construction n.e.c.*	*14*	*4*	*569.2*	*1.8014*	*89*
2752	Lithographic commercial printing	23	3	164.0	.9795	38
3241	Hydraulic cement	4	4	190.5	4.4320	100
3312	Blast furnaces & steel mills	11	7	375.7	.8519	95
3321	Gray-iron foundries	11	6	163.6	1.6960	86
3441	Fabricated structural metal	17	4	147.2	1.5349	69
3443	Fabricated plate work (boiler shops)	21	7	188.2	1.6912	71
3494	Valves & pipe fittings	4	3	160.9	1.6194	96
3721	Aircraft	1	1	128.8	.3746	100
4011	*Line-haul-operating railroads*	*2*	*2*	*58.6*	*.3729*	*100*
4911	*Electric services*	*4*	*3*	*2,280.5*	*2.1944*	*99*
4924	*Natural-gas distribution*	*3*	*3*	*432.6*	*2.3435*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*270.3*	*.2581*	*99*
8062	*General medical & surgical hospitals*	*18*	*17*	*663.4*	*.4619*	*99*
Lamar	**All mfg.**	**14**	**9**	**85.7**	**.0040**	**78**
2327	Men's & boys' separate trousers	6	6	30.9	1.3596	100
Lauderdale	**All mfg.**	**36**	**13**	**760.1**	**.0351**	**91**
3011	Tires & inner tubes	1	1	501.1	4.5050	100
Lawrence	**All mfg.**	**14**	**5**	**205.1**	**.0095**	**89**
Lee	**All mfg.**	**41**	**10**	**704.3**	**.0325**	**81**
2211	Cotton-weaving mills	2	2	50.2	.9153	100
3011	Tires & inner tubes	1	1	193.3	1.7378	100
3652	Phonograph records & pre-recorded tape	1	1	128.5	6.8845	100
3949	Sporting & athletic goods n.e.c.	2	1	84.9	2.4990	98
Limestone	**All mfg.**	**19**	**12**	**338.9**	**.0157**	**94**
4912	*Nuclear power*	*1*	*1*	*438.6*	*1.8638*	*100*
Lowndes	**All mfg.**	**9**	**1**	**49.6**	**.0023**	**20**
Macon	**All mfg.**	**4**	**3**	**481.5**	**.0222**	**100**
8062	*General medical & surgical hospitals*	*3*	*2*	*77.0*	*.0536*	*96*
Madison	**All mfg.**	**147**	**48**	**2,610.4**	**.1206**	**86**
2211	Cotton-weaving mills	1	1	42.3	.7712	100
3573	Electronic computing equipment	5	2	158.6	.3428	87
3661	Telephone & telegraph apparatus	3	1	370.2	2.0278	97
3662	Radio & TV communication equipment	7	5	196.0	.5258	98
3679	Electronic components n.e.c.	6	2	132.5	.8416	90
3728	Aircraft equipment n.e.c.	1	1	80.4	.7756	100
3764	Space-propulsion units & parts	2	2	289.9	12.3984	100
7372	*Computer programming & software*	*6*	*4*	*92.5*	*.8904*	*96*
8062	*General medical & surgical hospitals*	*4*	*4*	*121.9*	*.0849*	*100*
Marengo	**All mfg.**	**18**	**3**	**207.8**	**.0096**	**67**
Marion	**All mfg.**	**22**	**14**	**309.0**	**.0143**	**90**
Marshall	**All mfg.**	**72**	**25**	**976.4**	**.0451**	**73**
2016	Poultry-dressing plants	7	5	357.6	3.7381	93
2328	Men's & boys' work clothing	3	2	60.8	1.2500	97
Mobile	**All mfg.**	**190**	**54**	**3,233.1**	**.1493**	**72**
2621	Paper mills, except building paper	2	2	665.4	2.7762	100
2819	Industrial inorganic chemicals n.e.c.	7	5	190.5	1.3916	93
2869	Industrial organic chemicals n.e.c.	5	3	434.5	1.0330	84
3731	Ship building & repairing	9	4	96.1	1.0626	88
7011	*Hotels, motels, & tourist courts*	*12*	*1*	*68.4*	*.4182*	*80*
8062	*General medical & surgical hospitals*	*9*	*7*	*225.9*	*.1573*	*96*
Monroe	**All mfg.**	**14**	**7**	**283.0**	**.0131**	**86**
Montgomery	**All mfg.**	**132**	**45**	**1,391.8**	**.0643**	**76**
1629	*Heavy construction n.e.c.*	*8*	*2*	*116.2*	*.3677*	*76*
8062	*General medical & surgical hospitals*	*6*	*6*	*149.0*	*.1037*	*100*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ALABAMA (cont.)						
Morgan	**All mfg.**	**77**	**19**	**1,74.8**	**.0806**	**85**
2821	Plastics materials & synthetic resins	1	1	300.0	1.4546	100
2824	Noncellulosic synthetic organic fibers	1	1	408.1	3.3906	100
4911	*Electric services*	*2*	*1*	*532.2*	*.5121*	*95*
4912	*Nuclear power*	*2*	*2*	*877.2*	*3.7275*	*100*
Perry	**All mfg.**	**8**	**2**	**43.5**	**.0020**	**25**
Pickens	**All mfg.**	**16**	**5**	**125.6**	**.0058**	**65**
Pike	**All mfg.**	**27**	**5**	**207.7**	**.0096**	**35**
Randolph	**All mfg.**	**17**	**7**	**168.0**	**.0078**	**88**
Russell	**All mfg.**	**20**	**7**	**253.3**	**.0117**	**76**
2211	Cotton-weaving mills	3	3	52.9	.9645	100
St. Clair	**All mfg.**	**24**	**5**	**150.9**	**.0070**	**51**
Shelby	**All mfg.**	**56**	**9**	**285.1**	**.0132**	**49**
Sumter	**All mfg.**	**18**	**6**	**145.9**	**.0067**	**67**
Talladega	**All mfg.**	**55**	**19**	**704.5**	**.0325**	**77**
2281	Yarn-spinning mills, except wool	5	5	69.7	1.4429	100
2611	Pulp mills	1	1	224.0	6.1179	100
Tallapoosa	**All mfg.**	**28**	**14**	**305.4**	**.0141**	**78**
2211	Cotton-weaving mills	4	4	65.2	1.1888	100
Tuscaloosa	**All mfg.**	**68**	**18**	**1,135.5**	**.0525**	**82**
3011	Tires & inner tubes	1	1	286.3	2.5739	100
3321	Gray-iron foundries	1	1	100.4	1.0408	100
8062	*General medical & surgical hospitals*	*5*	*4*	*285.9*	*.1990*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*47.3*	*.2436*	*98*
Walker	**All mfg.**	**34**	**5**	**162.1**	**.0075**	**48**
1211	*Bituminous-coal & lignite mining*	*20*	*5*	*303.4*	*1.3938*	*67*
Washington	**All mfg.**	**8**	**4**	**568.3**	**.0263**	**98**
2869	Industrial organic chemicals n.e.c.	1	1	491.5	1.1685	100
Wilcox	**All mfg.**	**14**	**3**	**321.1**	**.0148**	**85**
2621	Paper mills, except building paper	1	1	259.3	1.0818	100
Winston	**All mfg.**	**36**	**11**	**218.1**	**.0101**	**56**
STATE TOTAL	**All mfg.**	**2,592**	**865**	**33,866.1**	**1.5643**	**79**
ALASKA						
Anchorage	**All mfg.**	**1**		**7.6**	**.0004**	**0**
6025	*National banks, federal reserve system*	*2*	*2*	*210.9*	*.2014*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*69.0*	*.0480*	*100*
Fairbanks North Star	**All mfg.**	**1**	**1**	**266.8**	**.0123**	**100**
Kenai Peninsula	**All mfg.**	**2**	**1**	**245.4**	**.0113**	**94**
STATE TOTAL	**All mfg.**	**4**	**2**	**519.8**	**.0240**	**96**
ARIZONA						
Apache	**All mfg.**	**6**	**3**	**101.0**	**.0047**	**83**
Cochise	**All mfg.**	**16**	**6**	**298.8**	**.0096**	**87**
8062	*General medical & surgical hospitals*	*6*	*2*	*53.6*	*.0373*	*73*
Coconino	**All mfg.**	**19**	**5**	**364.5**	**.0168**	**83**
Gila	**All mfg.**	**8**	**3**	**1,005.0**	**.0464**	**95**
1021	*Copper-ore mining*	*4*	*3*	*131.6*	*6.0901*	*96*
3331	Primary copper	5	3	998.4	17.7090	96
Graham	**All mfg.**	**2**		**7.0**	**.0003**	**0**
Greenlee	**All mfg.**	**1**	**1**	**532.7**	**.0246**	**100**
3331	Primary copper	1	1	532.7	9.4487	100
La Paz	**All mfg.**	**3**		**2.2**	**.0001**	**0**
Maricopa	**All mfg.**	**800**	**144**	**10,445.2**	**.4825**	**79**
1611	*Highway & street construction*	*15*	*3*	*265.9*	*1.1902*	*79*
2711	Newspapers	13	4	166.6	.6902	86
2752	Lithographic commercial printing	22	5	149.8	.8947	53
3069	Fabricated rubber products n.e.c.	4	1	69.4	1.1736	89
3079	Miscellaneous plastics products	33	3	113.3	.3656	31
3272	Concrete products n.e.c.	13	4	53.0	1.5661	72
3441	Fabricated structural metal	20	3	130.1	1.3566	71
3444	Sheet-metal work	21	2	64.7	.9706	42
3573	Electronic computing equipment	20	6	1,258.6	2.7200	93
3585	Refrigeration & heating equipment	5	3	139.4	.9705	93
3661	Telephone & telegraph apparatus	8	3	290.3	1.5902	88
3662	Radio & TV communication equipment	12	3	689.0	1.8482	94
3674	Semiconductors & related devices	16	9	1,935.0	13.0461	98
3679	Electronic components n.e.c.	25	4	90.0	.5717	41
3713	Truck & bus bodies	3	1	62.6	1.9786	96
3724	Aircraft engines & engine parts	3	1	992.1	6.0340	98
3728	Aircraft equipment n.e.c.	22	8	655.7	6.3255	93
4911	*Electric services*	*2*	*1*	*965.7*	*.9292*	*99*
4931	*Electric & other services combined*	*1*	*1*	*1,074.5*	*1.8376*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*1,439.5*	*1.3745*	*99*
7011	*Hotels, motels, & tourist courts*	*54*	*12*	*226.3*	*1.3835*	*75*
8062	*General medical & surgical hospitals*	*26*	*22*	*678.2*	*.4722*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*72.1*	*.3713*	*96*
Mohave	**All mfg.**	**17**		**59.4**	**.0027**	**0**
Navajo	**All mfg.**	**13**	**2**	**166.6**	**.0077**	**65**
1211	*Bituminous-coal & lignite mining*	*2*	*2*	*186.1*	*.8549*	*100*
Pima	**All mfg.**	**174**	**26**	**2,364.2**	**.1092**	**80**
1021	*Copper-ore mining*	*11*	*11*	*695.0*	*32.1625*	*100*
3331	Primary copper	1	1	274.3	4.8654	100
3573	Electronic computing equipment	3	2	467.5	1.0103	99
3674	Semiconductors & related devices	2	1	117.1	.7895	98
3679	Electronic components n.e.c.	13	3	71.3	.4529	74
3761	Guided missiles & space vehicles	1	1	699.0	6.8305	100
4911	*Electric services*	*2*	*1*	*382.1*	*.3677*	*95*
7011	*Hotels, motels, & tourist courts*	*19*	*2*	*35.4*	*.2164*	*36*
8062	*General medical & surgical hospitals*	*10*	*8*	*282.9*	*.1970*	*98*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*69.3*	*.3569*	*100*
Pinal	**All mfg.**	**25**	**7**	**1,012.6**	**.0468**	**92**
1021	*Copper-ore mining*	*3*	*3*	*203.7*	*9.4266*	*100*
3331	Primary copper	1	1	892.3	15.8271	100
Santa Cruz	**All mfg.**	**11**	**4**	**55.1**	**.0025**	**66**
Yavapai	**All mfg.**	**18**	**3**	**106.4**	**.0049**	**55**
Yuma	**All mfg.**	**13**	**3**	**87.8**	**.0041**	**16**
STATE TOTAL	**All mfg.**	**1,126**	**205**	**16,518.5**	**.7630**	**81**
ARKANSAS						
Arkansas	**All mfg.**	**26**	**5**	**605.1**	**.0280**	**83**
2044	Rice milling	5	3	514.2	20.0047	91
Ashley	**All mfg.**	**21**	**7**	**448.8**	**.0207**	**81**
2621	Paper mills, except building paper	1	1	259.3	1.0818	100
Baxter	**All mfg.**	**10**	**5**	**460.7**	**.0213**	**96**
2834	Pharmaceutical preparations	1	1	407.4	2.1350	100
Benton	**All mfg.**	**60**	**26**	**812.6**	**.0375**	**83**
2016	Poultry-dressing plants	4	3	175.9	1.8387	98
3041	Rubber & plastic hose & belting	2	2	69.2	3.3221	100
3621	Motors & generators	2	2	83.8	1.2195	100
Boone	**All mfg.**	**26**	**6**	**138.3**	**.0064**	**58**
Bradley	**All mfg.**	**7**	**5**	**118.0**	**.0055**	**94**
Calhoun	**All mfg.**	**2**		**3.4**	**.0002**	**0**
Carroll	**All mfg.**	**10**	**4**	**153.2**	**.0070**	**88**
Chicot	**All mfg.**	**7**	**4**	**48.6**	**.0022**	**71**
Clark	**All mfg.**	**13**	**4**	**169.9**	**.0078**	**83**
Clay	**All mfg.**	**14**	**6**	**82.8**	**.0038**	**55**
Cleburne	**All mfg.**	**10**	**1**	**41.0**	**.0019**	**43**
Cleveland	**All mfg.**	**4**		**34.5**	**.0016**	**0**
Columbia	**All mfg.**	**23**	**7**	**310.1**	**.0143**	**68**
Conway	**All mfg.**	**13**	**5**	**201.8**	**.0093**	**74**
Craighead	**All mfg.**	**48**	**21**	**587.1**	**.0271**	**87**
3144	Women's nonathletic footwear	3	3	34.2	2.3531	100
Crawford	**All mfg.**	**21**	**3**	**154.5**	**.0071**	**31**
Crittenden	**All mfg.**	**31**	**5**	**179.5**	**.0083**	**46**
Cross	**All mfg.**	**6**	**3**	**88.5**	**.0041**	**87**
Dallas	**All mfg.**	**17**	**5**	**126.8**	**.0059**	**73**
Desha	**All mfg.**	**12**	**8**	**212.7**	**.0098**	**93**
Drew	**All mfg.**	**10**	**4**	**398.5**	**.0184**	**92**
2272	Tufted carpets & rugs	1	1	287.9	4.2970	100
Faulkner	**All mfg.**	**29**	**10**	**367.3**	**.0170**	**84**
Franklin	**All mfg.**	**12**	**3**	**111.3**	**.0051**	**78**
Fulton	**All mfg.**	**1**	**1**	**14.0**	**.0006**	**100**
Garland	**All mfg.**	**43**	**10**	**617.2**	**.0285**	**75**
2421	General sawmills & planing mills	3	1	226.6	1.7248	95
3143	Men's nonathletic footwear	1	1	58.7	3.1379	100
Grant	**All mfg.**	**9**	**4**	**78.5**	**.0036**	**86**
Greene	**All mfg.**	**14**	**7**	**314.3**	**.0145**	**94**
3621	Motors & generators	1	1	71.7	1.0434	100
Hempstead	**All mfg.**	**18**	**4**	**149.9**	**.0069**	**68**
Hot Spring	**All mfg.**	**22**	**8**	**281.3**	**.0130**	**88**
3624	Carbon & graphite products	1	1	155.5	10.5302	100
Howard	**All mfg.**	**12**	**7**	**294.5**	**.0136**	**93**
2421	General sawmills & planing mills	1	1	128.8	.9804	100
Independence	**All mfg.**	**25**	**11**	**477.6**	**.0221**	**90**
Izard	**All mfg.**	**7**	**1**	**21.8**	**.0010**	**24**
Jackson	**All mfg.**	**17**	**6**	**207.6**	**.0096**	**79**
Jefferson	**All mfg.**	**45**	**22**	**906.0**	**.0418**	**86**
2631	Paperboard mills	2	2	431.3	3.3952	100
Johnson	**All mfg.**	**17**	**6**	**177.8**	**.0082**	**81**
Lafayette	**All mfg.**	**6**	**3**	**58.9**	**.0027**	**79**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
ARKANSAS (cont.)				1984 ([illegible] Est.)		
Lawrence	**All mfg.**	**14**	**4**	**77.0**	**.0036**	**75**
Lee	**All mfg.**	**3**	**2**	**30.2**	**.0014**	**77**
Lincoln	**All mfg.**	**4**	**1**	**16.5**	**.0008**	**65**
Little River	**All mfg.**	**6**	**5**	**268.5**	**.0124**	**97**
2611	Pulp mills	1	1	168.6	4.6048	100
Logan	**All mfg.**	**14**	**6**	**113.5**	**.0052**	**66**
Lonoke	**All mfg.**	**15**	**8**	**253.8**	**.0117**	**82**
3482	Small-arms ammunition	1	1	121.6	13.6246	100
Madison	**All mfg.**	**4**	**3**	**47.5**	**.0022**	**93**
Marion	**All mfg.**	**3**	**2**	**33.5**	**.0015**	**84**
Miller	**All mfg.**	**11**	**4**	**292.1**	**.0135**	**93**
3011	Tires & inner tubes	1	1	214.8	1.9311	100
Mississippi	**All mfg.**	**41**	**14**	**712.3**	**.0329**	**64**
2771	Greeting-card publishing	1	1	185.1	7.3578	100
Monroe	**All mfg.**	**4**	**2**	**9.6**	**.0004**	**53**
Montgomery	**All mfg.**	**5**	**1**	**30.8**	**.0014**	**43**
Nevada	**All mfg.**	**5**	**2**	**47.4**	**.0022**	**85**
Ouachita	**All mfg.**	**35**	**11**	**690.1**	**.0319**	**67**
Perry	**All mfg.**	**3**		**23.8**	**.0011**	**0**
Phillips	**All mfg.**	**17**	**6**	**462.3**	**.0214**	**65**
Pike	**All mfg.**	**6**	**2**	**34.5**	**.0011**	**54**
Poinsett	**All mfg.**	**15**	**6**	**173.2**	**.0080**	**79**
Polk	**All mfg.**	**15**	**3**	**160.3**	**.0074**	**81**
Pope	**All mfg.**	**23**	**9**	**544.3**	**.0251**	**86**
2038	Frozen food specialties	1	1	286.2	5.7106	100
Prairie	**All mfg.**	**5**		**7.4**	**.0003**	**0**
Pulaski	**All mfg.**	**230**	**69**	**2,508.2**	**.1159**	**76**
2335	Women's & misses' dresses	1	1	40.7	.9716	100
3621	Motors & generators	2	2	59.7	.8688	100
3661	Telephone & telegraph apparatus	2	1	246.0	1.3475	97
3873	Watches, clocks, & watchcases	2	2	125.7	9.8280	100
4911	*Electric services*	*2*	*1*	*786.9*	*.7572*	*98*
8062	*General medical & surgical hospitals*	*12*	*12*	*392.4*	*.2732*	*100*
Randolph	**All mfg.**	**14**	**6**	**130.8**	**.0060**	**83**
St. Francis	**All mfg.**	**14**	**6**	**371.5**	**.0172**	**59**
3651	Radio & TV receiving sets	1	1	143.6	1.7603	100
Saline	**All mfg.**	**20**	**5**	**407.2**	**.0188**	**91**
2819	Industrial inorganic chemicals n.e.c.	3	2	328.7	2.4011	99
Scott	**All mfg.**	**5**	**3**	**26.4**	**.0012**	**68**
Searcy	**All mfg.**	**5**	**1**	**21.1**	**.0010**	**57**
Sebastian	**All mfg.**	**136**	**45**	**1,969.2**	**.0910**	**81**
2511	Wood household furniture	6	6	82.0	1.2200	100
2512	Upholstered wood household furniture	8	3	146.1	2.9250	87
3585	Refrigeration & heating equipment	4	3	204.9	1.4265	97
3632	Household refrigerators & freezers	1	1	372.2	10.4208	100
8062	*General medical & surgical hospitals*	*1*	*1*	*113.7*	*.0792*	*100*
Sevier	**All mfg.**	**4**	**3**	**93.1**	**.0043**	**92**
Sharp	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Stone	**All mfg.**	**4**	**1**	**24.0**	**.0011**	**58**
Union	**All mfg.**	**40**	**10**	**1,846.9**	**.0853**	**84**
Van Buren	**All mfg.**	**6**	**3**	**48.1**	**.0022**	**85**
Washington	**All mfg.**	**54**	**22**	**839.9**	**.0388**	**85**
2016	Poultry-dressing plants	4	2	169.8	1.7750	91
2038	Frozen food specialties	1	1	245.3	4.8945	100
8062	*General medical & surgical hospitals*	*4*	*4*	*76.6*	*.0533*	*100*
White	**All mfg.**	**25**	**12**	**334.5**	**.0155**	**81**
Woodruff	**All mfg.**	**6**	**3**	**79.8**	**.0037**	**83**
Yell	**All mfg.**	**9**	**3**	**101.5**	**.0047**	**65**
2017	Poultry & egg processing	2	2	38.9	2.7460	100
STATE TOTAL	**All mfg.**	**1,481**	**519**	**22,274.3**	**1.0289**	**80**

CALIFORNIA

Alameda	**All mfg.**	**640**	**165**	**6,767.9**	**.3126**	**74**
1611	*Highway & street construction*	*7*	*3*	*146.9*	*.6575*	*93*
2051	Bread, cake, & related products	8	5	78.1	.5796	88
2052	Cookies & crackers	5	2	149.0	3.0699	88
2653	Corrugated & solid fiber boxes	10	5	127.2	1.0613	84
2711	Newspapers	5	3	106.3	.4404	96
2842	Polishes & sanitation goods	6	3	131.7	2.8537	92
3221	Glass containers	4	4	209.9	4.5450	100
3411	Metal cans	8	7	390.2	4.0542	98
3519	Internal-combustion engines n.e.c.	2	2	359.5	3.0181	100
3561	Pumps & pumping equipment	8	2	80.3	1.4454	79
3573	Electronic computing equipment	10	4	323.4	.6989	91
8062	*General medical & surgical hospitals*	*21*	*20*	*725.2*	*.5049*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*274.0*	*1.4110*	*98*
Amador	**All mfg.**	**4**	**1**	**32.8**	**.0015**	**55**
Butte	**All mfg.**	**30**	**8**	**379.7**	**.0175**	**71**
8062	*General medical & surgical hospitals*	*5*	*4*	*59.2*	*.0412*	*95*
Calaveras	**All mfg.**	**7**	**2**	**53.8**	**.0024**	**66**
Colusa	**All mfg.**	**5**		**25.6**	**.0012**	**0**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
				1984 ([illegible] Est.)		
Contra Costa	**All mfg.**	**233**	**81**	**8,008.6**	**.3699**	**93**
1629	*Heavy construction n.e.c.*	*9*	*4*	*122.8*	*.3886*	*82*
2062	Cane-sugar refining	1	1	611.4	14.7735	100
2819	Industrial inorganic chemicals n.e.c.	12	3	168.9	1.2338	79
2911	Petroleum refining	5	5	4,609.2	2.4607	100
3312	Blast furnaces & steel mills	1	1	292.4	.6653	100
3829	Measuring & controlling devices n.e.c.	2	2	72.2	3.7614	100
4912	*Nuclear power*	*2*	*2*	*943.0*	*4.0071*	*100*
8062	*General medical & surgical hospitals*	*13*	*10*	*271.0*	*.1887*	*97*
Del Norte	**All mfg.**	**9**	**5**	**109.5**	**.0951**	**84**
El Dorado	**All mfg.**	**7**	**1**	**34.3**	**.0016**	**50**
Fresno	**All mfg.**	**171**	**46**	**1,920.8**	**.0887**	**71**
2034	Dehydrated fruits, vegetables, & soups	10	8	194.2	11.3867	98
8062	*General medical & surgical hospitals*	*14*	*9*	*254.1*	*.1769*	*94*
Glenn	**All mfg.**	**14**	**5**	**123.4**	**.0057**	**79**
Humboldt	**All mfg.**	**34**	**13**	**373.3**	**.0172**	**78**
2421	General sawmills & planing mills	13	6	221.2	1.6837	87
8062	*General medical & surgical hospitals*	*4*	*4*	*50.6*	*.0352*	*100*
Imperial	**All mfg.**	**14**	**3**	**148.4**	**.0069**	**63**
Inyo	**All mfg.**	**3**	**1**	**9.1**	**.0004**	**56**
Kern	**All mfg.**	**94**	**13**	**1,256.3**	**.0580**	**29**
1311	*Crude petroleum & natural gas*	*29*	*1*	*991.8*	*2.1115*	*51*
8062	*General medical & surgical hospitals*	*10*	*7*	*164.3*	*.1144*	*94*
Kings	**All mfg.**	**18**	**3**	**712.6**	**.0329**	**89**
Lassen	**All mfg.**	**7**		**22.8**	**.0011**	**0**
Los Angeles	**All mfg.**	**5,539**	**1,491**	**76,899.9**	**3.5516**	**81**
1311	*Crude petroleum & natural gas*	*64*	*7*	*1,624.0*	*3.4575*	*40*
1382	*Oil- & gas-field exploration services*	*26*	*3*	*88.2*	*3.3996*	*33*
1611	*Highway & street construction*	*25*	*7*	*336.0*	*1.5040*	*77*
1622	*Bridge & tunnel construction*	*11*	*3*	*235.1*	*3.1042*	*82*
1623	*Pipe- & utility-line construction*	*26*	*3*	*187.0*	*2.3889*	*48*
1629	*Heavy construction n.e.c.*	*48*	*17*	*1,709.4*	*5.4098*	*91*
2011	Meat-packing plants	29	13	1,206.3	2.6284	80
2013	Sausages & other prepared meats	16	8	246.6	2.2318	80
2026	Fluid milk	11	7	471.8	2.7195	92
2033	Canned fruits & vegetables	9	3	145.9	1.4797	87
2047	Pet food	4	3	279.4	6.8659	98
2051	Bread, cake, & related products	27	15	405.4	3.0086	89
2065	Confectionery products	15	3	142.9	2.0914	59
2082	Malt beverages	4	4	658.5	5.4041	100
2086	Bottled & canned soft drinks	13	5	290.2	1.6603	83
2087	Flavoring extracts & syrups n.e.c.	7	3	333.0	8.1504	88
2091	Canned & cured seafoods	4	3	543.0	19.6910	99
2095	Roasted coffee	5	3	546.5	8.9067	95
2099	Food preparations n.e.c.	27	13	575.2	5.8418	82
2253	Knit outerwear mills	19	2	61.0	1.9611	47
2258	Warp-knit fabric mills	1	1	169.5	8.3849	100
2272	Tufted carpets & rugs	6	4	174.8	2.6089	93
2321	Men's & boys' shirts & nightwear	23	10	95.0	2.4418	76
2327	Men's & boys' separate trousers	6	3	65.1	2.8644	94
2329	Men's & boys' clothing n.e.c.	13	4	43.7	2.9511	82
2331	Women's & misses' blouses	27	11	133.8	4.4751	72
2335	Women's & misses' dresses	55	6	151.4	3.6142	44
2337	Women's & misses' suits & coats	24	8	263.6	6.7389	70
2339	Women's & misses' outerwear n.e.c.	53	19	268.7	5.7238	70
2341	Women's & children's underwear	12	7	61.9	2.3318	84
2342	Brassieres, girdles, & allied garments	8	5	72.9	11.0171	93
2391	Curtains & draperies	18	3	40.0	4.0908	44
2392	House furnishings n.e.c.	19	5	130.8	4.4438	66
2399	Fabricated textile products n.e.c.	17	4	43.6	3.5849	60
2431	Millwork	26	2	76.6	1.4454	22
2499	Wood products n.e.c.	31	5	128.2	3.5346	63
2511	Wood household furniture	51	16	242.8	3.6123	70
2512	Upholstered wood household furniture	55	14	256.5	5.1352	55
2514	Metal household furniture	21	14	212.8	10.6267	92
2515	Mattresses & bedsprings	26	8	178.3	6.9875	66
2521	Wood office furniture	14	4	98.2	6.6671	66
2531	Public-building & related furniture	8	2	103.0	6.4698	86
2541	Wood partitions & fixtures	24	2	92.8	4.9430	32
2621	Paper mills, except building paper	8	5	276.8	1.1549	95
2642	Envelopes	14	4	88.2	4.4710	58
2643	Bags, except textile bags	21	9	322.0	4.7224	78
2651	Folding paperboard boxes	13	6	105.5	2.6639	76
2653	Corrugated & solid fiber boxes	37	13	381.8	3.1856	69
2711	Newspapers	53	20	779.7	3.2301	88

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	CALIFORNIA (Los Angeles, cont.)					
2721	Periodicals	47	7	371.1	3.2596	53
2741	Miscellaneous publishing	12	3	106.8	3.5917	77
2751	Letterpress commercial printing	77	8	109.8	2.0582	30
2752	Lithographic commercial printing	67	10	491.2	2.9339	44
2753	Engraving & plate printing	17	3	34.8	8.8617	53
2782	Blankbooks & looseleaf binders	13	8	170.7	7.0868	84
2819	Industrial inorganic chemicals n.e.c.	19	5	207.0	1.5121	64
2821	Plastics materials & synthetic resins	17	8	340.9	1.6529	72
2833	Medicinals & botanicals	6	1	196.2	5.7839	79
2834	Pharmaceutical preparations	26	12	604.8	3.1695	87
2841	Soap & other detergents	16	6	413.2	4.3239	80
2842	Polishes & sanitation goods	31	7	260.2	5.6380	60
2844	Toilet preparations	21	6	456.3	4.9007	74
2851	Paints & allied products	55	9	550.4	5.7887	55
2869	Industrial organic chemicals n.e.c.	14	5	486.6	1.1568	60
2891	Adhesives & sealants	17	5	147.0	5.3447	63
2899	Chemical preparations n.e.c.	47	6	327.8	4.9385	40
2911	Petroleum refining	19	12	11,877.1	6.3407	93
2951	Paving mixtures & blocks	9	1	28.4	2.4691	73
3069	Fabricated rubber products n.e.c.	54	17	220.2	3.7239	64
3079	Miscellaneous plastics products	219	55	1,287.7	4.1547	61
3144	Women's nonathletic footwear	12	8	92.9	6.3919	91
3171	Women's handbags & purses	11	2	32.2	7.4313	63
3221	Glass containers	8	7	233.8	5.0625	99
3231	Products of purchased glass	21	4	120.3	4.0557	45
3269	Pottery products n.e.c.	20	6	40.8	12.2229	63
3272	Concrete products n.e.c.	9	3	81.5	2.4083	87
3273	Ready-mixed concrete	25	3	157.0	2.2477	58
3293	Gaskets, packing, & sealing devices	20	6	112.8	5.7128	76
3312	Blast furnaces & steel mills	17	6	278.5	.6315	76
3317	Steel pipe & tubes	10	2	87.4	2.2765	73
3321	Gray-iron foundries	22	11	170.8	1.7707	74
3351	Copper rolling & drawing	5	4	246.8	4.9476	99
3355	Aluminum rolling & drawing n.e.c.	7	3	155.2	12.3272	83
3361	Aluminum foundries	33	4	156.5	4.6340	44
3369	Nonferrous foundries n.e.c.	28	7	74.1	7.4660	61
3398	Metal heat treating	23	1	85.2	7.4593	14
3411	Metal cans	10	8	467.2	4.8543	98
3423	Hand & edge tools n.e.c.	20	4	76.2	2.3184	50
3429	Hardware n.e.c.	69	17	645.4	9.1335	73
3432	Plumbing fittings & brass goods	12	6	177.7	11.0208	92
3433	Heating equipment, except electric	11	3	57.3	2.8184	81
3441	Fabricated structural metal	34	6	174.5	1.8195	53
3442	Metal doors, sash, & trim	37	7	161.0	3.1960	46
3443	Fabricated plate work (boiler shops)	36	8	224.5	2.0174	61
3444	Sheet-metal work	74	10	216.1	3.2417	39
3449	Miscellaneous metal work	22		89.2	3.6469	0
3451	Screw-machine products	25	3	53.5	2.3168	30
3452	Bolts, nuts, rivets, & washers	51	15	500.5	10.4683	82
3462	Iron & steel forgings	10	4	122.1	2.8885	86
3463	Nonferrous forgings	6	2	166.4	12.8862	85
3469	Metal stampings n.e.c.	45	3	128.6	1.7678	15
3471	Plating & polishing	116	15	243.1	10.9067	42
3479	Metal coating & allied services n.e.c.	53	7	169.7	7.0020	37
3483	Ammunition, except small-arms, n.e.c.	5	3	133.4	9.6884	95
3494	Valves & pipe fittings	35	10	288.0	2.8986	73
3496	Miscellaneous fabricated wire products	29	3	39.9	2.0541	27
3498	Fabricated pipe & fittings	18	5	125.3	4.0976	54
3499	Fabricated metal products n.e.c.	40	8	166.2	3.4640	57
3531	Construction machinery	20	5	167.1	1.1956	67
3533	Oil-field machinery	23	10	585.7	6.0327	86
3541	Metal-cutting machine tools	13	4	76.8	1.6399	66
3544	Special dies, tools, jigs, & fixtures	61	8	108.9	2.6906	43
3545	Machine-tool accessories	32	2	78.7	2.3188	23
3551	Food-products machinery	25	5	83.8	3.3908	42
3559	Special-industry machinery n.e.c.	28	4	121.8	2.4062	64
3561	Pumps & pumping equipment	32	11	488.5	8.1816	86
3564	Blowers & exhaust & ventilation fans	17	4	62.7	3.4741	72
3569	General industrial machinery n.e.c.	39	13	243.9	6.5903	78
3573	Electronic computing equipment	111	54	3,667.5	7.9259	90
3585	Refrigeration & heating equipment	38	8	312.4	2.1749	65
3589	Service-industry machinery n.e.c.	14	3	87.9	3.4839	66
3599	Machinery, except electrical, n.e.c.	224	13	569.2	5.6330	23
3613	Switchgear & switchboard apparatus	22	8	127.8	2.6019	72

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3621	Motors & generators	14	8	116.8	1.6997	88
3622	Industrial controls	20	4	171.5	3.6912	75
3623	Electric welding apparatus	13	3	163.6	8.7515	72
3634	Electric housewares & fans	5	2	91.6	2.2728	86
3639	Household appliances n.e.c.	8	3	188.5	9.9033	87
3643	Current-carrying wiring devices	26	9	132.4	4.0012	73
3644	Non-current-carrying wiring devices	7	5	170.8	5.8834	93
3645	Residential electric lighting fixtures	20	6	103.8	7.7278	64
3646	Commercial electric lighting fixtures	14	6	177.6	9.0946	77
3648	Lighting equipment n.e.c.	15	7	107.5	8.0470	73
3651	Radio & TV receiving sets	27	17	476.8	5.8446	89
3652	Phonograph records & pre-recorded tape	17	7	180.2	9.6544	71
3661	Telephone & telegraph apparatus	11	9	257.1	1.4083	96
3662	Radio & TV communication equipment	76	35	3,410.7	9.1489	94
3674	Semiconductors & related devices	19	9	365.5	2.4643	90
3675	Electronic capacitors	7	5	99.4	5.8515	93
3677	Electronic coils & transformers	16	6	65.4	5.7856	60
3678	Electronic connectors	15	8	383.8	11.2475	93
3679	Electronic components n.e.c.	108	29	637.1	4.0469	66
3691	Storage batteries	7	4	111.9	3.5357	82
3693	X-ray apparatus & tubes	7	4	165.2	4.2536	88
3711	Motor vehicles & passenger-car bodies	6	3	1,734.8	1.3488	98
3713	Truck & bus bodies	18	3	58.0	1.8332	62
3714	Motor-vehicle parts & accessories	65	20	1,029.9	1.9024	74
3715	Truck trailers	6	2	112.0	3.5515	87
3721	Aircraft	12	10	7,627.3	22.1804	100
3724	Aircraft engines & engine parts	8	4	310.1	1.8860	92
3728	Aircraft equipment n.e.c.	128	46	1,455.4	14.0403	79
3731	Ship building & repairing	6	4	123.4	1.3645	96
3761	Guided missiles & space vehicles	11	9	3,191.1	31.1829	100
3769	Space-vehicle equipment n.e.c.	7	4	159.5	8.8997	94
3792	Travel trailers & campers	12	7	58.3	4.7842	83
3811	Engineering & scientific instruments	28	7	94.4	3.0097	55
3822	Environmental controls	11	5	150.3	8.1623	92
3823	Industrial process-control instruments	18	5	137.9	3.4577	76
3824	Fluid meters & counting devices	6	4	93.1	8.9322	97
3825	Electricity-measuring instruments	15	4	182.4	2.7772	78
3829	Measuring & controlling devices n.e.c.	23	10	130.7	6.8091	77
3832	Optical instruments & lenses	20	6	221.1	6.3564	76
3841	Surgical & medical instruments	8	2	78.2	2.2075	76
3842	Surgical appliances & supplies	19	7	137.7	3.8121	78
3843	Dental equipment & supplies	6	3	152.7	11.0572	94
3861	Photographic equipment & supplies	30	8	521.7	2.6320	56
3944	Games, toys, & children's vehicles	14	7	584.4	11.4800	95
3949	Sporting & athletic goods n.e.c.	22	6	101.1	2.9759	62
3951	Pens & mechanical pencils	5	3	117.2	11.7919	97
3993	Signs & advertising displays	37	6	84.2	4.8965	54
3999	Manufactures n.e.c.	47	2	90.5	3.2636	12
4011	*Line-haul-operating railroads*	*2*	*1*	*484.9*	*3.0854*	*100*
4911	*Electric services*	*13*	*4*	*3,297.0*	*3.1725*	*93*
4923	*Gas transmission & distribution*	*4*	*4*	*3,007.1*	*18.1395*	*100*
5051	*Metals service centers & sales offices*	*90*	*11*	*4,089.5*	*6.8330*	*55*
5063	*Electrical-power-equipment wholesalers*	*97*	*4*	*1,378.6*	*3.5710*	*18*
5065	*Electronic-parts wholesalers*	*58*	*11*	*2,279.4*	*10.2803*	*69*
5081	*Commercial-equipment wholesalers*	*63*	*5*	*2,388.4*	*12.9395*	*83*
5084	*Industrial-machinery distributors*	*142*	*5*	*1,575.2*	*3.8242*	*18*
5085	*Industrial-supply distributors*	*170*	*2*	*1,445.4*	*3.8723*	*5*
6025	*National banks, federal reserve system*	*18*	*7*	*3,577.4*	*3.4160*	*99*
7011	*Hotels, motels, & tourist courts*	*94*	*28*	*509.6*	*3.1154*	*84*
7372	*Computer programming & software*	*73*	*16*	*880.7*	*8.3827*	*83*
7374	*Data-processing services*	*53*	*18*	*344.6*	*6.1388*	*80*
8062	*General medical & surgical hospitals*	*174*	*147*	*5,014.8*	*3.4914*	*98*
8221	*Colleges & universities n.e.c.*	*37*	*16*	*632.0*	*3.2546*	*95*
Madera	**All mfg.**	**18**	**6**	**268.5**	**.0124**	**77**
Marin	**All mfg.**	**38**	**6**	**286.2**	**.0132**	**63**
8062	*General medical & surgical hospitals*	*6*	*3*	*59.9*	*.0417*	*82*
Mariposa						
7011	*Hotels, motels, & tourist courts*	*2*	*1*	*35.0*	*.2140*	*97*
Mendocino	**All mfg.**	**28**	**5**	**156.3**	**.0072**	**40**
Merced	**All mfg.**	**30**	**9**	**444.7**	**.0205**	**77**
8062	*General medical & surgical hospitals*	*6*	*4*	*71.7*	*.0499*	*94*
Modoc	**All mfg.**	**2**		**8.6**	**.0004**	**0**
Mono	**All mfg.**	**1**		**4.8**	**.0002**	**0**
Monterey	**All mfg.**	**62**	**23**	**829.1**	**.0383**	**75**
2037	Frozen fruits & vegetables	6	4	184.0	3.4856	96
8062	*General medical & surgical hospitals*	*7*	*5*	*119.3*	*.0831*	*94*
Napa	**All mfg.**	**37**	**7**	**428.7**	**.0198**	**61**
2084	Wines, brandy, & brandy spirits	15	3	228.5	8.6106	49
3317	Steel pipe & tubes	1	1	79.6	2.0733	100
8062	*General medical & surgical hospitals*	*3*	*3*	*141.8*	*.0987*	*100*
Nevada	**All mfg.**	**7**	**2**	**66.0**	**.0030**	**63**
Orange	**All mfg.**	**1,014**	**315**	**14,402.8**	**.6653**	**83**
1629	*Heavy construction n.e.c.*	*5*	*3*	*1,391.8*	*4.4047*	*99*
2013	Sausages & other prepared meats	2	2	157.9	1.4290	100
2451	Mobile homes	3	3	165.5	3.1228	100
2711	Newspapers	8	3	101.1	1.4188	88
2834	Pharmaceutical preparations	11	4	257.7	1.3505	90

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3069	Fabricated rubber products n.e.c.	10	3	84.3	1.4256	85
3079	Miscellaneous plastics products	78	21	429.9	1.3871	58
3429	Hardware n.e.c.	14	4	177.1	2.5063	79
3452	Bolts, nuts, rivets, & washers	8	4	128.0	2.6772	92
3494	Valves & pipe fittings	7	3	104.6	1.0527	87
3533	Oil-field machinery	6	5	298.7	3.0766	99
3561	Pumps & pumping equipment	6	4	107.0	1.7921	93
3573	Electronic computing equipment	72	40	2,271.4	4.9087	92
3599	Machinery, except electrical, n.e.c.	31	2	72.7	.7195	16
3622	Industrial controls	7	1	65.5	1.4098	71
3651	Radio & TV receiving sets	6	5	134.7	1.6512	97
3662	Radio & TV communication equipment	33	13	2,369.1	6.3549	95
3671	Electron tubes	2	1	124.4	3.9218	97
3674	Semiconductors & related devices	11	5	203.6	1.3727	92
3678	Electronic connectors	5	3	429.1	12.5751	98
3679	Electronic components n.e.c.	38	20	351.7	2.2340	88
3728	Aircraft equipment n.e.c.	21	12	544.0	5.2480	95
3792	Travel trailers & campers	6	3	65.9	5.4078	89
3823	Industrial process-control instruments	10	4	81.7	2.0485	85
3829	Measuring & controlling devices n.e.c.	7	4	58.2	3.0320	90
3841	Surgical & medical instruments	3	2	66.9	1.8886	98
3842	Surgical appliances & supplies	9	4	160.9	3.0869	90
3949	Sporting & athletic goods n.e.c.	8	3	80.9	2.3813	86
4912	*Nuclear power*	*1*	*1*	*646.0*	*2.7451*	*100*
4923	*Gas transmission & distribution*	*14*	*5*	*460.7*	*2.7791*	*58*
5063	*Electrical-power-equipment wholesalers*	*10*	*5*	*804.0*	*2.0826*	*93*
7011	*Hotels, motels, & tourist courts*	*36*	*4*	*90.3*	*.5520*	*43*
7372	*Computer programming & software*	*33*	*5*	*257.5*	*2.4510*	*73*
8062	*General medical & surgical hospitals*	*39*	*35*	*862.4*	*.6004*	*98*
8221	*Colleges & universities n.e.c.*	*6*	*3*	*65.0*	*.3347*	*96*
Placer	**All mfg.**	**19**	**5**	**183.5**	**.0085**	**67**
Plumas	**All mfg.**	**4**	**2**	**33.2**	**.0015**	**73**
Riverside	**All mfg.**	**160**	**58**	**1,628.1**	**.0752**	**78**
2451	Mobile homes	5	4	125.2	2.3624	94
3823	Industrial process-control instruments	2	1	72.8	1.8254	95
7011	*Hotels, motels, & tourist courts*	*23*	*4*	*47.8*	*.2922*	*49*
8062	*General medical & surgical hospitals*	*12*	*12*	*249.1*	*.1734*	*100*
Sacramento	**All mfg.**	**120**	**30**	**1,708.8**	**.0789**	**81**
2032	Canned food specialties	1	1	250.2	5.8883	100
2711	Newspapers	3	3	208.1	.8621	100
3764	Space-propulsion units & parts	1	1	241.6	10.3327	100
8062	*General medical & surgical hospitals*	*11*	*9*	*384.2*	*.2675*	*98*
San Benito	**All mfg.**	**11**	**2**	**130.7**	**.0867**	**53**
San Bernardino	**All mfg.**	**208**	**58**	**2,138.3**	**.0988**	**78**
2711	Newspapers	12	2	80.5	.3335	64
3241	Hydraulic cement	5	4	155.6	3.6200	96
3312	Blast furnaces & steel mills	2	2	426.9	.9680	100
3589	Service-industry machinery n.e.c.	1	1	77.7	3.0797	100
3721	Aircraft	1	1	132.0	.3839	100
8062	*General medical & surgical hospitals*	*19*	*14*	*462.7*	*.3221*	*96*
San Diego	**All mfg.**	**545**	**160**	**8,383.0**	**.3872**	**85**
2091	Canned & cured seafoods	1	1	238.8	8.6597	100
2711	Newspapers	15	6	277.0	1.1475	88
3511	Turbines & turbine-generator set units	1	1	138.9	4.9436	100
3534	Elevators & moving stairways	5	1	50.0	7.4173	85
3573	Electronic computing equipment	27	15	1,127.4	2.4364	94
3651	Radio & TV receiving sets	1	1	136.8	1.6769	100
3662	Radio & TV communication equipment	33	12	823.6	2.2092	87
3679	Electronic components n.e.c.	18	6	177.4	1.1269	81
3721	Aircraft	3	1	660.7	1.9213	97
3724	Aircraft engines & engine parts	3	2	215.0	1.3076	98
3728	Aircraft equipment n.e.c.	11	10	641.7	6.1905	100
3731	Ship building & repairing	10	8	208.9	2.3099	96
3732	Boat building & repairing	11	4	82.1	3.7511	80
3761	Guided missiles & space vehicles	1	1	699.0	6.8305	100
3825	Electricity-measuring instruments	12	3	95.3	1.4510	51
3841	Surgical & medical instruments	5	2	195.8	5.5273	95
3851	Ophthalmic goods	3	2	50.6	4.6602	97
4931	*Electric & other services combined*	*2*	*1*	*1,479.3*	*2.5299*	*99*
7011	*Hotels, motels, & tourist courts*	*48*	*11*	*304.4*	*1.8609*	*81*
8062	*General medical & surgical hospitals*	*31*	*26*	*839.8*	*.5847*	*98*
San Francisco	**All mfg.**	**555**	**76**	**3,824.9**	**.1767**	**56**
1629	*Heavy construction n.e.c.*	*12*	*8*	*938.5*	*2.9701*	*98*
2051	Bread, cake, & related products	15	3	131.5	.9759	78
2086	Bottled & canned soft drinks	4	3	146.8	.8399	98
2711	Newspapers	23	7	412.8	1.7101	88
2752	Lithographic commercial printing	35	5	267.5	1.5977	46
3429	Hardware n.e.c.	4	1	132.6	1.8765	94

HE WROTE THE BOOK ON COOPERATIVE ADVERTISING

NOW HE TEACHES THE COURSE AT AMA!

ED CRIMMINS, columnist, author and Chairman of Crimmins Co-op Marketing is typical of the course leaders at American Management Association. Leaders in every sense. Thinkers and DOERS.
In just two days at AMA's course on COOPERATIVE ADVERTISING, Ed Crimmins will show you how to make co-op a profitable part of your marketing plan. Maximize the effectiveness of your co-op budget. Minimize risks and problems. Keep firm control of co-op dollars, and much, much more.

Any questions?

Ask the expert. That's what he's here for. And for more information about the course, contact Charlotte T. Cooney, Program Director, at AMA Headquarters in New York—

(212) 586-8100

Or use the coupon or the Reader Service Card.

American Management Association
Att: Gene Patterson, Marketing Manager, 135 West 50th St., New York, NY 10020

☐ **YES** I'd like to have my questions answered about COOPERATIVE ADVERTISING! Please send me a full course outline and schedule.

☐ Also send absolutely FREE AMA's SALES & MARKETING EXECUTIVES' PROFESSIONAL DEVELOPMENT CATALOG, which describes over 48 courses lead by masters in my field!

Name _____
Title _____
Company _____
Address _____
City/State/Zip _____
Tel. No. ( ) _____

5-6084

Circle No. 101 on Reader Service Card

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.) 1984 (Est.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
CALIFORNIA (San Francisco, cont.)						
3731	Ship building & repairing	9	4	123.3	1.3656	90
4923	*Gas transmission & distribution*	*1*	*1*	*549.5*	*3.3147*	*100*
4931	*Electric & other services combined*	*2*	*2*	*5,622.3*	*9.6153*	*100*
5081	*Commercial-equipment wholesalers*	*28*	*4*	*307.7*	*1.6670*	*40*
5084	*Industrial-machinery distributors*	*26*	*2*	*376.4*	*.9138*	*38*
5085	*Industrial-supply distributors*	*27*	*1*	*352.3*	*.9444*	*38*
6025	*National banks, federal reserve system*	*9*	*8*	*13,576.0*	*12.9634*	*100*
7011	*Hotels, motels, & tourist courts*	*57*	*20*	*283.5*	*1.7332*	*80*
7374	*Data-processing services*	*21*	*4*	*65.9*	*1.1740*	*54*
8062	*General medical & surgical hospitals*	*25*	*21*	*911.6*	*.6347*	*99*
8221	*Colleges & universities n.e.c.*	*9*	*3*	*49.6*	*.2554*	*70*
San Joaquin	**All mfg.**	**143**	**56**	**2,432.6**	**.1124**	**81**
2033	Canned fruits & vegetables	13	11	611.3	6.1997	98
3231	Products of purchased glass	1	1	104.0	3.5062	100
8062	*General medical & surgical hospitals*	*9*	*7*	*183.5*	*.1278*	*96*
San Luis Obispo	**All mfg.**	**20**	**4**	**277.9**	**.0128**	**16**
8062	*General medical & surgical hospitals*	*7*	*5*	*94.2*	*.0656*	*92*
San Mateo	**All mfg.**	**285**	**64**	**2,553.8**	**.1180**	**67**
2711	Newspapers	11	3	107.7	.4462	69
2851	Paints & allied products	6	3	168.6	1.7732	91
3662	Radio & TV communication equipment	8	5	238.6	.6400	95
8062	*General medical & surgical hospitals*	*9*	*7*	*223.6*	*.1557*	*97*
Santa Barbara	**All mfg.**	**102**	**26**	**1,043.7**	**.0482**	**67**
3662	Radio & TV communication equipment	6	3	286.6	.7688	94
3679	Electronic components n.e.c.	7	5	64.9	.4122	93
8062	*General medical & surgical hospitals*	*10*	*9*	*149.1*	*.1038*	*98*
Santa Clara	**All mfg.**	**983**	**383**	**25,544.3**	**1.1799**	**89**
2033	Canned fruits & vegetables	16	14	529.8	5.3731	99
2034	Dehydrated fruits, vegetables, & soups	9	7	237.2	13.9079	98
2084	Wines, brandy, & brandy spirits	13	3	267.6	10.0840	71
2711	Newspapers	11	6	176.4	.7308	92
2752	Lithographic commercial printing	16	4	177.9	1.0626	56
2834	Pharmaceutical preparations	3	3	196.0	1.0271	100
3489	Ordnance & accessories n.e.c.	1	1	264.1	16.2503	100
3559	Special-industry machinery n.e.c.	8	3	69.1	1.3651	73
3573	Electronic computing equipment	138	73	6,810.9	14.7191	94
3599	Machinery, except electrical, n.e.c.	26	1	73.6	.7284	11
3661	Telephone & telegraph apparatus	9	6	1,110.8	6.0845	99
3662	Radio & TV communication equipment	55	22	1,424.9	3.8222	84
3671	Electron tubes	5	4	244.7	7.7144	96
3674	Semiconductors & related devices	62	38	4,198.3	28.3057	97
3679	Electronic components n.e.c.	116	55	1,595.6	10.1354	86
3693	X-ray apparatus & tubes	6	4	178.9	4.6063	89
3711	Motor vehicles & passenger-car bodies	1	1	477.5	.3713	100
3724	Aircraft engines & engine parts	1	1	162.4	.9877	100
3728	Aircraft equipment n.e.c.	2	1	97.1	.9367	95
3761	Guided missiles & space vehicles	1	1	2,351.0	22.9736	100
3811	Engineering & scientific instruments	23	10	199.8	6.3702	88
3825	Electricity-measuring instruments	33	15	813.8	12.3908	88
3832	Optical instruments & lenses	14	5	131.3	3.7747	65
3841	Surgical & medical instruments	8	2	65.8	1.8575	64
3861	Photographic equipment & supplies	12	5	301.1	1.5191	68
5065	*Electronic-parts wholesalers*	*32*	*5*	*1,037.0*	*4.4770*	*46*
5081	*Commercial-equipment wholesalers*	*20*	*5*	*392.2*	*2.1248*	*59*
7011	*Hotels, motels, & tourist courts*	*17*	*1*	*38.3*	*.2341*	*31*
7372	*Computer programming & software*	*54*	*25*	*534.0*	*5.0828*	*84*
7374	*Data-processing services*	*17*	*8*	*150.2*	*2.6757*	*85*
8062	*General medical & surgical hospitals*	*13*	*13*	*682.8*	*.4754*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*90.5*	*.4660*	*97*
Santa Cruz	**All mfg.**	**59**	**20**	**1,022.2**	**.0472**	**82**
1611	*Highway & street construction*	*1*	*1*	*181.3*	*.8115*	*100*
2033	Canned fruits & vegetables	4	2	93.6	.9493	91
2037	Frozen fruits & vegetables	4	3	211.7	4.0104	98
3662	Radio & TV communication equipment	2	1	123.5	.3313	92
8062	*General medical & surgical hospitals*	*3*	*3*	*59.0*	*.0411*	*100*
Shasta	**All mfg.**	**21**	**5**	**275.7**	**.0127**	**77**
2492	Particleboard	1	1	36.3	5.5505	100
8062	*General medical & surgical hospitals*	*4*	*3*	*52.9*	*.0368*	*96*
Sierra	**All mfg.**	**3**	**1**	**54.8**	**.0025**	**72**
Siskiyou	**All mfg.**	**10**		**45.4**	**.0021**	**0**
Solano	**All mfg.**	**22**	**13**	**679.2**	**.0314**	**65**
2034	Dehydrated fruits, vegetables, & soups	1	1	90.0	5.2770	100
8062	*General medical & surgical hospitals*	*7*	*6*	*125.6*	*.0874*	*98*
Sonoma	**All mfg.**	**87**	**28**	**780.8**	**.0361**	**66**
2084	Wines, brandy, & brandy spirits	15	3	252.9	9.5301	53
8062	*General medical & surgical hospitals*	*10*	*7*	*182.0*	*.1267*	*94*
Stanislaus	**All mfg.**	**85**	**29**	**1,489.0**	**.0688**	**83**
2033	Canned fruits & vegetables	8	7	241.3	2.4472	98
2038	Frozen food specialties	2	2	179.9	3.5896	100
2084	Wines, brandy, & brandy spirits	2	1	286.8	10.8076	96
8062	*General medical & surgical hospitals*	*9*	*5*	*117.3*	*.0817*	*91*
Sutter	**All mfg.**	**9**	**2**	**62.3**	**.0029**	**71**
Tehama	**All mfg.**	**7**	**2**	**117.1**	**.0064**	**78**
2421	General sawmills & planing mills	3	2	94.3	.7178	96
Trinity	**All mfg.**	**5**		**19.3**	**.0009**	**0**
Tulare	**All mfg.**	**73**	**21**	**693.2**	**.0320**	**67**
8062	*General medical & surgical hospitals*	*7*	*7*	*62.0*	*.0432*	*100*
Tuolumne	**All mfg.**	**7**	**1**	**67.5**	**.0031**	**64**
Ventura	**All mfg.**	**121**	**36**	**1,856.1**	**.0857**	**78**
3079	Miscellaneous plastics products	6	3	78.7	.2539	85
3573	Electronic computing equipment	7	2	170.9	.3693	73
3679	Electronic components n.e.c.	9	3	93.9	.5965	78
3724	Aircraft engines & engine parts	1	1	259.7	1.5795	100
3842	Surgical appliances & supplies	2	1	80.3	1.5406	93
8062	*General medical & surgical hospitals*	*14*	*10*	*263.9*	*.1837*	*93*
Yolo	**All mfg.**	**34**	**10**	**651.7**	**.0301**	**83**
2033	Canned fruits & vegetables	2	2	139.2	1.4117	100
Yuba	**All mfg.**	**9**	**2**	**48.0**	**.0022**	**58**
STATE TOTAL	**All mfg.**	**11,783**	**3,305**	**171,508.6**	**7.9222**	**81**

COLORADO

Adams	**All mfg.**	**119**	**24**	**1,578.3**	**.0729**	**72**
8062	*General medical & surgical hospitals*	*3*	*3*	*134.4*	*.0936*	*100*
Alamosa	**All mfg.**	**3**		**7.7**	**.0004**	**0**
Arapahoe	**All mfg.**	**154**	**26**	**935.2**	**.0432**	**55**
2741	Miscellaneous publishing	3	2	71.5	2.4046	97
3841	Surgical & medical instruments	7	4	64.5	1.8208	92
8062	*General medical & surgical hospitals*	*2*	*2*	*58.3*	*.0406*	*100*
Archuleta	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Baca	**All mfg.**	**1**		**15.3**	**.0007**	**0**
Bent	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Boulder	**All mfg.**	**195**	**43**	**2,759.0**	**.1274**	**80**
3573	Electronic computing equipment	7	4	384.6	.8312	92
3679	Electronic components n.e.c.	11	3	74.6	.4739	65
3861	Photographic equipment & supplies	1	1	1,038.4	5.2388	100
8062	*General medical & surgical hospitals*	*4*	*3*	*52.9*	*.0368*	*93*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*97.0*	*.4995*	*100*
Chaffee	**All mfg.**	**3**		**10.3**	**.0005**	**0**
Conejos	**All mfg.**	**6**		**10.1**	**.0005**	**0**
Costilla	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Crowley	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Custer	**All mfg.**	**1**		**7.4**	**.0003**	**0**
Delta	**All mfg.**	**11**	**1**	**62.8**	**.0029**	**20**
Denver	**All mfg.**	**599**	**109**	**5,361.4**	**.2476**	**62**
1311	*Crude petroleum & natural gas*	*127*	*2*	*2,230.0*	*4.7476*	*11*
1381	*Oil- & gas-well drilling services*	*26*	*5*	*174.8*	*3.9914*	*56*
1382	*Oil- & gas-field exploration services*	*90*	*2*	*213.3*	*8.2216*	*11*
1629	*Heavy construction n.e.c.*	*3*	*1*	*128.7*	*.4073*	*92*
2051	Bread, cake, & related products	13	6	108.5	.8052	80
2329	Men's & boys' clothing n.e.c.	10	4	25.1	1.6950	75
2711	Newspapers	9	2	202.1	.8372	89
2752	Lithographic commercial printing	27	3	199.6	1.1922	43
3041	Rubber & plastic hose & belting	1	1	71.9	3.4518	100
3079	Miscellaneous plastics products	26	2	103.0	.3323	30
3161	Luggage	1	1	129.7	19.3294	100
3532	Mining machinery	11	3	88.7	4.2693	73
3661	Telephone & telegraph apparatus	2	1	302.3	1.6559	99
3728	Aircraft equipment n.e.c.	3	2	143.4	1.3834	98
3761	Guided missiles & space vehicles	1	1	190.6	1.8625	100
3825	Electricity-measuring instruments	3	3	146.4	2.2291	100
4011	*Line-haul-operating railroads*	*3*	*3*	*199.0*	*1.2662*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,405.4*	*2.4035*	*100*
5084	*Industrial-machinery distributors*	*37*		*320.5*	*.7781*	*0*
6025	*National banks, federal reserve system*	*18*	*5*	*667.5*	*.6374*	*93*
7011	*Hotels, motels, & tourist courts*	*28*	*11*	*135.1*	*.8259*	*78*
8062	*General medical & surgical hospitals*	*20*	*19*	*898.8*	*.6258*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*67.4*	*.3471*	*92*
Douglas	**All mfg.**	**7**	**1**	**33.0**	**.0015**	**44**
Eagle	**All mfg.**	**4**	**1**	**25.2**	**.0012**	**58**
El Paso	**All mfg.**	**127**	**33**	**1,822.6**	**.0842**	**81**
3573	Electronic computing equipment	3	3	304.6	.6583	100
3662	Radio & TV communication equipment	5	4	283.0	.7591	97
3674	Semiconductors & related devices	6	5	217.4	1.4657	96
3825	Electricity-measuring instruments	2	1	218.6	3.3284	99
8062	*General medical & surgical hospitals*	*6*	*6*	*139.4*	*.0971*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*56.5*	*.2910*	*93*
Fremont	**All mfg.**	**15**	**3**	**130.2**	**.0060**	**47**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

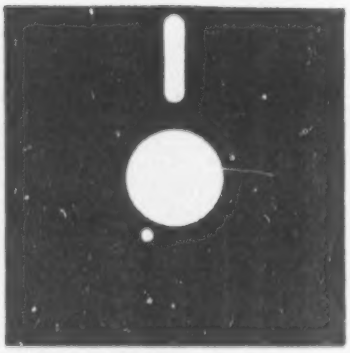
County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Garfield	**All mfg.**	**6**		**23.5**	**.0011**	**0**
Gilpin	**All mfg.**	**1**		**5.3**	**.0002**	**0**
Grand	**All mfg.**	**3**		**16.7**	**.0008**	**0**
Gunnison	**All mfg.**	**3**		**8.7**	**.0004**	**0**
Jackson	**All mfg.**	**1**	**1**	**21.4**	**.0010**	**100**
Jefferson	**All mfg.**	**185**	**18**	**2,269.7**	**.1048**	**87**
2082	Malt beverages	1	1	1,135.1	9.3153	100
3264	Porcelain electrical supplies	1	1	*52.6*	*8.2952*	100
3411	Metal cans	2	2	178.0	1.8494	100
3483	Ammunition, except small-arms, n.e.c.	2	1	135.7	9.8555	99
3842	Surgical appliances & supplies	5	2	84.5	1.6212	91
8062	*General medical & surgical hospitals*	*2*	*2*	*50.9*	*.0354*	*100*
Kiowa	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Lake	**All mfg.**	**1**		**12.9**	**.0006**	**0**
La Plata	**All mfg.**	**15**	**3**	**81.0**	**.0037**	**55**
Larimer	**All mfg.**	**93**	**17**	**885.1**	**.0409**	**68**
3574	Calculating & accounting machines	1	1	122.7	6.0890	100
3811	Engineering & scientific instruments	1	1	70.4	2.2445	100
Las Animas	**All mfg.**	**5**		**30.3**	**.0014**	**0**
Lincoln	**All mfg.**	**2**		**9.6**	**.0004**	**0**
Logan	**All mfg.**	**17**	**2**	**198.2**	**.0092**	**67**
Mesa	**All mfg.**	**44**	**12**	**657.4**	**.0304**	**80**
8062	*General medical & surgical hospitals*	*6*	*4*	*58.2*	*.0405*	*93*
Mineral	**All mfg.**	**1**		**6.1**	**.0003**	**0**
Moffat	**All mfg.**	**3**		**18.4**	**.0008**	**0**
Montezuma	**All mfg.**	**9**	**1**	**39.3**	**.0018**	**37**
Montrose	**All mfg.**	**8**	**2**	**115.6**	**.0053**	**85**
Morgan	**All mfg.**	**10**	**3**	**243.3**	**.0112**	**86**
Otero	**All mfg.**	**10**	**1**	**64.3**	**.0030**	**45**
Phillips	**All mfg.**	**2**		**10.2**	**.0005**	**0**
Pitkin	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Prowers	**All mfg.**	**11**	**2**	**59.5**	**.0027**	**29**
Pueblo	**All mfg.**	**40**	**7**	**602.4**	**.0278**	**78**
3312	Blast furnaces & steel mills	1	1	358.5	.8129	100
8062	*General medical & surgical hospitals*	*3*	*3*	*159.5*	*.1110*	*100*
Rio Grande	**All mfg.**	**9**		**55.5**	**.0026**	**0**
Routt	**All mfg.**	**3**		**9.4**	**.0004**	**0**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
San Miguel	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Sedgwick	**All mfg.**	**1**	**1**	**29.5**	**.0014**	**100**
Summit	**All mfg.**	**1**		**3.1**	**.0001**	**0**
Teller	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Washington	**All mfg.**	**3**		**23.3**	**.0011**	**0**
Weld	**All mfg.**	**58**	**18**	**1,007.7**	**.0465**	**76**
3661	Photographic equipment & supplies	1	1	230.8	1.1644	100
4912	*Nuclear power*	*2*	*2*	*538.3*	*2.2874*	*100*
STATE TOTAL	**All mfg.**	**1,719**	**329**	**19,290.0**	**.8910**	**71**

CONNECTICUT

Fairfield	**All mfg.**	**1,108**	**294**	**12,899.2**	**.5954**	**78**
1629	*Heavy construction n.e.c.*	*8*	*2*	*377.7*	*1.1953*	*93*
2051	Bread, cake, & related products	12	4	387.7	2.8772	95
2342	Brassieres, girdles, & allied garments	5	2	70.1	10.5939	96
2711	Newspapers	22	4	154.4	.6396	59
2721	Periodicals	30	5	262.3	2.3039	55
2731	Book publishing	8	2	151.1	1.8787	88
2751	Letterpress commercial printing	34	3	45.4	.8510	32
2844	Toilet preparations	5	1	259.8	2.7903	93
3069	Fabricated rubber products n.e.c.	13	6	59.9	1.0130	82
3079	Miscellaneous plastics products	43	8	153.7	.4959	48
3292	Asbestos products	2	1	94.0	9.2040	98
3357	Nonferrous-wire drawing & insulating	8	2	284.9	3.0755	87
3429	Hardware n.e.c.	9	3	101.7	1.4392	75
3469	Metal stampings n.e.c.	11	4	77.7	1.0681	81
3471	Plating & polishing	19	4	42.2	1.8933	41
3482	Small-arms ammunition	1	1	72.2	8.0896	100
3511	Turbines & turbine-generator set units	2	1	61.6	2.1924	94
3519	Internal-combustion engines n.e.c.	1	1	148.4	1.2459	100
3541	Metal-cutting machine tools	12	5	188.1	4.0166	91
3544	Special dies, tools, jigs, & fixtures	27	1	35.7	.8820	15
3562	Ball & roller bearings	5	3	128.9	3.6471	96
3573	Electronic computing equipment	27	8	518.9	1.1214	75
3579	Office machines n.e.c.	3	2	481.1	8.4076	99
3634	Electric housewares & fans	6	3	136.4	3.3844	92

THE DISKETTE DEBATE: WHAT DO YOU THINK?



Sales & Marketing Management and Trinet, preparers of the data for the *Survey of Industrial & Commercial Buying Power*, have been examining the possibility of producing the *Survey* on diskette for our readers who now use personal computers. If you would like us to make these statistics available in a format compatible with most spreadsheet and demographic analysis software, we'd like to hear from you. For more information on this and other industrial data on diskette, please contact Trinet, at 1-800-TRINET1. In New Jersey, call 201-267-3600

—THE EDITORS

KNOW THY SELF.

Managers: New MSA Wall Map defines your exact market. 44" x 30"

Includes all U.S. markets, towns of 25M and up. Laminated surface can be marked, wiped clean. Also in paper. Essential for new or test markets, sales strategies, overview. Use coupon or call (718) 784-0055.

American Map Corporation

46-35 54th Road, Maspeth, NY 11378

Send ___ copies of laminated MSA Wall Map at $40 ea.; or ___ in paper at $15 ea. Add $3 p&h.

Send ___ copies ADI Wall map showing TV coverage. Specify lam. or paper. Same prices, p&h as MSA.

☐ Check encl. ☐ Bill company. NY res. + sales tax. Min. order for Co. billing $50; orders for less require check in full amount incl. p&h.

P.O.# _____

Company _____ ( ) Phone

Address

City/State/Zip

Your name

SMM 4/85

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
CONNECTICUT (Fairfield, cont.)						
3643	Current-carrying wiring devices	10	8	255.2	7.7123	99
3662	Radio & TV communication equipment	27	6	328.0	.8798	76
3679	Electronic components n.e.c.	28	10	164.7	1.0462	76
3721	Aircraft	2	2	1,553.0	4.5162	100
3724	Aircraft engines & engine parts	3	2	664.2	4.0397	99
3811	Engineering & scientific instruments	12	4	57.6	1.8364	74
3829	Measuring & controlling devices n.e.c.	11	7	88.2	4.5949	90
3832	Optical instruments & lenses	8	4	389.6	11.2006	96
3841	Surgical & medical instruments	12	5	166.6	4.7030	88
3861	Photographic equipment & supplies	9	4	350.8	1.7698	91
6025	*National banks, federal reserve system*	*6*	*4*	*394.8*	*.3770*	*98*
7372	*Computer programming & software*	*15*	*4*	*218.7*	*2.0816*	*88*
8062	*General medical & surgical hospitals*	*14*	*12*	*481.7*	*.3354*	*99*
Hartford	**All mfg.**	**1,020**	**219**	**11,395.7**	**.5264**	**80**
1629	*Heavy construction n.e.c.*	*3*	*1*	*771.4*	*2.4413*	*99*
2621	Paper mills, except building paper	3	2	186.5	.7781	97
2711	Newspapers	15	4	132.1	.5472	74
2751	Letterpress commercial printing	32	7	54.5	1.0216	62
2752	Lithographic commercial printing	14	5	192.6	1.1504	72
3079	Miscellaneous plastics products	35	5	132.1	.4262	40
3316	Cold-rolled steel sheet, strip, & bars	3	2	81.6	3.1809	97
3423	Hand & edge tools n.e.c.	8	3	100.6	3.0608	85
3429	Hardware n.e.c.	11	3	341.5	4.8328	92
3451	Screw-machine products	37	4	117.4	5.0840	51
3452	Bolts, nuts, rivets, & washers	11	4	84.1	1.7590	76
3484	Small arms	2	2	137.3	10.6674	100
3494	Valves & pipe fittings	8	4	106.2	1.0689	82
3495	Wire springs	27	7	188.5	16.9759	73
3541	Metal-cutting machine tools	20	2	77.7	1.6592	48
3544	Special dies, tools, jigs, & fixtures	41		47.0	1.1612	0
3545	Machine-tool accessories	28	8	156.5	4.6111	70
3559	Special-industry machinery n.e.c.	13	2	70.3	1.3888	72
3562	Ball & roller bearings	8	6	491.3	13.9009	99
3599	Machinery, except electrical, n.e.c.	55	6	178.3	1.7645	42
3613	Switchgear & switchboard apparatus	7	3	183.0	3.7257	96
3622	Industrial controls	8	3	129.1	2.7786	89
3679	Electronic components n.e.c.	12	2	95.3	.6054	73
3714	Motor-vehicle parts & accessories	1	1	147.2	.2719	100
3724	Aircraft engines & engine parts	18	9	3,540.0	21.5304	98
3728	Aircraft equipment n.e.c.	13	7	687.2	6.6294	96
3824	Fluid meters & counting devices	3	1	72.6	6.9654	87
4931	*Electric & other services combined*	*3*	*2*	*1,049.1*	*1.7942*	*99*
6025	*National banks, federal reserve system*	*7*	*3*	*816.9*	*.7800*	*97*
8062	*General medical & surgical hospitals*	*13*	*13*	*685.5*	*.4773*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*78.0*	*.4017*	*95*
Litchfield	**All mfg.**	**208**	**56**	**1,729.5**	**.0799**	**76**
3562	Ball & roller bearings	3	3	154.8	4.3799	100
3964	Needles, pins, & fasteners	5	2	56.7	6.8215	89
8062	*General medical & surgical hospitals*	*5*	*4*	*55.7*	*.0388*	*97*
Middlesex	**All mfg.**	**190**	**45**	**1,305.5**	**.0603**	**71**
3079	Miscellaneous plastics products	11	4	92.8	.2994	84
3728	Aircraft equipment n.e.c.	3	2	82.5	.7959	92
4912	*Nuclear power*	*1*	*1*	*388.2*	*1.6496*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*107.1*	*.0746*	*100*
New Haven	**All mfg.**	**1,069**	**248**	**9,304.6**	**.4298**	**74**
1611	*Highway & street construction*	*10*	*2*	*206.6*	*.9248*	*88*
2335	Women's & misses' dresses	17	7	50.3	1.2008	66
2711	Newspapers	16	8	249.3	1.0328	90
2751	Letterpress commercial printing	30	3	41.0	.7685	27
2821	Plastics materials & synthetic resins	5	3	377.0	1.8280	96
2899	Chemical preparations n.e.c.	8	4	123.3	1.8576	87
3079	Miscellaneous plastics products	40	6	217.9	.7030	57
3316	Cold-rolled steel sheet, strip, & bars	6	5	71.6	2.7911	96
3351	Copper rolling & drawing	7	6	347.7	6.9703	99
3357	Nonferrous-wire drawing & insulating	10	6	351.6	3.7956	95
3421	Cutlery	4	2	79.4	9.0043	88
3429	Hardware n.e.c.	12	7	173.2	2.4511	91
3451	Screw-machine products	43	8	107.0	4.6336	45
3452	Bolts, nuts, rivets, & washers	10	4	98.2	2.0539	83
3469	Metal stampings n.e.c.	28	7	165.4	2.2737	65
3484	Small arms	3	3	103.5	8.0413	100
3559	Special-industry machinery n.e.c.	12	4	114.6	2.2640	87
3599	Machinery, except electrical, n.e.c.	36		68.5	.6779	0
3621	Motors & generators	4	4	249.6	3.6323	100
3634	Electric housewares & fans	1	1	93.9	2.3299	100
3661	Telephone & telegraph apparatus	4	3	163.0	.8929	98
3662	Radio & TV communication equipment	13	4	166.5	.4466	69
3679	Electronic components n.e.c.	21	7	138.5	.8798	78
3714	Motor-vehicle parts & accessories	6	2	200.3	.3700	88
3724	Aircraft engines & engine parts	1	1	405.9	2.4687	100
3811	Engineering & scientific instruments	5	1	54.9	1.7504	86
3823	Industrial process-control instruments	5	2	71.3	1.7878	90
3829	Measuring & controlling devices n.e.c.	9	3	54.4	2.8341	77
3841	Surgical & medical instruments	11	4	101.0	2.8512	82
3873	Watches, clocks, & watchcases	1	1	178.2	13.9328	100
3914	Silverware & plated & stainless ware	7	3	98.9	14.8409	93
3951	Pens & mechanical pencils	1	1	97.7	9.8300	100
4911	*Electric services*	*8*	*1*	*391.8*	*.3770*	*70*
8062	*General medical & surgical hospitals*	*13*	*13*	*673.8*	*.4691*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*119.2*	*.6138*	*97*
New London	**All mfg.**	**143**	**44**	**2,906.7**	**.1343**	**90**
2819	Industrial inorganic chemicals n.e.c.	1	1	144.4	1.0548	100
2834	Pharmaceutical preparations	2	2	285.1	1.4941	100
3429	Hardware n.e.c.	1	1	83.1	1.1760	100
3731	Ship building & repairing	4	3	1,135.5	12.5557	100
4912	*Nuclear power*	*2*	*2*	*787.0*	*3.3442*	*100*
8062	*General medical & surgical hospitals*	*6*	*5*	*174.1*	*.1212*	*98*
Tolland	**All mfg.**	**55**	**9**	**304.5**	**.0141**	**56**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*64.6*	*.3327*	*100*
Windham	**All mfg.**	**103**	**38**	**1,117.0**	**.0516**	**82**
2284	Thread mills	2	2	106.7	13.9605	100
3069	Fabricated rubber products n.e.c.	5	4	53.2	.8997	97
3079	Miscellaneous plastics products	8	6	75.5	.2436	91
STATE TOTAL	**All mfg.**	**3,896**	**943**	**40,952.7**	**1.8917**	**78**

DELAWARE

Kent	**All mfg.**	**35**	**15**	**528.3**	**.0244**	**84**
2099	Food preparations n.e.c.	1	1	167.2	1.6981	100
8062	*General medical & surgical hospitals*	*3*	*3*	*63.2*	*.0440*	*100*
New Castle	**All mfg.**	**198**	**53**	**5,788.9**	**.3674**	**90**
1611	*Highway & street construction*	*16*	*4*	*183.3*	*.8205*	*65*
2819	Industrial inorganic chemicals n.e.c.	3	2	146.3	1.0687	97
2821	Plastics materials & synthetic resins	9	4	350.7	1.7005	83
3079	Miscellaneous plastics products	15	6	142.2	.4588	78
3711	Motor vehicles & passenger-car bodies	2	2	2,650.1	2.0604	100
4923	*Gas transmission & distribution*	*1*	*1*	*1,781.2*	*10.7446*	*100*
4931	*Electric & other services combined*	*2*	*1*	*759.5*	*1.2989*	*98*
6025	*National banks, federal reserve system*	*4*	*2*	*340.2*	*.3248*	*98*
8062	*General medical & surgical hospitals*	*9*	*8*	*325.0*	*.2263*	*99*
Sussex	**All mfg.**	**65**	**14**	**1,388.2**	**.0641**	**84**
2016	Poultry-dressing plants	4	3	217.2	2.2705	98
2824	Noncellulosic synthetic organic fibers	1	1	667.9	5.5490	100
8062	*General medical & surgical hospitals*	*5*	*5*	*101.6*	*.0707*	*100*
STATE TOTAL	**All mfg.**	**298**	**82**	**7,705.4**	**.3559**	**88**

DISTRICT OF COLUMBIA

District of Columbia	**All mfg.**	**155**	**29**	**2,092.5**	**.0967**	**80**
2711	Newspapers	6	2	337.7	1.3990	96
2721	Periodicals	34	7	635.9	5.5855	80
2741	Miscellaneous publishing	6	1	117.3	3.9448	88
2751	Letterpress commercial printing	8	1	171.8	3.2204	95
2752	Lithographic commercial printing	24	5	358.1	2.1389	77
4011	*Line-haul-operating railroads*	*3*	*3*	*188.3*	*1.1982*	*100*
4911	*Electric services*	*2*	*1*	*1,656.0*	*1.5935*	*98*
4924	*Natural-gas distribution*	*2*	*1*	*533.8*	*2.8917*	*96*
6025	*National banks, federal reserve system*	*13*	*6*	*754.9*	*.7208*	*93*
7011	*Hotels, motels, & tourist courts*	*33*	*10*	*293.7*	*1.7955*	*87*
7374	*Data-processing services*	*14*	*5*	*79.4*	*1.4144*	*77*
8062	*General medical & surgical hospitals*	*19*	*18*	*1,426.5*	*.9931*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*6*	*141.6*	*.7292*	*94*
STATE TOTAL	**All mfg.**	**155**	**29**	**2,092.5**	**.0967**	**80**

FLORIDA

Alachua	**All mfg.**	**46**	**10**	**436.8**	**.0197**	**64**
3691	Storage batteries	1	1	154.0	4.8659	100
8062	*General medical & surgical hospitals*	*5*	*5*	*174.8*	*.1217*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*150.1*	*.7730*	*100*
Baker	**All mfg.**	**4**		**15.4**	**.0007**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*50.7*	*.0353*	*94*
Bay	**All mfg.**	**43**	**14**	**512.3**	**.0237**	**79**
Bradford	**All mfg.**	**10**	**1**	**44.8**	**.0021**	**33**
Brevard	**All mfg.**	**156**	**41**	**2,241.6**	**.1035**	**81**
3573	Electronic computing equipment	9	1	207.6	.4486	67
3661	Telephone & telegraph apparatus	5	5	146.2	.8008	100
3662	Radio & TV communication equipment	13	10	597.4	1.6025	99
3674	Semiconductors & related devices	3	2	157.5	1.0619	98

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
3761	Guided missiles & space vehicles	12	9	510.8	4.9914	96
3769	Space-vehicle equipment n.e.c.	5	3	131.5	7.3374	94
7372	*Computer programming & software*	*9*	*5*	*104.9*	*.9985*	*88*
8062	*General medical & surgical hospitals*	*6*	*6*	*132.2*	*.0920*	*100*
Broward	**All mfg.**	**428**	**81**	**3,250.8**	**.1502**	**61**
1422	*Crushed- & broken-limestone quarrying*	*11*	*5*	*152.8*	*3.2957*	*86*
1611	*Highway & street construction*	*4*	*2*	*143.8*	*.6437*	*95*
2711	Newspapers	10	3	170.4	.7059	85
3079	Miscellaneous plastics products	21	3	110.6	.3568	49
3573	Electronic computing equipment	12	4	481.8	1.0412	90
3662	Radio & TV communication equipment	8	7	479.2	1.2854	99
3679	Electronic components n.e.c.	14	6	89.0	.5653	74
7011	*Hotels, motels, & tourist courts*	*35*	*3*	*87.4*	*.5343*	*42*
8062	*General medical & surgical hospitals*	*21*	*19*	*589.2*	*.4102*	*99*
Calhoun	**All mfg.**	**7**	**2**	**45.3**	**.0021**	**57**
Charlotte	**All mfg.**	**6**		**13.6**	**.0006**	**0**
Citrus	**All mfg.**	**6**	**1**	**20.5**	**.0009**	**18**
4912	*Nuclear power*	*1*	*1*	*359.2*	*1.5264*	*100*
Clay	**All mfg.**	**23**	**2**	**115.2**	**.0053**	**29**
Collier	**All mfg.**	**18**	**1**	**48.1**	**.0022**	**17**
Columbia	**All mfg.**	**18**	**4**	**156.1**	**.0072**	**74**
Dade	**All mfg.**	**954**	**196**	**6,093.5**	**.2815**	**62**
1623	*Pipe- & utility-line construction*	*8*	*2*	*90.6*	*1.1574*	*75*
2026	Fluid milk	5	4	197.5	1.1384	95
2051	Bread, cake, & related products	14	5	120.3	.8928	71
2321	Men's & boys' shirts & nightwear	16	2	36.6	.9407	31
2335	Women's & misses' dresses	42	4	90.5	2.1604	33
2339	Women's & misses' outerwear n.e.c.	34	2	76.8	1.6360	23
2369	Girls' & children's outerwear n.e.c.	18	5	34.7	3.9693	52
2711	Newspapers	12	3	173.5	.7188	82
2752	Lithographic commercial printing	19	3	131.5	.7854	36
2834	Pharmaceutical preparations	5	1	145.1	.7604	84
3021	Rubber & plastic footwear	4	4	99.3	14.4457	100
3079	Miscellaneous plastics products	31	3	113.0	.3646	32
3171	Women's handbags & purses	9	6	41.1	9.4853	88
3272	Concrete products n.e.c.	19	2	56.8	1.6784	37
3442	Metal doors, sash, & trim	30	12	194.0	3.8510	72
3444	Sheet-metal work	20	3	59.8	.8971	29
3661	Telephone & telegraph apparatus	2	1	223.5	1.2242	96
3693	X-ray apparatus & tubes	1	1	195.9	5.0440	100
3732	Boat building & repairing	20	5	108.0	4.9344	69
3825	Electricity-measuring instruments	3	2	100.1	1.5241	95
3841	Surgical & medical instruments	7	3	113.5	3.2040	95
4911	*Electric services*	*2*	*2*	*1,661.7*	*1.5990*	*100*
6025	*National banks, federal reserve system*	*42*	*8*	*501.2*	*.4786*	*61*
7011	*Hotels, motels, & tourist courts*	*67*	*16*	*249.0*	*1.5222*	*68*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,154.9*	*.8041*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*65.1*	*.3352*	*92*
De Soto	**All mfg.**	**3**	**1**	**16.5**	**.0008**	**71**
8062	*General medical & surgical hospitals*	*2*	*2*	*51.8*	*.0361*	*100*
Dixie	**All mfg.**	**4**	**2**	**30.4**	**.0014**	**61**
Duval	**All mfg.**	**284**	**62**	**3,080.5**	**.1423**	**72**
2121	Cigars	1	1	62.6	15.4339	100
2631	Paperboard mills	2	2	226.2	1.7807	100
3731	Ship building & repairing	5	4	242.9	2.6858	99
4011	*Line-haul-operating railroads*	*2*	*1*	*771.8*	*4.9110*	*100*
6025	*National banks, federal reserve system*	*11*	*4*	*535.3*	*.5111*	*93*
8062	*General medical & surgical hospitals*	*13*	*12*	*662.8*	*.4615*	*100*
Escambia	**All mfg.**	**51**	**11**	**1,679.6**	**.0776**	**90**
2621	Paper mills, except building paper	1	1	188.4	.7860	100
2824	Noncellulosic synthetic organic fibers	1	1	1,049.4	8.7186	100
8062	*General medical & surgical hospitals*	*4*	*4*	*122.1*	*.0850*	*100*
Flagler	**All mfg.**	**2**	**1**	**17.2**	**.0008**	**55**
Franklin	**All mfg.**	**7**		**32.3**	**.0015**	**0**
Gadsden	**All mfg.**	**24**	**7**	**143.5**	**.0066**	**69**
8062	*General medical & surgical hospitals*	*2*	*2*	*131.9*	*.0918*	*100*
Gilchrist	**All mfg.**	**1**		**.8**	**.0000**	**0**
Gulf	**All mfg.**	**6**	**3**	**236.9**	**.0109**	**93**
Hamilton	**All mfg.**	**5**	**1**	**42.2**	**.0019**	**15**
Hardee	**All mfg.**	**8**	**2**	**48.3**	**.0022**	**42**
Hendry	**All mfg.**	**6**	**1**	**64.8**	**.0030**	**51**
Hernando	**All mfg.**	**16**	**3**	**116.5**	**.0054**	**75**
8062	*General medical & surgical hospitals*	*2*	*2*	*64.7*	*.0450*	*100*
Highlands	**All mfg.**	**18**	**3**	**77.9**	**.0036**	**34**
Hillsborough	**All mfg.**	**365**	**91**	**4,590.8**	**.2121**	**74**
2013	Sausages & other prepared meats	5	1	170.9	1.5467	82
2092	Fresh or frozen packaged seafoods	8	6	280.8	8.2989	98
2121	Cigars	10	5	61.6	15.1874	85
2874	Phosphatic fertilizers	5	4	1,036.1	18.3407	99
3411	Metal cans	4	3	160.4	1.6666	93
3662	Radio & TV communication equipment	5	3	272.3	.7304	98
3691	Storage batteries	2	2	157.7	4.9828	100
3731	Ship building & repairing	6	3	70.4	.7784	86
4911	*Electric services*	*3*	*2*	*867.0*	*.8343*	*98*
7011	*Hotels, motels, & tourist courts*	*23*		*41.0*	*.2507*	*0*
8062	*General medical & surgical hospitals*	*14*	*12*	*384.3*	*.2676*	*98*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*94.0*	*.4841*	*97*

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
Holmes	**All mfg.**	**6**	**3**	**28.4**	**.0013**	**76**
Indian River	**All mfg.**	**19**	**2**	**423.4**	**.0196**	**89**
3721	Aircraft	1	1	371.9	1.0815	100
Jackson	**All mfg.**	**20**	**6**	**127.8**	**.0059**	**49**
Jefferson	**All mfg.**	**4**		**33.2**	**.0015**	**0**
Lafayette	**All mfg.**	**2**		**7.6**	**.0004**	**0**
Lake	**All mfg.**	**47**	**9**	**349.7**	**.0162**	**63**
2037	Frozen fruits & vegetables	3	3	101.1	1.9152	100
Lee	**All mfg.**	**81**	**9**	**322.5**	**.0149**	**36**
8062	*General medical & surgical hospitals*	*2*	*2*	*59.8*	*.0416*	*100*
Leon	**All mfg.**	**43**	**6**	**184.2**	**.0085**	**40**
8062	*General medical & surgical hospitals*	*2*	*2*	*108.0*	*.0752*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*103.8*	*.5345*	*100*
Levy	**All mfg.**	**6**	**2**	**41.4**	**.0019**	**70**
Liberty	**All mfg.**	**2**	**1**	**12.6**	**.0006**	**81**
Madison	**All mfg.**	**8**	**4**	**160.0**	**.0074**	**89**
Manatee	**All mfg.**	**52**	**12**	**550.3**	**.0254**	**78**
2033	Canned fruits & vegetables	1	1	254.0	2.5760	100
8062	*General medical & surgical hospitals*	*2*	*2*	*79.3*	*.0552*	*100*
Marion	**All mfg.**	**73**	**14**	**620.8**	**.0287**	**56**
Martin	**All mfg.**	**22**	**5**	**238.3**	**.0110**	**78**
8062	*General medical & surgical hospitals*	*1*	*1*	*52.9*	*.0368*	*100*
Monroe	**All mfg.**	**7**		**31.5**	**.0015**	**0**
Nassau	**All mfg.**	**11**	**5**	**395.1**	**.0183**	**95**
Okaloosa	**All mfg.**	**30**	**8**	**305.5**	**.0141**	**77**
3662	Radio & TV communication equipment	3	3	167.2	.4485	100
8062	*General medical & surgical hospitals*	*5*	*5*	*70.5*	*.0491*	*100*
Okeechobee	**All mfg.**	**10**	**1**	**64.7**	**.0030**	**41**
Orange	**All mfg.**	**248**	**50**	**2,097.7**	**.0969**	**67**
2033	Canned fruits & vegetables	6	6	104.1	1.0558	100
2711	Newspapers	4	1	108.5	.4495	94
3679	Electronic components n.e.c.	4	3	64.2	.4078	98
3769	Space-vehicle equipment n.e.c.	1	1	236.1	13.1738	100
5081	*Commercial-equipment wholesalers*	*12*	*4*	*287.6*	*1.5581*	*73*
7011	*Hotels, motels, & tourist courts*	*34*	*9*	*167.5*	*1.0240*	*72*
8062	*General medical & surgical hospitals*	*9*	*9*	*332.7*	*.2316*	*100*
Osceola	**All mfg.**	**18**	**4**	**153.0**	**.0071**	**77**
7011	*Hotels, motels, & tourist courts*	*10*	*2*	*41.1*	*.2513*	*66*
Palm Beach	**All mfg.**	**188**	**34**	**2,860.5**	**.1321**	**82**
1623	*Pipe- & utility-line construction*	*7*	*3*	*172.0*	*2.1973*	*94*
2061	Raw cane sugar	6	6	349.4	23.3275	100
2711	Newspapers	7	2	83.0	.3438	86
3573	Electronic computing equipment	2	1	331.2	.7158	97
3679	Electronic components n.e.c.	6	5	98.0	.6225	97
3724	Aircraft engines & engine parts	2	1	1,146.1	6.9706	99
7011	*Hotels, motels, & tourist courts*	*15*	*3*	*250.7*	*1.5326*	*94*
8062	*General medical & surgical hospitals*	*13*	*12*	*277.9*	*.1935*	*99*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2379*	*100*
Pasco	**All mfg.**	**26**	**4**	**237.3**	**.0110**	**69**
2037	Frozen fruits & vegetables	3	2	149.2	2.8264	98
Pinellas	**All mfg.**	**379**	**76**	**2,842.5**	**.1313**	**68**
2711	Newspapers	5	2	130.3	.5398	93
2751	Letterpress commercial printing	12	3	52.6	.9860	82
3079	Miscellaneous plastics products	20	4	80.4	.2594	42
3662	Radio & TV communication equipment	12	3	645..	1.7304	94
3699	Electrical equipment & supplies n.e.c.	2	1	96.1	7.5302	97
3732	Boat building & repairing	9	4	76.4	3.4907	82
3825	Electricity-measuring instruments	6	4	260.9	3.9724	96
4911	*Electric services*	*1*	*1*	*701.2*	*.6747*	*100*
7011	*Hotels, motels, & tourist courts*	*37*	*2*	*71.6*	*.4377*	*40*
8062	*General medical & surgical hospitals*	*19*	*19*	*566.8*	*.3946*	*100*
Polk	**All mfg.**	**207**	**61**	**3,632.1**	**.1678**	**82**
2033	Canned fruits & vegetables	11	9	296.2	3.0040	97
2037	Frozen fruits & vegetables	11	8	358.5	6.7913	96
2819	Industrial inorganic chemicals n.e.c.	6	5	147.8	1.0797	96
2874	Phosphatic fertilizers	9	9	1,603.3	28.3810	100
3721	Aircraft	1	1	161.1	.4685	100
7011	*Hotels, motels, & tourist courts*	*11*	*1*	*36.6*	*.2238*	*61*
8062	*General medical & surgical hospitals*	*7*	*5*	*250.4*	*.1743*	*96*
Putnam	**All mfg.**	**19**	**7**	**500.4**	**.0231**	**90**
2621	Paper mills, except building paper	1	1	172.8	.7210	100
St. Johns	**All mfg.**	**17**	**6**	**133.2**	**.0062**	**68**
St. Lucie	**All mfg.**	**26**	**7**	**167.2**	**.0077**	**66**
Santa Rosa	**All mfg.**	**7**	**4**	**284.3**	**.0131**	**92**
Sarasota	**All mfg.**	**98**	**23**	**550.3**	**.0254**	**69**
3662	Radio & TV communication equipment	5	3	134.3	.3602	93
8062	*General medical & surgical hospitals*	*3*	*3*	*108.7*	*.0757*	*100*
Seminole	**All mfg.**	**81**	**14**	**600.6**	**.0277**	**51**
3661	Telephone & telegraph apparatus	2	1	121.3	.6644	91
3679	Electronic components n.e.c.	8	4	94.1	.5977	91
Sumter	**All mfg.**	**7**	**2**	**88.2**	**.0041**	**67**
Suwannee	**All mfg.**	**9**	**2**	**130.1**	**.0060**	**75**
Taylor	**All mfg.**	**16**	**3**	**241.4**	**.0112**	**80**
2611	Pulp mills	1	1	168.6	4.6048	100
Union	**All mfg.**	**4**	**1**	**16.3**	**.0008**	**22**
Volusia	**All mfg.**	**65**	**20**	**457.7**	**.0211**	**71**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
FLORIDA (Volusia, cont.)						
7011	*Hotels, motels, & tourist courts*	*54*	*5*	*118.2*	*.7226*	*54*
8062	*General medical & surgical hospitals*	*8*	*8*	*118.9*	*.0828*	*100*
Wakulla	**All mfg.**	**5**	**1**	**52.9**	**.0024**	**69**
Walton	**All mfg.**	**9**	**2**	**106.7**	**.0049**	**61**
Washington	**All mfg.**	**4**		**12.8**	**.0006**	**0**
STATE TOTAL	**All mfg.**	**4,395**	**949**	**42,224.7**	**1.9504**	**71**
GEORGIA						
Appling	**All mfg.**	**12**	**4**	**53.8**	**.0025**	**48**
4912	*Nuclear power*	*2*	*2*	*930.5*	*3.9540*	*100*
Atkinson	**All mfg.**	**8**	**2**	**38.7**	**.0018**	**64**
Bacon	**All mfg.**	**8**	**2**	**110.9**	**.0051**	**64**
Baker	**All mfg.**	**1**	**1**	**5.3**	**.0002**	**100**
Baldwin	**All mfg.**	**15**	**9**	**314.9**	**.0145**	**93**
8062	*General medical & surgical hospitals*	*2*	*2*	*164.2*	*.1143*	*100*
Banks	**All mfg.**	**8**	**2**	**246.1**	**.0114**	**94**
2016	Poultry-dressing plants	1	1	209.0	2.1848	100
Barrow	**All mfg.**	**23**	**14**	**284.3**	**.0131**	**91**
Bartow	**All mfg.**	**40**	**17**	**705.3**	**.0326**	**84**
2272	Tufted carpets & rugs	12	6	332.5	4.9526	85
Ben Hill	**All mfg.**	**22**	**7**	**178.8**	**.0083**	**73**
Berrien	**All mfg.**	**6**	**2**	**62.9**	**.0029**	**81**
2211	Cotton-weaving mills	1	1	36.4	.6637	100
Bibb	**All mfg.**	**110**	**40**	**1,428.3**	**.0660**	**76**
8062	*General medical & surgical hospitals*	*5*	*4*	*132.7*	*.0924*	*98*
Bleckley	**All mfg.**	**6**	**2**	**74.0**	**.0034**	**82**
Brantley	**All mfg.**	**2**	**1**	**6.2**	**.0003**	**79**
Brooks	**All mfg.**	**4**	**3**	**43.7**	**.0020**	**98**
Bryan	**All mfg.**	**5**	**2**	**22.7**	**.0010**	**52**
Bulloch	**All mfg.**	**22**	**6**	**167.5**	**.0077**	**63**
Burke	**All mfg.**	**14**	**6**	**117.0**	**.0054**	**69**
Butts	**All mfg.**	**7**	**4**	**39.9**	**.0018**	**88**
Calhoun	**All mfg.**	**5**	**1**	**35.6**	**.0016**	**15**
Camden	**All mfg.**	**8**	**3**	**231.2**	**.0107**	**93**
Candler	**All mfg.**	**5**	**1**	**17.8**	**.0008**	**29**
Carroll	**All mfg.**	**45**	**21**	**960.7**	**.0444**	**93**
2311	Men's & boys' suits & coats	3	3	86.5	2.6886	100
3357	Nonferrous-wire drawing & insulating	1	1	477.3	5.1525	100
Catoosa	**All mfg.**	**4**	**2**	**285.4**	**.0132**	**99**
2272	Tufted carpets & rugs	1	1	272.9	4.0731	100
Charlton	**All mfg.**	**4**	**1**	**14.5**	**.0007**	**29**
Chatham	**All mfg.**	**90**	**34**	**2,342.3**	**.1082**	**87**
2631	Paperboard mills	2	2	247.8	1.9507	100
2643	Bags, except textile bags	2	1	413.7	6.0672	98
3715	Truck trailers	1	1	116.5	3.6942	100
4011	*Line-haul-operating railroads*	*2*	*1*	*92.3*	*.5873*	*98*
6025	*National banks, federal reserve system*	*4*	*3*	*314.1*	*.2999*	*77*
8062	*General medical & surgical hospitals*	*4*	*3*	*154.0*	*.1072*	*98*
Chattahoochee	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Chattooga	**All mfg.**	**11**	**6**	**262.6**	**.0121**	**97**
2211	Cotton-weaving mills	1	1	81.1	1.4787	100
Cherokee	**All mfg.**	**18**	**4**	**140.5**	**.0065**	**77**
Clarke	**All mfg.**	**56**	**23**	**615.4**	**.0284**	**83**
2017	Poultry & egg processing	2	2	41.8	2.9507	100
3612	Transformers	1	1	53.3	1.7225	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*189.3*	*.9748*	*100*
Clay	**All mfg.**	**2**		**5.7**	**.0003**	**0**
Clayton	**All mfg.**	**54**	**12**	**440.1**	**.0203**	**65**
Clinch	**All mfg.**	**3**	**1**	**163.8**	**.0076**	**95**
3411	Metal cans	1	1	154.8	1.6084	100
Cobb	**All mfg.**	**101**	**35**	**2,398.5**	**.1108**	**88**
1611	*Highway & street construction*	*4*	*2*	*126.2*	*.5649*	*91*
3721	Aircraft	1	1	1,674.8	4.8704	100
Coffee	**All mfg.**	**22**	**3**	**266.9**	**.0123**	**70**
2016	Poultry-dressing plants	2	2	178.9	1.8701	100
Colquitt	**All mfg.**	**32**	**15**	**331.9**	**.0153**	**76**
2328	Men's & boys' work clothing	2	2	60.3	1.2397	100
Columbia	**All mfg.**	**10**	**3**	**80.9**	**.0037**	**51**
Cook	**All mfg.**	**8**	**4**	**67.8**	**.0031**	**86**
Coweta	**All mfg.**	**26**	**14**	**435.2**	**.0201**	**89**
3354	Aluminum extruded products	1	1	155.0	5.0640	100
Crawford	**All mfg.**	**2**		**15.5**	**.0007**	**0**
Crisp	**All mfg.**	**24**	**4**	**129.8**	**.0060**	**40**
Dade	**All mfg.**	**6**	**1**	**35.6**	**.0016**	**26**
Dawson	**All mfg.**	**2**	**1**	**8.7**	**.0004**	**70**
Decatur	**All mfg.**	**24**	**8**	**218.6**	**.0101**	**65**
De Kalb	**All mfg.**	**391**	**89**	**5,755.9**	**.2659**	**80**
2099	Food preparations n.e.c.	7	3	157.4	1.5986	87
2649	Converted paper products n.e.c.	3	1	106.8	3.6269	97
2711	Newspapers	4	1	167.3	.6931	94
2752	Lithographic commercial printing	15	3	209.8	1.2531	74
2842	Polishes & sanitation goods	10	7	308.0	6.6737	94
3079	Miscellaneous plastics products	23	5	133.2	.4298	63
3613	Switchgear & switchboard apparatus	9	4	82.8	1.6857	67
3644	Non-current-carrying wiring devices	2	1	165.1	5.6870	98
3711	Motor vehicles & passenger-car bodies	1	1	1,790.7	1.3922	100
4911	*Electric services*	*2*	*1*	*2,532.1*	*2.4365*	*99*
5084	*Industrial-machinery distributors*	*28*	*1*	*398.7*	*.2679*	*39*
6025	*National banks, federal reserve system*	*6*	*2*	*380.9*	*.3637*	*96*
7011	*Hotels, motels, & tourist courts*	*33*	*6*	*132.2*	*.8082*	*64*
7374	*Data-processing services*	*10*	*1*	*59.4*	*1.0582*	*79*
8062	*General medical & surgical hospitals*	*11*	*10*	*468.7*	*.3263*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*2*	*69.2*	*.3564*	*77*
Dodge	**All mfg.**	**5**	**3**	**75.1**	**.0035**	**93**
Dooly	**All mfg.**	**5**	**4**	**77.2**	**.0036**	**97**
Dougherty	**All mfg.**	**50**	**16**	**1,496.7**	**.0691**	**87**
2082	Malt beverages	1	1	315.3	2.5875	100
2283	Wool-yarn mills	1	1	28.0	7.6545	100
2647	Sanitary paper products	1	1	386.7	3.6874	100
3011	Tires & inner tubes	1	1	244.0	2.1936	100
8062	*General medical & surgical hospitals*	*2*	*2*	*63.0*	*.0439*	*100*
Douglas	**All mfg.**	**11**	**1**	**31.9**	**.0015**	**39**
Early	**All mfg.**	**8**	**3**	**268.2**	**.0124**	**88**
Echols	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Effingham	**All mfg.**	**6**	**2**	**38.9**	**.0018**	**38**
Elbert	**All mfg.**	**39**	**7**	**123.2**	**.0057**	**51**
3281	Cut stone & stone products	28	1	21.8	5.5940	11
Emanuel	**All mfg.**	**19**	**9**	**107.2**	**.0050**	**68**
Evans	**All mfg.**	**11**	**2**	**108.1**	**.0050**	**67**
Fannin	**All mfg.**	**3**	**1**	**30.7**	**.0014**	**80**
Fayette	**All mfg.**	**21**	**7**	**163.9**	**.0076**	**67**
Floyd	**All mfg.**	**58**	**20**	**991.7**	**.0458**	**79**
2221	Synthetics- & silk-weaving mills	1	1	141.1	1.5552	100
2281	Yarn-spinning mills, except wool	1	1	105.4	2.1820	100
3612	Transformers	1	1	69.6	2.2492	100
8062	*General medical & surgical hospitals*	*4*	*3*	*86.0*	*.0599*	*95*
Forsyth	**All mfg.**	**10**	**2**	**57.6**	**.0027**	**52**
Franklin	**All mfg.**	**16**	**7**	**83.8**	**.0039**	**60**
Fulton	**All mfg.**	**350**	**93**	**5,167.3**	**.2387**	**81**
1611	*Highway & street construction*	*12*	*2*	*144.0*	*.6446*	*73*
2026	Fluid milk	4	3	191.3	1.1027	97
2051	Bread, cake, & related products	8	2	76.4	.5670	76
2052	Cookies & crackers	3	2	190.5	3.9249	96
2321	Men's & boys' shirts & nightwear	1	1	34.8	.8945	100
2751	Letterpress commercial printing	16	2	52.6	.9860	68
3221	Glass containers	1	1	95.1	2.0592	100
3312	Blast furnaces & steel mills	1	1	162.9	.3694	100
3711	Motor vehicles & passenger-car bodies	2	2	1,948.2	1.5147	100
4911	*Electric services*	*4*	*2*	*404.9*	*.3896*	*85*
5081	*Commercial-equipment wholesalers*	*11*	*1*	*403.4*	*2.1855*	*82*
7011	*Hotels, motels, & tourist courts*	*36*	*9*	*235.1*	*1.4373*	*82*
7372	*Computer programming & software*	*10*	*3*	*86.9*	*.8271*	*72*
7374	*Data-processing services*	*21*	*6*	*118.0*	*2.1021*	*75*
8062	*General medical & surgical hospitals*	*14*	*9*	*374.5*	*.2607*	*95*
Gilmer	**All mfg.**	**12**	**8**	**180.3**	**.0083**	**86**
Glascock	**All mfg.**	**3**	**1**	**10.2**	**.0005**	**45**
Glynn	**All mfg.**	**32**	**11**	**590.6**	**.0273**	**83**
2631	Paperboard mills	2	2	237.0	1.8657	100
Gordon	**All mfg.**	**48**	**17**	**606.4**	**.0280**	**71**
2272	Tufted carpets & rugs	22	9	465.5	6.9477	74
Grady	**All mfg.**	**12**	**5**	**167.3**	**.0077**	**83**
Greene	**All mfg.**	**14**	**3**	**59.9**	**.0028**	**49**
Gwinnett	**All mfg.**	**93**	**16**	**857.1**	**.0396**	**68**
3357	Nonferrous-wire drawing & insulating	1	1	373.7	4.0342	100
Habersham	**All mfg.**	**25**	**10**	**299.0**	**.0138**	**83**
Hall	**All mfg.**	**74**	**31**	**1,002.2**	**.0463**	**82**
2016	Poultry-dressing plants	7	5	310.6	3.2468	96
2211	Cotton-weaving mills	3	3	73.2	1.3346	100
Hancock	**All mfg.**	**3**		**7.0**	**.0003**	**0**
Haralson	**All mfg.**	**19**	**8**	**226.7**	**.0105**	**74**
2311	Men's & boys' suits & coats	3	3	84.6	2.6295	100
Harris	**All mfg.**	**5**	**2**	**32.2**	**.0015**	**64**
Hart	**All mfg.**	**14**	**7**	**180.3**	**.0083**	**92**
Heard	**All mfg.**	**3**	**2**	**37.4**	**.0017**	**95**
Henry	**All mfg.**	**16**	**5**	**99.8**	**.0046**	**70**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County / SIC	Industry		Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Houston		**All mfg.**	**11**	**6**	**183.8**	**.0685**	**94**
Irwin		**All mfg.**	**6**	**3**	**38.8**	**.0018**	**69**
Jackson		**All mfg.**	**12**	**9**	**113.2**	**.0852**	**87**
Jasper		**All mfg.**	**8**	**4**	**45.4**	**.0021**	**87**
Jeff Davis		**All mfg.**	**10**	**6**	**93.4**	**.0043**	**53**
2299	Textile goods n.e.c.		1	1	34.4	10.5006	100
Jefferson		**All mfg.**	**23**	**9**	**163.7**	**.0076**	**76**
Jenkins		**All mfg.**	**7**	**3**	**43.8**	**.0020**	**51**
8062	*General medical & surgical hospitals*		*1*	*1*	*51.8*	*.0430*	*100*
Johnson		**All mfg.**	**10**	**3**	**52.8**	**.0024**	**44**
Jones		**All mfg.**	**1**	**1**	**16.4**	**.0008**	**100**
Lamar		**All mfg.**	**7**	**3**	**122.3**	**.0056**	**86**
2254	Knit-underwear mills		1	1	49.2	4.9642	100
Lanier		**All mfg.**	**1**	**1**	**2.5**	**.0001**	**100**
Laurens		**All mfg.**	**27**	**10**	**316.2**	**.0146**	**79**
2231	Wool-fabric weaving & finishing mills		1	1	38.8	4.2905	100
8062	*General medical & surgical hospitals*		*3*	*2*	*52.6*	*.0366*	*92*
Lee		**All mfg.**	**1**	**1**	**10.7**	**.0005**	**100**
Liberty		**All mfg.**	**5**	**2**	**88.4**	**.0041**	**84**
Lincoln		**All mfg.**	**4**	**2**	**21.8**	**.0010**	**47**
Long		**All mfg.**	**1**		**2.9**	**.0001**	**0**
Lowndes		**All mfg.**	**37**	**9**	**614.9**	**.0284**	**77**
Lumpkin		**All mfg.**	**4**	**2**	**47.7**	**.0022**	**83**
McDuffie		**All mfg.**	**15**	**3**	**67.5**	**.0031**	**42**
McIntosh		**All mfg.**	**4**	**1**	**29.2**	**.0013**	**27**
Macon		**All mfg.**	**11**	**4**	**118.8**	**.0055**	**79**
Madison		**All mfg.**	**5**	**4**	**28.7**	**.0013**	**84**
Marion		**All mfg.**	**2**	**1**	**23.4**	**.0011**	**86**
Meriwether		**All mfg.**	**17**	**5**	**201.4**	**.0093**	**76**
3079	Miscellaneous plastics products		1	1	53.6	.2897	100
Miller		**All mfg.**	**1**		**1.6**	**.0001**	**0**
Mitchell		**All mfg.**	**18**	**8**	**136.1**	**.0063**	**62**
Monroe		**All mfg.**	**18**	**7**	**99.7**	**.0046**	**87**
Montgomery		**All mfg.**	**5**	**3**	**30.5**	**.0014**	**89**
Morgan		**All mfg.**	**10**	**4**	**86.8**	**.0040**	**85**
Murray		**All mfg.**	**19**	**7**	**207.7**	**.0096**	**61**
Muscogee		**All mfg.**	**83**	**34**	**1,408.4**	**.0651**	**87**
1611	*Highway & street construction*		*8*	*3*	*192.7*	*.8626*	*90*
2065	Confectionery products		1	1	121.2	1.7738	100
2211	Cotton-weaving mills		5	4	138.5	2.5252	98
2221	Synthetics- & silk-weaving mills		1	1	171.4	1.8892	100
2281	Yarn-spinning mills, except wool		3	3	61.0	1.2628	100
8062	*General medical & surgical hospitals*		*3*	*2*	*94.1*	*.0655*	*96*
Newton		**All mfg.**	**17**	**6**	**315.6**	**.0146**	**85**
Oconee		**All mfg.**	**4**		**6.8**	**.0003**	**0**
Oglethorpe		**All mfg.**	**4**	**1**	**13.5**	**.0006**	**30**
Paulding		**All mfg.**	**7**	**1**	**24.1**	**.0011**	**34**
Peach		**All mfg.**	**7**	**3**	**169.3**	**.0078**	**45**
Pickens		**All mfg.**	**6**	**4**	**36.9**	**.0017**	**82**
Pierce		**All mfg.**	**6**	**1**	**26.3**	**.0012**	**41**
Pike		**All mfg.**	**1**	**1**	**8.7**	**.0004**	**100**
Polk		**All mfg.**	**21**	**11**	**338.4**	**.0156**	**85**
Pulaski		**All mfg.**	**6**	**4**	**56.4**	**.0026**	**82**
Putnam		**All mfg.**	**7**	**2**	**80.3**	**.0037**	**57**
Rabun		**All mfg.**	**8**	**4**	**205.4**	**.0095**	**94**
Randolph		**All mfg.**	**8**	**2**	**38.7**	**.0018**	**48**
Richmond		**All mfg.**	**94**	**30**	**1,344.9**	**.0621**	**79**
1611	*Highway & street construction*		*3*	*2*	*130.8*	*.5855*	*98*
2211	Cotton-weaving mills		2	2	43.8	.7986	100
8062	*General medical & surgical hospitals*		*6*	*5*	*294.7*	*.2052*	*99*
Rockdale		**All mfg.**	**29**	**11**	**363.0**	**.0168**	**79**
3646	Commercial electric lighting fixtures		1	1	137.1	7.0207	100
Schley		**All mfg.**	**6**	**1**	**28.7**	**.0013**	**54**
Screven		**All mfg.**	**9**	**4**	**113.0**	**.0052**	**84**
Seminole		**All mfg.**	**5**		**12.9**	**.0006**	**0**
Spalding		**All mfg.**	**39**	**13**	**357.8**	**.0165**	**75**
2211	Cotton-weaving mills		5	4	126.4	2.3046	98
Stephens		**All mfg.**	**29**	**11**	**322.3**	**.0149**	**79**
2284	Thread mills		1	1	106.7	13.9635	100
Stewart		**All mfg.**	**6**	**1**	**26.0**	**.0012**	**43**
Sumter		**All mfg.**	**31**	**7**	**300.0**	**.0139**	**70**
Taliaferro		**All mfg.**	**2**		**2.4**	**.0001**	**0**
Tattnall		**All mfg.**	**9**	**2**	**33.0**	**.0015**	**36**
Taylor		**All mfg.**	**3**	**1**	**31.1**	**.0014**	**80**
Telfair		**All mfg.**	**9**	**4**	**143.3**	**.0066**	**82**
2328	Men's & boys' work clothing		1	1	65.7	1.3508	100
Terrell		**All mfg.**	**4**	**4**	**93.8**	**.0043**	**100**
Thomas		**All mfg.**	**37**	**10**	**580.9**	**.0268**	**78**
2011	Meat-packing plants		1	1	330.5	.7201	100
Tift		**All mfg.**	**28**	**8**	**261.8**	**.0121**	**58**
Toombs		**All mfg.**	**19**	**4**	**102.6**	**.0047**	**50**
Towns		**All mfg.**	**3**		**5.3**	**.0002**	**0**
Treutlen		**All mfg.**	**2**		**11.3**	**.0005**	**0**
Troup		**All mfg.**	**59**	**23**	**589.2**	**.0272**	**78**
2211	Cotton-weaving mills		4	4	44.6	.8132	100
Turner		**All mfg.**	**5**	**3**	**54.9**	**.0025**	**93**
Twiggs		**All mfg.**	**5**	**2**	**63.7**	**.0029**	**90**
Union		**All mfg.**	**4**	**1**	**17.9**	**.0008**	**58**
Upson		**All mfg.**	**15**	**9**	**412.6**	**.0190**	**87**
2296	Tire cord & fabric		2	2	239.8	21.6621	100
Walker		**All mfg.**	**39**	**17**	**398.0**	**.0184**	**85**
Walton		**All mfg.**	**20**	**10**	**211.2**	**.0098**	**82**
Ware		**All mfg.**	**35**	**6**	**192.3**	**.0089**	**29**
Warren		**All mfg.**	**5**	**4**	**65.8**	**.0030**	**97**
Washington		**All mfg.**	**18**	**7**	**90.9**	**.0042**	**54**
Wayne		**All mfg.**	**19**	**5**	**237.9**	**.0110**	**81**
2611	Pulp mills		1	1	171.9	4.6949	100
Webster		**All mfg.**	**2**		**9.1**	**.0004**	**0**
Wheeler		**All mfg.**	**1**	**1**	**7.5**	**.0003**	**100**
White		**All mfg.**	**7**	**4**	**39.3**	**.0018**	**84**
Whitfield		**All mfg.**	**137**	**47**	**2,382.2**	**.1100**	**84**
2211	Cotton-weaving mills		4	2	37.4	.6819	87
2272	Tufted carpets & rugs		55	26	1,961.5	29.2757	90
Wilcox		**All mfg.**	**1**		**6.0**	**.0003**	**0**
Wilkes		**All mfg.**	**12**	**6**	**88.3**	**.0041**	**76**
Wilkinson		**All mfg.**	**7**	**2**	**16.8**	**.0008**	**44**
Worth		**All mfg.**	**10**	**3**	**61.6**	**.0028**	**54**
STATE TOTAL		**All mfg.**	**2,496**	**1,160**	**47,161.1**	**2.1784**	**80**

HAWAII

Hawaii		**All mfg.**	**32**	**10**	**422.5**	**.0195**	**77**
2061	Raw cane sugar		5	5	209.9	14.0139	100
Honolulu		**All mfg.**	**251**	**45**	**2,623.7**	**.1212**	**73**
2033	Canned fruits & vegetables		4	2	498.4	5.0547	99
2061	Raw cane sugar		2	2	134.7	8.9932	100
2339	Women's & misses' outerwear n.e.c.		25	4	81.0	1.7255	59
2711	Newspapers		9	3	96.0	.3977	69
4911	*Electric services*		*1*	*1*	*583.5*	*.5615*	*100*
7011	*Hotels, motels, & tourist courts*		*46*	*16*	*389.8*	*2.3830*	*86*
8062	*General medical & surgical hospitals*		*12*	*11*	*413.3*	*.2877*	*99*
Kauai		**All mfg.**	**12**	**4**	**249.5**	**.0115**	**81**
2061	Raw cane sugar		4	4	202.0	13.4814	100
Maui		**All mfg.**	**27**	**4**	**350.0**	**.0162**	**76**
2061	Raw cane sugar		3	2	190.4	12.7120	98
7011	*Hotels, motels, & tourist courts*		*11*	*5*	*40.0*	*.2445*	*80*
STATE TOTAL		**All mfg.**	**322**	**63**	**3,645.7**	**.1684**	**74**

IDAHO

Ada		**All mfg.**	**66**	**14**	**1,022.6**	**.0472**	**78**
1623	*Pipe- & utility-line construction*		*2*	*1*	*127.7*	*1.6314*	*98*
1629	*Heavy construction n.e.c.*		*3*	*1*	*1,286.9*	*4.0727*	*99*
3573	Electronic computing equipment		1	1	417.5	.9023	100
4911	*Electric services*		*3*	*1*	*390.4*	*.3757*	*97*
6025	*National banks, federal reserve system*		*2*	*2*	*363.3*	*.3469*	*100*
8062	*General medical & surgical hospitals*		*3*	*3*	*65.5*	*.0456*	*100*
Adams		**All mfg.**	**2**	**1**	**11.2**	**.0005**	**77**
Bannock		**All mfg.**	**18**	**7**	**686.5**	**.0317**	**92**
3532	Mining machinery		1	1	49.2	2.3681	100
Bear Lake		**All mfg.**	**2**		**8.6**	**.0004**	**0**
Bonneville		**All mfg.**	**8**	**2**	**62.6**	**.0029**	**59**
Bingham		**All mfg.**	**11**	**5**	**198.8**	**.0092**	**83**
2034	Dehydrated fruits, vegetables, & soups		4	4	139.4	8.1736	100
Blaine		**All mfg.**	**1**	**1**	**8.4**	**.0004**	**100**
Boise		**All mfg.**	**1**	**1**	**12.0**	**.0006**	**100**
Bonner		**All mfg.**	**14**	**5**	**90.1**	**.0042**	**65**
Bonneville		**All mfg.**	**30**	**9**	**202.9**	**.0094**	**53**
Boundary		**All mfg.**	**1**	**1**	**12.8**	**.0006**	**100**
Camas		**All mfg.**	**1**		**3.0**	**.0001**	**0**
Canyon		**All mfg.**	**43**	**14**	**464.7**	**.0307**	**68**
2034	Dehydrated fruits, vegetables, & soups		2	1	141.6	8.3026	95
Caribou		**All mfg.**	**3**	**2**	**186.9**	**.0086**	**96**
Cassia		**All mfg.**	**9**	**3**	**168.8**	**.0078**	**91**
2037	Frozen fruits & vegetables		1	1	101.2	1.9171	100
Clearwater		**All mfg.**	**7**	**1**	**97.7**	**.0045**	**51**
Elmore		**All mfg.**	**1**		**6.0**	**.0003**	**0**
Franklin		**All mfg.**	**3**	**1**	**13.9**	**.0006**	**59**
Fremont		**All mfg.**	**2**		**7.3**	**.0003**	**0**
Gem		**All mfg.**	**3**	**2**	**45.2**	**.0021**	**84**
Gooding		**All mfg.**	**1**		**24.8**	**.0011**	**0**
Idaho		**All mfg.**	**5**	**2**	**51.4**	**.0024**	**58**
Jefferson		**All mfg.**	**3**	**2**	**93.9**	**.0043**	**72**
Jerome		**All mfg.**	**6**	**3**	**113.7**	**.0053**	**91**
Kootenai		**All mfg.**	**23**	**11**	**295.9**	**.0137**	**81**
2421	General sawmills & planing mills		6	6	115.1	.8761	100

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
IDAHO (cont.)						
Latah	**All mfg.**	7	1	35.2	.0016	34
Lemhi	**All mfg.**	1		7.3	.0003	0
Lewis	**All mfg.**	2		4.2	.0002	0
Lincoln	**All mfg.**	1		13.0	.0006	0
Madison	**All mfg.**	5	4	50.3	.0023	87
Minidoka	**All mfg.**	9	3	191.6	.0089	85
2037	Frozen fruits & vegetables	1	1	101.2	1.9171	100
Nez Perce	**All mfg.**	14	8	351.0	.0162	93
Payette	**All mfg.**	4	1	51.8	.0024	64
Power	**All mfg.**	3	1	85.5	.0039	89
Shoshone	**All mfg.**	8	3	129.3	.0060	82
Twin Falls	**All mfg.**	22	9	447.8	.0207	62
Valley	**All mfg.**	1	1	8.6	.0004	100
Washington	**All mfg.**	2	1	20.1	.0009	83
STATE TOTAL	**All mfg.**	355	118	5,484.6	.2533	77
ILLINOIS						
Adams	**All mfg.**	51	17	630.3	.0304	85
2048	Prepared feeds n.e.c.	3	2	278.7	3.0158	99
3499	Fabricated metal products n.e.c.	2	2	69.5	1.4486	100
3662	Radio & TV communication equipment	2	2	125.0	.3353	100
8062	*General medical & surgical hospitals*	*2*	*2*	*61.8*	*.0430*	*100*
Alexander	**All mfg.**	11	4	221.0	.0102	91
Bond	**All mfg.**	8	2	81.6	.0038	73
Boone	**All mfg.**	20	7	1,935.8	.0894	98
3711	Motor vehicles & passenger-car bodies	1	1	1,790.7	1.3922	100
Brown	**All mfg.**	3		28.2	.0013	0
Bureau	**All mfg.**	33	9	274.2	.0127	74
Carroll	**All mfg.**	11	4	98.0	.0045	67
Cass	**All mfg.**	10	2	180.4	.0083	81
Champaign	**All mfg.**	63	23	1,267.0	.0585	89
2079	Shortening & cooking oils n.e.c.	2	2	624.4	14.0167	100
8062	*General medical & surgical hospitals*	*6*	*4*	*118.2*	*.0823*	*94*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*76.2*	*.3924*	*100*
Christian	**All mfg.**	23	9	362.1	.0167	74
Clark	**All mfg.**	12	4	164.5	.0076	83
Clay	**All mfg.**	12	3	86.2	.0040	55
Clinton	**All mfg.**	10	2	47.6	.0022	41
Coles	**All mfg.**	49	23	777.3	.0359	83
Cook	**All mfg.**	6,258	1,675	70,102.3	3.2381	77
1211	*Bituminous coal & lignite mining*	*4*	*2*	*331.9*	*1.5247*	*96*
1611	*Highway & street construction*	*34*	*15*	*468.9*	*2.0989*	*79*
1622	*Bridge & tunnel construction*	*9*	*4*	*233.2*	*3.0792*	*87*
1623	*Pipe- & utility-line construction*	*19*	*10*	*219.3*	*2.8016*	*84*
1629	*Heavy construction n.e.c.*	*29*	*13*	*735.6*	*2.3280*	*85*
2011	Meat-packing plants	50	18	1,934.5	4.2151	79
2013	Sausages & other prepared meats	47	21	751.1	6.7977	80
2033	Canned fruits & vegetables	17	9	198.9	2.0172	83
2035	Pickles, sauces, & salad dressings	16	2	211.4	5.1121	47
2046	Wet corn milling	2	1	581.5	12.5698	99
2051	Bread, cake, & related products	53	27	880.0	6.3081	89
2052	Cookies & crackers	13	7	618.5	12.7431	95
2065	Confectionery products	44	19	1,262.7	18.4797	91
2067	Chewing gum	1	1	106.0	21.8872	100
2086	Bottled & canned soft drinks	17	9	440.9	2.5224	92
2087	Flavoring extracts & syrups n.e.c.	19	2	508.7	12.4507	66
2099	Food preparations n.e.c.	48	17	590.1	5.9932	69
2291	Felt goods, except woven felts & hats	10	3	49.9	22.4371	80
2335	Women's & misses' dresses	18	4	68.2	1.6281	66
2392	House furnishings n.e.c.	23	6	131.8	4.4778	52
2399	Fabricated textile products n.e.c.	19	3	50.0	4.1112	51
2431	Millwork	31	2	109.2	2.0605	40
2499	Wood products n.e.c.	35	6	112.5	3.1017	51
2511	Wood household furniture	21	3	70.4	1.0474	46
2512	Upholstered wood household furniture	17	3	62.7	1.2553	45
2514	Metal household furniture	17	10	163.2	8.1498	89
2515	Mattresses & bedsprings	19	6	129.3	5.0672	70
2541	Wood partitions & fixtures	18	4	113.0	6.0190	69
2542	Metal partitions & fixtures	17	4	151.0	5.9599	69
2621	Paper mills, except building paper	10	5	191.2	.7977	84
2641	Paper coating & glazing	27	15	435.9	7.0406	82
2642	Envelopes	15	7	148.0	7.5024	82
2643	Bags, except textile bags	18	5	183.5	2.6912	64
2645	Die-cut paper & board	15	3	92.3	6.6051	48
2649	Converted paper products n.e.c.	27	6	110.3	3.7457	50
2651	Folding paperboard boxes	37	12	269.0	6.7922	69
2653	Corrugated & solid fiber boxes	60	24	650.4	5.4267	72
2654	Sanitary food containers	6	4	324.9	10.7125	97
2711	Newspapers	48	14	702.3	2.9094	83
2721	Periodicals	97	9	912.0	8.0106	52
2731	Book publishing	33	19	605.0	7.5222	89
2741	Miscellaneous publishing	31	15	257.9	8.6733	84
2751	Letterpress commercial printing	189	32	573.9	10.7577	69
2752	Lithographic commercial printing	160	32	1,334.0	7.9677	52
2753	Engraving & plate printing	15	5	42.6	10.8480	75
2761	Manifold business forms	17	7	441.4	7.1515	90
2771	Greeting-card publishing	14	4	174.2	6.9245	71
2782	Blankbooks & looseleaf binders	20	7	163.4	6.7837	65
2789	Bookbinding & related work	28	7	83.2	8.9704	60
2791	Typesetting	36	4	102.4	10.2441	40
2793	Photoengraving	16	4	32.2	11.5536	47
2819	Industrial inorganic chemicals n.e.c.	23	7	316.0	2.3083	73
2821	Plastics materials & synthetic resins	15	3	383.7	1.8605	55
2834	Pharmaceutical preparations	18	2	297.6	1.5596	68
2841	Soap & other detergents	21	2	390.1	4.0822	42
2842	Polishes & sanitation goods	43	6	309.3	6.7019	45
2844	Toilet preparations	29	12	825.4	8.8649	89
2851	Paints & allied products	66	19	1,017.0	10.6960	77
2869	Industrial organic chemicals n.e.c.	23	5	738.1	1.7548	60
2891	Adhesives & sealants	29	4	165.4	6.0137	40
2893	Printing ink	25	10	269.8	20.0237	73
2899	Chemical preparations n.e.c.	49	7	357.9	5.3920	38
2911	Petroleum refining	8	3	4,464.6	2.3835	89
2952	Asphalt felts & coatings	13	3	209.1	6.0488	63
3069	Fabricated rubber products n.e.c.	36	11	165.9	2.8056	65
3079	Miscellaneous plastics products	247	66	1,343.8	4.3357	61
3111	Leather tanning & finishing	8	5	72.3	4.7122	85
3143	Men's nonathletic footwear	2	2	107.7	5.7572	100
3161	Luggage	15	3	46.9	6.9896	46
3229	Pressed & blown glass n.e.c.	11	3	94.1	2.4935	79
3231	Products of purchased glass	25	7	158.7	5.3503	63
3272	Concrete products n.e.c.	24	5	81.1	2.3965	59
3273	Ready-mixed concrete	11	3	89.9	1.2871	72
3291	Abrasive products	13	5	212.7	6.1015	77
3293	Gaskets, packing, & sealing devices	18	6	321.4	16.2775	89
3312	Blast furnaces & steel mills	28	13	2,296.4	5.2071	96
3315	Steel wire & related products	9	4	110.4	4.8279	82
3316	Cold-rolled steel sheet, strip, & bars	43	16	233.2	9.0906	71
3317	Steel pipe & tubes	13	6	113.6	2.9589	83
3321	Gray-iron foundries	13	4	111.9	1.1601	67
3322	Malleable-iron foundries	2	2	45.8	8.3485	100
3325	Steel foundries n.e.c.	11	5	92.0	2.6188	88
3341	Secondary nonferrous metals	18	7	317.1	6.8119	76
3353	Aluminum sheet, plate, & foil	1	1	683.4	7.3741	100
3354	Aluminum extruded products	4	2	130.3	4.2571	92
3361	Aluminum foundries	31	11	199.8	5.9161	65
3362	Brass, bronze, & copper foundries	15	3	37.1	5.1039	47
3369	Nonferrous foundries n.e.c.	19	3	41.5	4.1814	49
3411	Metal cans	16	10	709.0	7.3666	94
3412	Metal shipping barrels, drums, & pails	14	3	112.0	9.5989	66
3423	Hand & edge tools n.e.c.	29	8	198.5	6.0395	70
3429	Hardware n.e.c.	44	12	337.7	4.7790	63
3432	Plumbing fittings & brass goods	10	5	100.0	6.2019	88
3433	Heating equipment, except electric	13	5	57.2	2.8134	74
3441	Fabricated structural metal	70	11	270.1	2.8164	45
3442	Metal doors, sash, & trim	45	7	138.5	2.7493	41
3443	Fabricated plate work (boiler shops)	32	3	141.9	1.2751	34
3444	Sheet-metal work	74	18	277.1	4.1568	61
3446	Architectural & ornamental metal work	14	4	88.8	7.0153	79
3449	Miscellaneous metal work	20	4	104.5	4.2725	41
3451	Screw-machine products	93	11	219.8	9.5184	32
3452	Bolts, nuts, rivets, & washers	71	17	428.5	8.9624	64
3462	Iron & steel forgings	48	15	482.8	11.4215	83
3465	Automotive stampings	3	2	866.1	8.7507	99
3466	Crowns & closures	10	5	165.7	19.6397	87
3469	Metal stampings n.e.c.	96	22	544.5	7.4852	62
3471	Plating & polishing	107	10	187.8	8.4257	26
3479	Metal coating & allied services n.e.c.	44	7	177.1	7.3073	45
3493	Steel springs, except wire	14	5	57.4	11.6053	72
3494	Valves & pipe fittings	26	11	328.3	3.3042	80
3495	Wire springs	16	6	123.0	11.0771	79
3496	Miscellaneous fabricated wire products	64	11	115.5	5.9459	40
3498	Fabricated pipe & fittings	18	3	105.7	3.4566	37
3499	Fabricated metal products n.e.c.	63	12	261.5	5.4503	52
3523	Farm machinery & equipment	7	3	84.6	.9096	84
3531	Construction machinery	12	6	667.3	4.7745	97
3535	Conveyors & conveying equipment	15	4	62.5	2.7000	56
3536	Hoists, industrial cranes, & monorails	5	2	61.5	5.3367	90
3537	Industrial trucks & tractors	15	7	87.0	4.6364	87

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
3541	Metal-cutting machine tools	38	10	171.8	3.6685	59
3542	Metal-forming machine tools	25	8	231.6	18.3868	85
3544	Special dies, tools, jigs, & fixtures	177	18	295.5	7.3010	34
3545	Machine-tool accessories	27	6	197.4	5.0161	76
3546	Power-driven hand tools	7	5	104.9	5.8923	95
3551	Food-products machinery	36	11	168.4	6.8140	62
3555	Printing-trades machinery	46	10	254.1	11.5763	59
3559	Special-industry machinery n.e.c.	40	13	173.8	3.4335	64
3561	Pumps & pumping equipment	38	10	239.0	4.0029	79
3563	Air & gas compressors	4	3	89.3	3.0136	97
3564	Blowers & exhaust & ventilation fans	18	4	57.0	3.1582	65
3566	Speed changers, drives, & gears	12	3	96.6	6.2266	70
3567	Industrial-process furnaces & ovens	17	5	85.7	8.8643	75
3568	Power-transmission equipment n.e.c.	23	10	129.8	6.5358	78
3569	General industrial machinery n.e.c.	41	14	264.9	7.1577	80
3573	Electronic computing equipment	11	5	216.5	.4679	83
3579	Office machines n.e.c.	27	14	704.7	12.3152	90
3585	Refrigeration & heating equipment	16	6	196.9	1.3708	80
3586	Measuring & dispensing pumps	3	1	187.7	31.3722	98
3589	Service-industry machinery n.e.c.	27	5	135.8	5.3025	60
3599	Machinery, except electrical, n.e.c.	188	16	576.5	5.7053	35
3612	Transformers	22	9	232.3	7.5071	83
3613	Switchgear & switchboard apparatus	32	11	381.0	7.7568	81
3621	Motors & generators	25	11	191.5	2.7568	82
3622	Industrial controls	21	10	234.1	5.0385	84
3632	Household refrigerators & freezers	2	2	335.0	9.3793	100
3636	Sewing machines	6	3	126.8	32.3965	96
3643	Current-carrying wiring devices	22	11	147.2	4.4485	83
3644	Non-current-carrying wiring devices	9	5	369.8	12.7381	94
3645	Residential electric lighting fixtures	21	6	124.0	9.2317	72
3646	Commercial electric lighting fixtures	11	4	177.0	9.0639	79
3648	Lighting equipment n.e.c.	21	7	118.3	8.8555	58
3651	Radio & TV receiving sets	28	13	1,020.4	12.5081	93
3661	Telephone & telegraph apparatus	9	6	2,481.8	13.5944	99
3662	Radio & TV communication equipment	41	15	756.0	2.0279	87
3671	Electron tubes	4	2	372.1	11.7308	97
3677	Electronic coils & transformers	20	9	117.2	10.3680	80
3678	Electronic connectors	6	6	493.3	14.4565	100
3679	Electronic components n.e.c.	65	19	636.2	4.0412	80
3693	X-ray apparatus & tubes	11	7	314.4	8.0952	92
3694	Engine electrical equipment	11	7	173.0	3.4882	93
3699	Electrical equipment & supplies n.e.c.	16	3	78.6	6.1589	50
3711	Motor vehicles & passenger-car bodies	3	3	1,740.9	1.3535	100
3714	Motor-vehicle parts & accessories	57	15	933.6	1.7245	72
3743	Railroad equipment	25	11	507.4	12.8625	93
3811	Engineering & scientific instruments	17	5	130.6	4.1639	76
3822	Environmental controls	11	6	124.6	6.7646	94
3825	Electricity-measuring instruments	21	9	292.7	4.4566	85
3829	Measuring & controlling devices n.e.c.	14	6	105.9	5.5171	78
3832	Optical instruments & lenses	17	3	115.2	3.3119	43
3841	Surgical & medical instruments	22	7	195.6	5.5217	79
3842	Surgical appliances & supplies	26	6	217.7	4.1767	71
3843	Dental equipment & supplies	19	7	176.6	12.7878	79
3851	Ophthalmic goods	11	4	36.7	3.3800	78
3861	Photographic equipment & supplies	50	14	1,316.0	6.6394	74
3931	Musical instruments & parts	18	4	115.7	9.3269	77
3944	Games, toys, & children's vehicles	19	9	261.4	5.1350	84
3949	Sporting & athletic goods n.e.c.	23	8	103.8	3.0554	66
3953	Marking devices	17	3	23.6	12.5666	52
3993	Signs & advertising displays	92	17	195.9	11.3922	54
3999	Manufactures n.e.c.	61	14	453.4	16.3505	83
4011	*Line-haul operating railroads*	*22*	*10*	*2,843.9*	*18.0958*	*99*
4911	*Electric services*	*3*	*2*	*3,563.4*	*3.4289*	*100*
4922	*Natural-gas transmission*	*3*	*3*	*708.6*	*3.5755*	*100*
4924	*Natural-gas distribution*	*9*	*1*	*1,165.1*	*6.3116*	*87*
5051	*Metals service centers & sales offices*	*122*	*19*	*7,219.3*	*12.0624*	*60*
5063	*Electrical-power-equipment wholesalers*	*91*	*7*	*1,724.4*	*4.4467*	*32*
5065	*Electronic-parts wholesalers*	*59*	*1*	*1,024.4*	*4.6202*	*7*
5081	*Commercial-equipment wholesalers*	*100*	*11*	*2,338.4*	*12.6686*	*67*
5084	*Industrial-machinery distributors*	*192*	*14*	*2,372.7*	*5.7603*	*29*
5085	*Industrial-supply distributors*	*173*	*4*	*1,720.5*	*4.6307*	*11*
6025	*National banks, federal reserve system*	*95*	*35*	*5,372.7*	*5.1302*	*94*
7011	*Hotels, motels, & tourist courts*	*82*	*33*	*617.7*	*3.7763*	*89*
7372	*Computer programming & software*	*30*	*7*	*229.4*	*2.1835*	*73*
7374	*Data-processing services*	*59*	*11*	*256.4*	*4.5676*	*63*
8062	*General medical & surgical hospitals*	*79*	*75*	*4,355.9*	*3.0326*	*100*
8221	*Colleges & universities n.e.c.*	*28*	*17*	*681.1*	*3.5074*	*96*
Crawford	**All mfg.**	**39**	**8**	**1,694.5**	**.8783**	**89**
Cumberland	**All mfg.**	**4**	**2**	**20.5**	**.0009**	**75**
De Kalb	**All mfg.**	**60**	**16**	**723.9**	**.8334**	**72**
3661	Telephone & telegraph apparatus	1	1	143.1	.7538	100
De Witt	**All mfg.**	**9**	**3**	**92.5**	**.0043**	**83**
Douglas	**All mfg.**	**11**	**3**	**198.9**	**.5092**	**68**
Du Page	**All mfg.**	**788**	**177**	**6,174.3**	**.3853**	**69**
1622	*Bridge & tunnel construction*	*2*	*1*	*200.9*	*2.6527*	*98*
1623	*Pipe- & utility-line construction*	*8*	*5*	*89.8*	*1.1472*	*88*
1629	*Heavy construction n.e.c.*	*7*	*3*	*188.0*	*.5950*	*90*
2721	Periodicals	5	2	153.9	1.3518	90

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
2752	Lithographic commercial printing	19	4	243.7	1.4675	60
3079	Miscellaneous plastics products	48	15	250.9	.8095	64
3499	Fabricated metal products n.e.c.	10	4	78.7	1.6400	78
3599	Machinery, except electrical, n.e.c.	22	2	111.9	1.1074	64
3661	Telephone & telegraph apparatus	4	2	607.5	3.3277	98
3662	Radio & TV communication equipment	8	5	172.3	.4622	93
5084	*Industrial-machinery distributors*	*28*	*1*	*395.0*	*.9590*	*36*
7372	*Computer programming & software*	*16*	*5*	*209.7*	*1.9960*	*83*
8062	*General medical & surgical hospitals*	*5*	*5*	*187.1*	*.1303*	*100*
Edgar	**All mfg.**	**15**	**7**	**197.3**	**.8891**	**89**
Edwards	**All mfg.**	**5**	**4**	**274.0**	**.8137**	**100**
3714	Motor-vehicle parts & accessories	2	2	259.2	.4788	100
Effingham	**All mfg.**	**28**	**5**	**387.5**	**.8179**	**73**
2752	Lithographic commercial printing	2	1	153.1	.9144	98
3585	Refrigeration & heating equipment	2	2	127.3	.8962	100
Fayette	**All mfg.**	**15**	**3**	**90.3**	**.8043**	**69**
Ford	**All mfg.**	**19**	**8**	**286.7**	**.8138**	**98**
Franklin	**All mfg.**	**16**	**1**	**58.4**	**.8033**	**25**
1211	*Bituminous coal & lignite mining*	*3*	*3*	*169.9*	*.7805*	*100*
Fulton	**All mfg.**	**10**	**3**	**70.6**	**.8000**	**31**
Gallatin	**All mfg.**	**4**	**1**	**28.5**	**.8012**	**35**
Greene	**All mfg.**	**3**	**2**	**27.4**	**.8013**	**59**
Grundy	**All mfg.**	**25**	**6**	**489.6**	**.8336**	**71**
4912	*Nuclear power*	*3*	*3*	*711.5*	*3.0234*	*100*
Hamilton	**All mfg.**	**3**	**1**	**5.1**	**.8000**	**0**
Hancock	**All mfg.**	**10**	**2**	**60.4**	**.8009**	**17**
Henry	**All mfg.**	**33**	**8**	**202.6**	**.8107**	**56**
Iroquois	**All mfg.**	**25**	**6**	**241.7**	**.8112**	**68**
Jackson	**All mfg.**	**15**	**4**	**153.9**	**.8071**	**57**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*50.0*	*.2916*	*100*
Jasper	**All mfg.**	**3**	**2**	**56.3**	**.8006**	**98**
Jefferson	**All mfg.**	**16**	**7**	**213.2**	**.8098**	**88**
Jersey	**All mfg.**	**3**	**2**	**18.9**	**.8009**	**76**
Jo Daviess	**All mfg.**	**16**	**5**	**108.2**	**.8087**	**60**
Johnson	**All mfg.**	**1**		**2.2**	**.8001**	**0**
Kane	**All mfg.**	**386**	**115**	**4,376.1**	**.1975**	**77**
2335	Women's & misses' dresses	1	1	52.9	1.2628	100
2522	Metal office furniture	3	2	192.9	5.1156	95
2542	Metal partitions & fixtures	5	4	147.4	5.8178	94
3079	Miscellaneous plastics products	34	6	180.8	.5833	46
3293	Gaskets, packing, & sealing devices	4	2	113.0	5.7230	93
3494	Valves & pipe fittings	3	3	93.8	.9661	100
3531	Construction machinery	2	2	143.0	1.0232	100
3537	Industrial trucks & tractors	4	2	159.1	8.4605	98
3544	Special dies, tools, jigs, & fixtures	7	4	53.3	1.3169	89
3561	Pumps & pumping equipment	3	2	100.8	1.6882	95
3592	Carburetors, pistons, rings, & valves	1	1	94.6	3.5124	100
3622	Industrial controls	8	3	104.1	2.2405	91
3661	Telephone & telegraph apparatus	2	2	253.4	1.3800	100
3662	Radio & TV communication equipment	4	2	162.1	.4348	95
4924	*Natural-gas distribution*	*3*	*1*	*698.0*	*3.7812*	*98*
8062	*General medical & surgical hospitals*	*6*	*6*	*205.9*	*.1434*	*100*
Kankakee	**All mfg.**	**65**	**28**	**1,236.5**	**.8611**	**88**
2047	Pet food	2	1	319.9	7.861[illegible]	98
3079	Miscellaneous plastics products	7	4	113.5	.3662	92
3524	Lawn & garden equipment	1	1	57.5	4.2011	100
8062	*General medical & surgical hospitals*	*3*	*3*	*121.4*	*.0845*	*100*
Kendall	**All mfg.**	**23**	**3**	**128.0**	**.8056**	**30**
Knox	**All mfg.**	**38**	**11**	**712.6**	**.8029**	**82**
3519	Internal-combustion engines n.e.c.	1	1	214.2	1.7983	100
Lake	**All mfg.**	**398**	**97**	**4,220.0**	**.1949**	**85**
2051	Bread, cake, & related products	2	1	95.1	.7058	95
2751	Letterpress commercial printing	12	4	29.8	.5586	61
2834	Pharmaceutical preparations	4	2	1,097.3	5.7504	99
3079	Miscellaneous plastics products	21	9	146.5	.4727	76
3519	Internal-combustion engines n.e.c.	1	1	571.1	4.7945	100
3531	Construction machinery	2	2	133.5	.9552	100
4912	*Nuclear power*	*2*	*2*	*602.0*	*3.4080*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*330.4*	*.2300*	*100*
La Salle	**All mfg.**	**105**	**38**	**1,486.2**	**.8686**	**88**
3211	Flat glass	1	1	126.6	6.5299	100
3221	Glass containers	2	2	206.3	4.4670	100
3714	Motor-vehicle parts & accessories	5	5	181.3	.3349	100
4912	*Nuclear power*	*1*	*1*	*414.8*	*1.7626*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*68.7*	*.0478*	*92*
Lawrence	**All mfg.**	**6**	**4**	**1,830.5**	**.5846**	**99**
Lee	**All mfg.**	**28**	**9**	**201.8**	**.8103**	**71**
3714	Motor-vehicle parts & accessories	2	2	147.4	.2723	100
8062	*General medical & surgical hospitals*	*2*	*2*	*105.8*	*.0737*	*100*
Livingston	**All mfg.**	**31**	**13**	**304.0**	**.8096**	**75**
Logan	**All mfg.**	**16**	**9**	**201.1**	**.8093**	**83**
McDonough	**All mfg.**	**28**	**7**	**255.6**	**.8108**	**77**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.1*	*.3455*	*100*
McHenry	**All mfg.**	**192**	**53**	**1,461.6**	**.8671**	**69**
3369	Nonferrous foundries n.e.c.	3	2	32.9	3.3149	96
3622	Industrial controls	3	2	77.0	1.6373	93

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ILLINOIS (McHenry, cont.)						
3679	Electronic components n.e.c.	10	3	98.2	.6238	81
McLean	**All mfg.**	**48**	**13**	**680.7**	**.0314**	**78**
3622	Industrial controls	1	1	81.1	1.7455	100
3635	Household vacuum cleaners	1	1	248.1	24.4626	100
8062	*General medical & surgical hospitals*	*3*	*3*	*67.4*	*.0469*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*96.0*	*.4944*	*96*
Macon	**All mfg.**	**75**	**25**	**2,733.8**	**.1363**	**91**
2046	Wet corn milling	2	2	692.7	16.3821	100
3011	Tires & inner tubes	1	1	357.9	3.2176	100
3322	Malleable-iron foundries	2	1	34.7	6.3252	97
3494	Valves & pipe fittings	2	2	90.2	.9078	100
3531	Construction machinery	1	1	636.9	4.5570	100
4931	*Electric & other services combined*	*1*	*1*	*1,080.4*	*1.8477*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*55.4*	*.0386*	*100*
Macoupin	**All mfg.**	**16**	**6**	**115.9**	**.0054**	**71**
1211	*Bituminous-coal & lignite mining*	*3*	*2*	*181.8*	*.8352*	*99*
Madison	**All mfg.**	**187**	**40**	**5,034.9**	**.2321**	**95**
3312	Blast furnaces & steel mills	3	2	1,111.6	2.5206	100
3325	Steel foundries n.e.c.	2	2	101.2	2.8806	100
3351	Copper rolling & drawing	1	1	504.8	10.1197	100
3482	Small-arms ammunition	1	1	194.6	21.8039	100
8062	*General medical & surgical hospitals*	*7*	*7*	*181.2*	*.1262*	*100*
Marion	**All mfg.**	**42**	**16**	**629.2**	**.0291**	**81**
8062	*General medical & surgical hospitals*	*3*	*3*	*66.5*	*.0463*	*100*
Marshall	**All mfg.**	**9**	**2**	**100.4**	**.0046**	**79**
Mason	**All mfg.**	**12**	**2**	**58.6**	**.0027**	**37**
Massac	**All mfg.**	**6**	**3**	**62.7**	**.0029**	**86**
Maxwell	**All mfg.**	**4**	**1**	**12.9**	**.0006**	**40**
Menard	**All mfg.**	**3**		**10.6**	**.0005**	**0**
Monroe	**All mfg.**	**3**		**15.6**	**.0007**	**0**
Montgomery	**All mfg.**	**24**	**8**	**198.1**	**.0092**	**75**
Morgan	**All mfg.**	**19**	**8**	**384.4**	**.0178**	**87**
Moultrie	**All mfg.**	**14**	**4**	**98.9**	**.0046**	**64**
Ogle	**All mfg.**	**47**	**19**	**763.3**	**.0353**	**88**
2033	Canned fruits & vegetables	3	2	94.1	.9543	96
2283	Wool-yarn mills	1	1	23.3	6.3696	100
Peoria	**All mfg.**	**139**	**38**	**2,921.3**	**.1349**	**87**
3312	Blast furnaces & steel mills	1	1	325.9	.7390	100
3321	Gray-iron foundries	1	1	256.8	2.6622	100
3519	Internal-combustion engines n.e.c.	1	1	1,213.7	10.1893	100
3531	Construction machinery	4	2	201.6	1.4424	97
4931	*Electric & other services combined*	*2*	*1*	*523.2*	*.8948*	*94*
8062	*General medical & surgical hospitals*	*4*	*4*	*245.1*	*.1706*	*100*
Perry	**All mfg.**	**10**	**5**	**171.9**	**.0079**	**90**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*279.0*	*1.2817*	*100*
Piatt	**All mfg.**	**7**	**1**	**91.6**	**.0042**	**68**
Pike	**All mfg.**	**13**	**1**	**78.4**	**.0036**	**15**
Pulaski	**All mfg.**	**5**		**24.1**	**.0011**	**0**
Putnam	**All mfg.**	**6**	**3**	**91.1**	**.0042**	**87**
Randolph	**All mfg.**	**9**	**4**	**206.6**	**.0095**	**87**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*162.1*	*.7447*	*92*
2732	Book printing	1	1	136.9	4.5641	100
Richland	**All mfg.**	**10**	**2**	**304.0**	**.0140**	**85**
3751	Motorcycles, bicycles, & parts	2	1	244.0	16.9845	97
Rock Island	**All mfg.**	**107**	**36**	**2,218.6**	**.1025**	**83**
3321	Gray-iron foundries	2	2	104.4	1.0823	100
3523	Farm machinery & equipment	4	4	1,005.3	10.8084	100
4912	*Nuclear power*	*2*	*2*	*605.0*	*2.5708*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*132.7*	*.0924*	*100*
St. Clair	**All mfg.**	**100**	**27**	**1,404.5**	**.0649**	**76**
2865	Cyclic crudes & intermediates	1	1	373.7	4.2695	100
3351	Copper rolling & drawing	1	1	180.3	3.6145	100
4011	*Line-haul operating railroads*	*3*	*2*	*129.7*	*.8253*	*98*
8062	*General medical & surgical hospitals*	*5*	*5*	*154.4*	*.1075*	*100*
Saline	**All mfg.**	**11**	**2**	**42.1**	**.0019**	**23**
Sangamon	**All mfg.**	**73**	**14**	**748.1**	**.0346**	**67**
4931	*Electric & other services combined*	*2*	*2*	*772.1*	*1.3205*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*222.9*	*.1552*	*100*
Schuyler	**All mfg.**	**2**		**13.8**	**.0006**	**0**
Scott	**All mfg.**	**2**		**4.8**	**.0002**	**0**
Shelby	**All mfg.**	**7**	**1**	**52.7**	**.0024**	**59**
Stark	**All mfg.**	**6**		**46.9**	**.0022**	**0**
Stephenson	**All mfg.**	**33**	**12**	**661.1**	**.0305**	**86**
3011	Tires & inner tubes	1	1	214.8	1.9311	100
3643	Current-carrying wiring devices	1	1	158.3	4.7839	100
Tazewell	**All mfg.**	**51**	**11**	**2,276.0**	**.1051**	**93**
3531	Construction machinery	1	1	1,746.1	12.4932	100
Union	**All mfg.**	**12**	**7**	**108.0**	**.0050**	**93**
Vermilion	**All mfg.**	**77**	**31**	**2,323.0**	**.1073**	**93**
3079	Miscellaneous plastics products	3	2	81.9	.2642	95
3537	Industrial trucks & tractors	1	1	83.6	4.4456	100
3711	Motor vehicles & passenger-car bodies	1	1	875.4	.6806	100
8062	*General medical & surgical hospitals*	*4*	*4*	*132.9*	*.0925*	*100*
Wabash	**All mfg.**	**15**	**7**	**174.1**	**.0080**	**81**
Warren	**All mfg.**	**11**	**3**	**120.1**	**.0055**	**58**
Washington	**All mfg.**	**5**	**1**	**34.9**	**.0016**	**15**
Wayne	**All mfg.**	**9**	**4**	**152.5**	**.0070**	**93**
White	**All mfg.**	**7**	**2**	**40.8**	**.0019**	**56**
Whiteside	**All mfg.**	**44**	**19**	**1,154.9**	**.0533**	**92**
3312	Blast furnaces & steel mills	2	1	578.5	1.3118	99
3429	Hardware n.e.c.	4	3	83.1	1.1760	95
3822	Environmental controls	1	1	87.1	4.7301	100
Will	**All mfg.**	**185**	**49**	**2,288.8**	**.1057**	**78**
3531	Construction machinery	1	1	287.7	2.0585	100
3931	Musical instruments & parts	1	1	50.6	4.0790	100
8062	*General medical & surgical hospitals*	*2*	*2*	*49.8*	*.0347*	*100*
Williamson	**All mfg.**	**38**	**8**	**506.4**	**.0234**	**80**
1211	*Bituminous-coal & lignite mining*	*6*	*6*	*166.8*	*.7663*	*100*
3633	Household laundry equipment	1	1	213.8	7.1591	100
Winnebago	**All mfg.**	**366**	**96**	**3,563.7**	**.1646**	**78**
3429	Hardware n.e.c.	3	2	269.3	3.8110	99
3452	Bolts, nuts, rivets, & washers	11	5	285.2	5.9652	93
3541	Metal-cutting machine tools	14	8	267.2	5.7056	93
3545	Machine-tool accessories	7	4	82.9	2.4425	95
3552	Textile machinery	1	1	85.4	6.8921	100
3561	Pumps & pumping equipment	6	4	89.3	1.4956	93
3599	Machinery, except electrical, n.e.c.	33	2	84.0	.8313	23
3714	Motor-vehicle parts & accessories	4	4	390.5	.7213	100
3728	Aircraft equipment n.e.c.	3	1	86.7	.8364	93
8062	*General medical & surgical hospitals*	*4*	*4*	*156.9*	*.1092*	*100*
Woodford	**All mfg.**	**21**	**4**	**166.2**	**.0077**	**39**
STATE TOTAL	**All mfg.**	**10,651**	**2,977**	**137,701.5**	**6.3606**	**80**

INDIANA

Adams	**All mfg.**	**34**	**12**	**529.2**	**.0244**	**84**
3676	Electronic resistors	1	1	138.2	11.9169	100
Allen	**All mfg.**	**219**	**59**	**3,673.6**	**.1697**	**82**
3011	Tires & inner tubes	1	1	286.3	2.5739	100
3079	Miscellaneous plastics products	15	5	102.7	.3314	63
3599	Machinery, except electrical, n.e.c.	9	1	165.3	1.6359	90
3612	Transformers	1	1	74.6	2.4108	100
3621	Motors & generators	4	3	428.7	6.2386	100
3662	Radio & TV communication equipment	2	2	416.9	1.1183	100
3714	Motor-vehicle parts & accessories	3	1	245.7	.4539	96
6025	*National banks, federal reserve system*	*3*	*3*	*220.8*	*.2108*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*277.8*	*.1934*	*100*
Bartholomew	**All mfg.**	**49**	**15**	**2,565.6**	**.1185**	**97**
2514	Metal household furniture	1	1	75.5	3.7703	100
3321	Gray-iron foundries	2	1	144.5	1.4980	97
3519	Internal-combustion engines n.e.c.	2	2	1,742.1	14.6254	100
3714	Motor-vehicle parts & accessories	1	1	279.8	.5168	100
Benton	**All mfg.**	**9**		**23.2**	**.0015**	**0**
Blackford	**All mfg.**	**22**	**9**	**240.5**	**.0111**	**82**
2649	Converted paper products n.e.c.	1	1	72.9	2.4756	100
Boone	**All mfg.**	**16**	**4**	**117.5**	**.0054**	**62**
Brown	**All mfg.**	**3**		**4.2**	**.0002**	**0**
Carroll	**All mfg.**	**14**	**6**	**118.5**	**.0055**	**73**
Cass	**All mfg.**	**35**	**16**	**521.9**	**.0241**	**73**
8062	*General medical & surgical hospitals*	*2*	*2*	*52.4*	*.0365*	*100*
Clark	**All mfg.**	**48**	**15**	**711.8**	**.0329**	**83**
3483	Ammunition, except small-arms, n.e.c.	2	1	86.0	6.2459	98
Clay	**All mfg.**	**10**	**1**	**60.5**	**.0028**	**44**
Clinton	**All mfg.**	**27**	**10**	**444.5**	**.0205**	**63**
Crawford	**All mfg.**	**4**		**7.1**	**.0003**	**0**
Daviess	**All mfg.**	**18**	**3**	**165.6**	**.0076**	**23**
Dearborn	**All mfg.**	**17**	**6**	**781.5**	**.0361**	**96**
2085	Distilled liquor, except brandy	2	2	659.8	15.3900	100
Decatur	**All mfg.**	**13**	**6**	**168.8**	**.0078**	**79**
De Kalb	**All mfg.**	**39**	**18**	**754.0**	**.0348**	**90**
Delaware	**All mfg.**	**86**	**20**	**1,198.4**	**.0554**	**82**
3612	Transformers	1	1	63.9	2.0650	100
3714	Motor-vehicle parts & accessories	4	2	540.6	.9986	97
8062	*General medical & surgical hospitals*	*1*	*1*	*59.3*	*.0413*	*100*
Dubois	**All mfg.**	**64**	**25**	**587.0**	**.0271**	**79**
2434	Wood kitchen cabinets	5	3	90.4	4.2933	93
2511	Wood household furniture	8	4	72.3	1.0757	84
2517	Wood TV & radio cabinets	1	1	44.9	11.5991	100
2521	Wood office furniture	9	6	97.9	6.6468	83

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

INDIANA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Elkhart	**All mfg.**	**352**	**106**	**3,006.0**	**.1389**	**68**
2451	Mobile homes	26	11	363.5	6.8589	74
3069	Fabricated rubber products n.e.c.	8	5	82.3	1.3918	89
3494	Valves & pipe fittings	2	1	115.0	1.1574	94
3676	Electronic resistors	1	1	79.0	6.8121	100
3732	Boat building & repairing	6	3	64.9	2.9652	90
3792	Travel trailers & campers	40	15	256.6	21.0570	73
3822	Environmental controls	1	1	43.6	2.3678	100
3931	Musical instruments & parts	9	3	90.6	7.3035	85
8062	*General medical & surgical hospitals*	*2*	*2*	*55.0*	*.0383*	*100*
Fayette	**All mfg.**	**19**	**10**	**1,002.1**	**.0463**	**98**
3585	Refrigeration & heating equipment	1	1	211.3	1.4710	100
3639	Household appliances n.e.c.	1	1	189.9	9.9769	100
3714	Motor-vehicle parts & accessories	3	3	482.3	.8909	100
Floyd	**All mfg.**	**45**	**15**	**360.2**	**.0166**	**64**
Fountain	**All mfg.**	**10**	**6**	**210.1**	**.0097**	**94**
3325	Steel foundries n.e.c.	1	1	72.0	2.0495	100
Franklin	**All mfg.**	**4**	**2**	**67.9**	**.0031**	**84**
Fulton	**All mfg.**	**25**	**7**	**157.1**	**.0073**	**55**
Gibson	**All mfg.**	**20**	**5**	**974.1**	**.0450**	**91**
2011	Meat-packing plants	1	1	578.4	1.2603	100
3613	Switchgear & switchboard apparatus	1	1	262.9	5.3524	100
Grant	**All mfg.**	**53**	**18**	**1,735.1**	**.0801**	**91**
3221	Glass containers	2	2	90.0	1.9488	100
3357	Nonferrous-wire drawing & insulating	2	2	218.0	2.3533	100
3465	Automotive stampings	1	1	395.0	2.9891	100
3662	Radio & TV communication equipment	2	2	511.6	1.3723	100
3714	Motor-vehicle parts & accessories	2	2	184.0	.3399	100
8062	*General medical & surgical hospitals*	*2*	*2*	*98.3*	*.0684*	*100*
Greene	**All mfg.**	**10**	**4**	**92.0**	**.0042**	**82**
Hamilton	**All mfg.**	**38**	**11**	**321.8**	**.0149**	**53**
3493	Steel springs, except wire	1	1	43.2	8.7343	100
Hancock	**All mfg.**	**13**	**3**	**186.2**	**.0086**	**78**
Harrison	**All mfg.**	**11**	**4**	**70.8**	**.0033**	**67**
Hendricks	**All mfg.**	**9**	**1**	**34.6**	**.0016**	**32**
4911	*Electric services*	*2*	*1*	*545.8*	*.5252*	*99*
Henry	**All mfg.**	**29**	**9**	**302.7**	**.0140**	**76**
8062	*General medical & surgical hospitals*	*2*	*2*	*79.5*	*.0553*	*100*
Howard	**All mfg.**	**44**	**16**	**2,030.0**	**.0938**	**95**
3369	Nonferrous foundries n.e.c.	1	1	62.3	6.2771	100
3651	Radio & TV receiving sets	1	1	960.8	11.7775	100
3714	Motor-vehicle parts & accessories	2	2	727.6	1.3440	100
8062	*General medical & surgical hospitals*	*2*	*2*	*51.5*	*.0359*	*100*
Huntington	**All mfg.**	**49**	**21**	**593.2**	**.0274**	**81**
3677	Electronic coils & transformers	3	3	70.7	6.2544	100
3679	Electronic components n.e.c.	1	1	105.2	.6682	100
Jackson	**All mfg.**	**41**	**16**	**410.2**	**.0189**	**72**
3079	Miscellaneous plastics products	3	3	92.4	.2981	100
Jasper	**All mfg.**	**11**	**5**	**180.3**	**.0083**	**66**
Jay	**All mfg.**	**17**	**6**	**276.1**	**.0128**	**82**
3221	Glass containers	1	1	90.0	1.9488	100
Jefferson	**All mfg.**	**19**	**9**	**309.4**	**.0097**	**80**
Jennings	**All mfg.**	**15**	**3**	**118.0**	**.0055**	**72**
8062	*General medical & surgical hospitals*	*2*	*2*	*55.6*	*.0387*	*100*
Johnson	**All mfg.**	**24**	**10**	**395.7**	**.0183**	**87**
3714	Motor-vehicle parts & accessories	2	2	198.8	.3672	100
Knox	**All mfg.**	**20**	**8**	**270.6**	**.0125**	**71**
Kosciusko	**All mfg.**	**84**	**25**	**1,047.9**	**.0484**	**81**
3841	Surgical & medical instruments	2	1	109.9	3.1024	95
La Grange	**All mfg.**	**33**	**8**	**320.6**	**.0148**	**67**
3792	Travel trailers & campers	3	2	90.2	7.4019	96
Lake	**All mfg.**	**203**	**64**	**10,334.0**	**.4773**	**92**
2841	Soap & other detergents	1	1	269.0	2.8150	100
2911	Petroleum refining	4	1	2,385.3	1.2734	87
3241	Hydraulic cement	1	1	142.8	3.3222	100
3312	Blast furnaces & steel mills	4	2	4,233.0	9.5984	100
3316	Cold-rolled steel sheet, strip, & bars	7	5	834.7	32.5381	99
3317	Steel pipe & tubes	4	3	94.4	2.4588	94
3325	Steel foundries n.e.c.	3	3	102.0	2.9034	100
3341	Secondary nonferrous metals	3	1	359.0	7.7120	95
3441	Fabricated structural metal	11	1	112.6	1.1741	65
3443	Fabricated plate work (boiler shops)	6	2	87.1	.7827	84
3714	Motor-vehicle parts & accessories	1	1	147.2	.2719	100
3743	Railroad equipment	4	4	110.5	2.8013	100
6025	*National banks, federal reserve system*	*7*	*5*	*192.1*	*.1834*	*94*
8062	*General medical & surgical hospitals*	*6*	*6*	*322.6*	*.2246*	*100*
La Porte	**All mfg.**	**103**	**36**	**1,258.9**	**.0582**	**78**
3523	Farm machinery & equipment	1	1	112.1	1.2052	100
3563	Air & gas compressors	2	2	108.9	3.6751	100
8062	*General medical & surgical hospitals*	*5*	*5*	*168.8*	*.1175*	*100*
Lawrence	**All mfg.**	**28**	**8**	**681.0**	**.0315**	**91**
3714	Motor-vehicle parts & accessories	3	3	504.3	.9315	100
Madison	**All mfg.**	**65**	**21**	**2,248.8**	**.1039**	**94**
3647	Vehicular lighting equipment	1	1	465.6	39.7983	100
3691	Storage batteries	1	1	410.9	12.9830	100
3694	Engine electrical equipment	1	1	725.2	14.6221	100
8062	*General medical & surgical hospitals*	*3*	*3*	*70.6*	*.0492*	*100*
Marion	**All mfg.**	**600**	**175**	**11,639.0**	**.5376**	**86**
1611	*Highway & street construction*	*10*	*5*	*151.4*	*.6777*	*88*
2051	Bread, cake, & related products	7	5	107.9	.8008	96
2086	Bottled & canned soft drinks	4	4	145.2	.8307	100
2499	Wood products n.e.c.	3	1	86.8	2.3932	95
2711	Newspapers	4	1	125.1	.5183	94
2752	Lithographic commercial printing	13	3	141.8	.8469	60
2834	Pharmaceutical preparations	3	3	735.1	3.8523	100
3432	Plumbing fittings & brass goods	2	1	109.4	6.7849	99
3443	Fabricated plate work (boiler shops)	8	3	89.2	.8016	77
3444	Sheet-metal work	14	2	54.5	.8176	33
3519	Internal-combustion engines n.e.c.	2	2	685.4	5.7541	100
3531	Construction machinery	4	2	104.9	.7506	92
3544	Special dies, tools, jigs, & fixtures	21	2	43.3	1.0698	22
3562	Ball & roller bearings	1	1	66.2	1.8731	100
3564	Blowers & exhaust & ventilation fans	5	5	111.8	6.1946	100
3568	Power-transmission equipment n.e.c.	4	2	122.2	6.1531	96
3585	Refrigeration & heating equipment	6	3	230.5	1.6047	95
3651	Radio & TV receiving sets	4	3	422.5	5.1790	98
3652	Phonograph records & pre-recorded tape	2	1	110.5	5.9202	93
3661	Telephone & telegraph apparatus	1	1	441.2	2.4167	100
3662	Radio & TV communication equipment	5	3	178.7	.4793	94
3694	Engine electrical equipment	2	1	199.5	4.0286	99
3713	Truck & bus bodies	3	1	143.3	4.5294	98
3714	Motor-vehicle parts & accessories	8	4	521.8	.9639	93
3724	Aircraft engines & engine parts	2	1	2,096.1	12.7485	100
3825	Electricity-measuring instruments	4	3	91.9	1.3993	97
4911	*Electric services*	*1*	*1*	*428.4*	*.4122*	*100*
5065	*Electronic-parts wholesalers*	*10*	*3*	*569.5*	*2.5685*	*79*
5081	*Commercial-equipment wholesalers*	*20*	*3*	*241.7*	*1.3094*	*27*
5084	*Industrial-machinery distributors*	*35*	*1*	*345.2*	*.8381*	*13*
5085	*Industrial-supply distributors*	*38*	*2*	*413.8*	*1.1086*	*21*
6025	*National banks, federal reserve system*	*4*	*3*	*687.8*	*.6568*	*100*
7011	*Hotels, motels, & tourist courts*	*29*	*2*	*57.6*	*.3521*	*27*
8062	*General medical & surgical hospitals*	*12*	*11*	*832.4*	*.5795*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*59.2*	*.3049*	*94*
Marshall	**All mfg.**	**67**	**13**	**473.1**	**.0219**	**55**
Martin	**All mfg.**	**4**	**3**	**71.9**	**.0033**	**87**
Miami	**All mfg.**	**30**	**15**	**320.3**	**.0148**	**77**
Monroe	**All mfg.**	**33**	**12**	**870.7**	**.0402**	**89**
3632	Household refrigerators & freezers	1	1	142.7	3.9953	100
3651	Radio & TV receiving sets	1	1	386.5	4.7377	100
3662	Radio & TV communication equipment	2	1	119.9	.3216	95
8221	*Colleges & universities n.e.c.*	*1*	*1*	*120.0*	*.6180*	*100*
Montgomery	**All mfg.**	**26**	**14**	**480.7**	**.0222**	**89**
2732	Book printing	1	1	228.3	7.6113	100
Morgan	**All mfg.**	**13**	**5**	**86.6**	**.0040**	**74**
Newton	**All mfg.**	**10**	**5**	**81.0**	**.0037**	**63**
Noble	**All mfg.**	**49**	**18**	**527.9**	**.0244**	**74**
Orange	**All mfg.**	**10**	**6**	**133.3**	**.0062**	**90**
Owen	**All mfg.**	**5**	**1**	**25.2**	**.0012**	**64**
Parke	**All mfg.**	**7**	**1**	**38.7**	**.0018**	**22**
Perry	**All mfg.**	**15**	**7**	**246.8**	**.0114**	**59**
Pike	**All mfg.**	**1**		**5.5**	**.0003**	**0**
Porter	**All mfg.**	**43**	**15**	**1,478.5**	**.0683**	**93**
3312	Blast furnaces & steel mills	1	1	1,059.2	2.4018	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	89.9	3.5045	100
Posey	**All mfg.**	**11**	**4**	**752.5**	**.0348**	**92**
2821	Plastics materials & synthetic resins	1	1	239.9	1.1632	100
Pulaski	**All mfg.**	**9**	**1**	**47.9**	**.0022**	**26**
Putnam	**All mfg.**	**9**	**5**	**195.4**	**.0090**	**97**
Randolph	**All mfg.**	**25**	**9**	**284.2**	**.0131**	**85**
3221	Glass containers	1	1	82.5	1.7864	100
3369	Nonferrous foundries n.e.c.	1	1	31.2	3.1436	100
Ripley	**All mfg.**	**15**	**7**	**158.3**	**.0073**	**80**
3995	Burial caskets	1	1	48.7	9.0520	100
Rush	**All mfg.**	**12**	**3**	**109.6**	**.0051**	**63**
St. Joseph	**All mfg.**	**243**	**55**	**2,695.0**	**.1245**	**74**
3069	Fabricated rubber products n.e.c.	4	1	77.0	1.3022	93
3079	Miscellaneous plastics products	23	7	130.4	.4207	62
3711	Motor vehicles & passenger-car bodies	1	1	397.9	.3094	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3714	Motor-vehicle parts & accessories	4	3	618.8	1.1430	98
3728	Aircraft equipment n.e.c.	2	2	98.8	.1531	100
8062	*General medical & surgical hospitals*	*6*	*6*	*129.2*	*.0930*	*100*
Scott	**All mfg.**	**9**	**3**	**91.8**	**.0042**	**75**
Shelby	**All mfg.**	**36**	**11**	**446.9**	**.0206**	**59**
Spencer	**All mfg.**	**11**	**6**	**122.6**	**.0057**	**81**
Starke	**All mfg.**	**6**		**18.9**	**.0009**	**0**
Steuben	**All mfg.**	**32**	**5**	**291.2**	**.0135**	**59**
Sullivan	**All mfg.**	**6**	**1**	**33.4**	**.0015**	**38**
Switzerland	**All mfg.**	**4**	**2**	**26.2**	**.0012**	**79**
Tippecanoe	**All mfg.**	**68**	**29**	**1,474.8**	**.0681**	**86**
2834	Pharmaceutical preparations	1	1	135.8	.7117	100
3354	Aluminum extruded products	1	1	202.5	6.6159	100
3566	Speed changers, drives, & gears	2	2	75.9	4.8924	100
8062	*General medical & surgical hospitals*	*3*	*2*	*93.3*	*.0650*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.0*	*.3450*	*100*
Tipton	**All mfg.**	**10**	**2**	**121.3**	**.0056**	**73**
Union	**All mfg.**	**3**	**1**	**15.6**	**.0007**	**56**
Vanderburgh	**All mfg.**	**143**	**50**	**2,926.1**	**.1352**	**88**
2023	Condensed & evaporated milk	2	1	445.5	9.2936	97
2834	Pharmaceutical preparations	1	1	276.9	1.4511	100
3079	Miscellaneous plastics products	14	6	156.2	.5040	93
3441	Fabricated structural metal	5	3	73.9	.7706	83
3632	Household refrigerators & freezers	1	1	*669.9*	18.7558	100
8062	*General medical & surgical hospitals*	*4*	*4*	*210.1*	*.1463*	*100*
Vermillion	**All mfg.**	**9**	**4**	**174.0**	**.0080**	**91**
Vigo	**All mfg.**	**64**	**29**	**1,390.8**	**.0642**	**88**
3353	Aluminum sheet, plate, & foil	1	1	273.4	2.9501	100
3652	Phonograph records & pre-recorded tape	1	1	179.9	9.6384	100
8062	*General medical & surgical hospitals*	*3*	*3*	*74.7*	*.0520*	*100*
Wabash	**All mfg.**	**35**	**19**	**607.2**	**.0280**	**82**
3069	Fabricated rubber products n.e.c.	1	1	87.2	1.4747	100
Warren	**All mfg.**	**2**		**3.2**	**.0001**	**0**
Warrick	**All mfg.**	**17**	**2**	**1,009.4**	**.0466**	**96**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*232.6*	*1.0685*	*96*
3353	Aluminum sheet, plate, & foil	1	1	956.8	10.3241	100
Washington	**All mfg.**	**19**	**7**	**144.1**	**.0067**	**69**
Wayne	**All mfg.**	**71**	**26**	**1,074.0**	**.0496**	**88**
3357	Nonferrous-wire drawing & insulating	1	1	272.4	2.9406	100
8062	*General medical & surgical hospitals*	*2*	*2*	*67.2*	*.0468*	*100*
Wells	**All mfg.**	**17**	**4**	**185.2**	**.0086**	**71**
3621	Motors & generators	1	1	82.5	1.2006	100
White	**All mfg.**	**15**	**5**	**123.0**	**.0057**	**77**
Whitley	**All mfg.**	**24**	**5**	**126.8**	**.0059**	**54**
STATE TOTAL	**All mfg.**	**3,959**	**1,367**	**72,707.4**	**3.3584**	**85**

IOWA

Adair	**All mfg.**	**2**	**1**	**9.7**	**.0004**	**67**
Adams	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Allamakee	**All mfg.**	**8**	**5**	**100.6**	**.0046**	**59**
Appanoose	**All mfg.**	**9**	**2**	**76.1**	**.0035**	**76**
Audubon	**All mfg.**	**4**		**15.4**	**.0007**	**0**
Benton	**All mfg.**	**11**		**77.3**	**.0036**	**0**
Black Hawk	**All mfg.**	**73**	**20**	**1,844.0**	**.0852**	**88**
2011	Meat-packing plants	1	1	495.8	1.0803	100
3489	Ordnance & accessories n.e.c.	1	1	132.0	8.1221	100
3519	Internal-combustion engines n.e.c.	1	1	291.2	2.4447	100
3523	Farm machinery & equipment	6	5	544.3	5.8520	100
8062	*General medical & surgical hospitals*	*4*	*4*	*98.9*	*.0689*	*100*
Boone	**All mfg.**	**18**	**3**	**83.4**	**.0039**	**37**
Bremer	**All mfg.**	**14**	**2**	**113.9**	**.0053**	**78**
Buchanan	**All mfg.**	**10**	**1**	**65.8**	**.0030**	**37**
Buena Vista	**All mfg.**	**9**	**2**	**57.4**	**.0027**	**52**
Butler	**All mfg.**	**2**		**9.4**	**.0004**	**0**
Calhoun	**All mfg.**	**7**		**23.6**	**.0011**	**0**
Carroll	**All mfg.**	**15**	**2**	**161.3**	**.0075**	**55**
Cass	**All mfg.**	**18**	**3**	**95.3**	**.0044**	**48**
Cedar	**All mfg.**	**10**		**45.5**	**.0021**	**0**
Cerro Gordo	**All mfg.**	**44**	**11**	**465.5**	**.0215**	**65**
Cherokee	**All mfg.**	**12**	**2**	**213.4**	**.0099**	**84**
Chickasaw	**All mfg.**	**8**	**2**	**156.1**	**.0072**	**71**
Clarke	**All mfg.**	**8**	**1**	**46.6**	**.0022**	**52**
Clay	**All mfg.**	**20**	**3**	**139.8**	**.0065**	**58**
Clayton	**All mfg.**	**18**	**2**	**104.3**	**.0048**	**29**
Clinton	**All mfg.**	**41**	**21**	**1,212.1**	**.0560**	**93**
2046	Wet corn milling	1	1	462.2	10.9308	100
3079	Miscellaneous plastics products	4	4	173.4	.5595	100
Crawford	**All mfg.**	**9**	**3**	**324.2**	**.0150**	**88**
Dallas	**All mfg.**	**15**	**1**	**276.5**	**.0128**	**84**
8062	*General medical & surgical hospitals*	*2*	*1*	*55.5*	*.0386*	*92*
Davis	**All mfg.**	**4**		**15.4**	**.0007**	**0**
Decatur	**All mfg.**	**4**	**1**	**11.7**	**.0005**	**41**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Delaware	**All mfg.**	**12**	**2**	**101.6**	**.0047**	**25**
Des Moines	**All mfg.**	**43**	**17**	**534.6**	**.0247**	**79**
3537	Industrial trucks & tractors	1	1	46.0	2.4462	100
Dickinson	**All mfg.**	**9**	**2**	**89.6**	**.0041**	**64**
Dubuque	**All mfg.**	**66**	**18**	**1,908.9**	**.0882**	**91**
2011	Meat-packing plants	2	1	685.9	1.4945	96
3531	Construction machinery	1	1	821.7	5.8792	100
8062	*General medical & surgical hospitals*	*3*	*3*	*74.8*	*.0521*	*100*
Emmet	**All mfg.**	**9**	**3**	**175.0**	**.0081**	**91**
Fayette	**All mfg.**	**18**	**1**	**117.1**	**.0054**	**14**
Floyd	**All mfg.**	**5**	**2**	**193.8**	**.0090**	**95**
3523	Farm machinery & equipment	1	1	149.4	1.6063	100
Franklin	**All mfg.**	**9**	**2**	**58.5**	**.0027**	**62**
Fremont	**All mfg.**	**3**		**17.4**	**.0008**	**0**
Greene	**All mfg.**	**9**	**2**	**34.7**	**.0016**	**50**
Grundy	**All mfg.**	**10**	**1**	**53.6**	**.0025**	**13**
Guthrie	**All mfg.**	**1**		**3.1**	**.0001**	**0**
Hamilton	**All mfg.**	**16**	**2**	**218.0**	**.0101**	**61**
Hancock	**All mfg.**	**9**	**2**	**93.0**	**.0043**	**71**
Hardin	**All mfg.**	**27**	**2**	**237.5**	**.0110**	**45**
Harrison	**All mfg.**	**4**		**10.0**	**.0005**	**0**
Henry	**All mfg.**	**13**	**5**	**125.0**	**.0058**	**82**
Howard	**All mfg.**	**7**	**1**	**47.3**	**.0022**	**37**
Humboldt	**All mfg.**	**12**		**42.9**	**.0020**	**0**
Ida	**All mfg.**	**6**		**16.3**	**.0008**	**0**
Iowa	**All mfg.**	**19**	**4**	**241.8**	**.0112**	**79**
Jackson	**All mfg.**	**14**	**1**	**125.4**	**.0058**	**43**
Jasper	**All mfg.**	**19**	**4**	**912.5**	**.0421**	**93**
3633	Household laundry equipment	1	1	775.1	25.9543	100
Jefferson	**All mfg.**	**15**	**9**	**113.0**	**.0052**	**81**
Johnson	**All mfg.**	**21**	**8**	**330.8**	**.0153**	**83**
8062	*General medical & surgical hospitals*	*3*	*3*	*226.4*	*.1576*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*50.8*	*.2616*	*100*
Jones	**All mfg.**	**12**	**2**	**67.0**	**.0031**	**37**
Keokuk	**All mfg.**	**2**		**7.4**	**.0003**	**0**
Kossuth	**All mfg.**	**13**	**6**	**157.9**	**.0073**	**62**
Lee	**All mfg.**	**38**	**17**	**793.4**	**.0366**	**87**
3069	Fabricated rubber products n.e.c.	1	1	77.0	1.3022	100
3951	Pens & mechanical pencils	1	1	65.1	6.5500	100
Linn	**All mfg.**	**98**	**34**	**3,448.9**	**.1593**	**88**
2011	Meat-packing plants	1	1	826.3	1.8004	100
2043	Cereal breakfast foods	2	2	330.8	7.4937	100
3531	Construction machinery	4	3	308.4	2.2066	99
3613	Switchgear & switchboard apparatus	1	1	70.0	1.4251	100
3662	Radio & TV communication equipment	2	1	813.9	2.1832	100
8062	*General medical & surgical hospitals*	*2*	*2*	*115.9*	*.0807*	*100*
Louisa	**All mfg.**	**5**	**1**	**102.3**	**.0047**	**81**
Lucas	**All mfg.**	**4**	**1**	**26.2**	**.0012**	**39**
Lyon	**All mfg.**	**3**	**1**	**23.7**	**.0011**	**32**
Madison	**All mfg.**	**1**		**4.9**	**.0002**	**0**
Mahaska	**All mfg.**	**20**	**2**	**134.2**	**.0062**	**27**
Marion	**All mfg.**	**11**	**4**	**229.2**	**.0106**	**86**
2431	Millwork	1	1	61.7	1.1642	100
8062	*General medical & surgical hospitals*	*3*	*2*	*59.4*	*.0414*	*93*
Marshall	**All mfg.**	**31**	**9**	**480.9**	**.0222**	**84**
3494	Valves & pipe fittings	2	1	137.6	1.3849	98
Mills	**All mfg.**	**2**	**2**	**128.6**	**.0059**	**100**
8062	*General medical & surgical hospitals*	*1*	*1*	*51.2*	*.0356*	*100*
Mitchell	**All mfg.**	**6**		**25.6**	**.0012**	**0**
Monona	**All mfg.**	**2**		**5.3**	**.0002**	**0**
Monroe	**All mfg.**	**6**	**2**	**46.3**	**.0021**	**81**
Montgomery	**All mfg.**	**12**	**4**	**121.1**	**.0056**	**80**
Muscatine	**All mfg.**	**46**	**14**	**1,166.1**	**.0539**	**91**
2522	Metal office furniture	1	1	130.8	3.4688	100
O'Brien	**All mfg.**	**7**	**2**	**257.1**	**.0119**	**84**
Osceola	**All mfg.**	**5**	**1**	**49.5**	**.0023**	**48**
Page	**All mfg.**	**17**	**5**	**158.5**	**.0073**	**68**
Palo Alto	**All mfg.**	**8**	**1**	**29.6**	**.0014**	**25**
Plymouth	**All mfg.**	**10**	**1**	**74.8**	**.0035**	**19**
Pocahontas	**All mfg.**	**8**	**2**	**35.9**	**.0017**	**59**
Polk	**All mfg.**	**194**	**47**	**2,693.7**	**.1244**	**73**
1622	*Bridge & tunnel construction*	*6*	*4*	*191.6*	*2.5299*	*97*
2721	Periodicals	5	2	189.5	1.6645	92
3011	Tires & inner tubes	2	2	515.4	4.6335	100
3523	Farm machinery & equipment	4	3	210.5	2.2632	99
3524	Lawn & garden equipment	1	1	46.6	3.4047	100
6025	*National banks, federal reserve system*	*7*	*3*	*172.5*	*.1647*	*93*
7011	*Hotels, motels, & tourist courts*	*20*	*1*	*34.4*	*.2103*	*13*
8062	*General medical & surgical hospitals*	*5*	*5*	*220.9*	*.1538*	*100*
Pottawattamie	**All mfg.**	**38**	**8**	**337.4**	**.0156**	**53**
8062	*General medical & surgical hospitals*	*2*	*2*	*181.3*	*.1262*	*100*
Poweshiek	**All mfg.**	**19**	**3**	**95.7**	**.0044**	**27**
Ringgold	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Sac	**All mfg.**	**8**	**1**	**34.0**	**.0016**	**39**

IOWA (cont.)

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Scott	**All mfg.**	**111**	**31**	**2,246.9**	**.1084**	**83**
3353	Aluminum sheet, plate, & foil	2	2	615.0	6.6360	100
3531	Construction machinery	4	3	589.2	4.2157	99
4931	*Electric & other services combined*	*2*	*1*	*431.1*	*.7373*	*98*
8062	*General medical & surgical hospitals*	*3*	*3*	*79.3*	*.0552*	*100*
Shelby	**All mfg.**	**9**		**41.3**	**.0019**	**0**
Sioux	**All mfg.**	**34**	**7**	**268.7**	**.0124**	**38**
Story	**All mfg.**	**22**	**5**	**287.8**	**.0133**	**66**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2379*	*100*
Tama	**All mfg.**	**6**	**2**	**96.3**	**.0044**	**82**
Taylor	**All mfg.**	**4**	**1**	**21.6**	**.0010**	**22**
Union	**All mfg.**	**8**	**2**	**62.2**	**.0029**	**61**
Van Buren	**All mfg.**	**6**	**1**	**29.4**	**.0014**	**47**
Wapello	**All mfg.**	**20**	**6**	**257.4**	**.0119**	**81**
3523	Farm machinery & equipment	2	2	126.9	1.3644	100
Warren	**All mfg.**	**6**	**1**	**38.6**	**.0018**	**27**
Washington	**All mfg.**	**16**	**4**	**172.1**	**.0079**	**44**
Wayne	**All mfg.**	**6**	**1**	**25.3**	**.0012**	**20**
Webster	**All mfg.**	**36**	**13**	**715.0**	**.0330**	**80**
2011	Meat-packing plants	2	2	396.7	.8644	100
Winnebago	**All mfg.**	**15**	**4**	**279.1**	**.0129**	**86**
2451	Mobile homes	2	1	119.0	2.2454	93
Winneshiek	**All mfg.**	**11**	**1**	**56.4**	**.0026**	**6**
Woodbury	**All mfg.**	**73**	**20**	**761.5**	**.0352**	**60**
1629	*Heavy construction n.e.c.*	*2*	*1*	*172.3*	*.5453*	*99*
8062	*General medical & surgical hospitals*	*3*	*3*	*106.8*	*.0744*	*100*
Worth	**All mfg.**	**3**		**9.7**	**.0004**	**0**
Wright	**All mfg.**	**17**	**2**	**246.8**	**.0114**	**47**
STATE TOTAL	**All mfg.**	**1,002**	**447**	**28,007.7**	**1.2937**	**77**

KANSAS

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Allen	**All mfg.**	**19**	**4**	**177.8**	**.0082**	**61**
Anderson	**All mfg.**	**9**		**31.0**	**.0014**	**0**
Atchison	**All mfg.**	**17**	**2**	**184.7**	**.0085**	**47**
Barber	**All mfg.**	**4**	**1**	**26.2**	**.0012**	**60**
Barton	**All mfg.**	**33**	**4**	**202.6**	**.0094**	**46**
Bourbon	**All mfg.**	**19**	**4**	**90.3**	**.0042**	**35**
Brown	**All mfg.**	**8**	**2**	**29.6**	**.0014**	**66**
Butler	**All mfg.**	**23**	**8**	**2,285.1**	**.1056**	**98**
2911	Petroleum refining	3	3	2,149.5	1.1475	100
Chase	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Chautauqua	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Cherokee	**All mfg.**	**18**	**5**	**152.1**	**.0070**	**73**
Clark	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Clay	**All mfg.**	**10**	**2**	**68.7**	**.0032**	**64**
Cloud	**All mfg.**	**7**	**1**	**29.6**	**.0014**	**23**
Coffey	**All mfg.**	**2**	**1**	**16.9**	**.0008**	**84**
Comanche	**All mfg.**	**4**		**13.2**	**.0006**	**0**
Cowley	**All mfg.**	**32**	**12**	**909.1**	**.0420**	**90**
8062	*General medical & surgical hospitals*	*3*	*3*	*60.2*	*.0419*	*100*
Crawford	**All mfg.**	**35**	**9**	**338.1**	**.0156**	**52**
Decatur	**All mfg.**	**4**		**12.7**	**.0006**	**0**
Dickinson	**All mfg.**	**19**	**1**	**100.0**	**.0046**	**9**
Doniphan	**All mfg.**	**9**	**3**	**88.6**	**.0041**	**62**
Douglas	**All mfg.**	**42**	**14**	**531.0**	**.0245**	**84**
8221	*Colleges & universities n.e.c.*	*2*	*1*	*48.1*	*.2477*	*96*
Edwards	**All mfg.**	**7**	**1**	**49.2**	**.0023**	**65**
Ellis	**All mfg.**	**15**	**1**	**111.2**	**.0051**	**30**
Ellsworth	**All mfg.**	**6**	**1**	**23.4**	**.0011**	**68**
Finney	**All mfg.**	**22**	**4**	**565.2**	**.0261**	**88**
2011	Meat-packing plants	2	2	467.4	1.0184	100
Ford	**All mfg.**	**33**	**5**	**589.5**	**.0272**	**76**
2011	Meat-packing plants	2	1	342.0	.7452	97
Franklin	**All mfg.**	**21**	**2**	**86.8**	**.0040**	**36**
Geary	**All mfg.**	**12**	**3**	**71.2**	**.0033**	**63**
8062	*General medical & surgical hospitals*	*2*	*2*	*52.3*	*.0364*	*100*
Gove	**All mfg.**	**5**		**24.1**	**.0011**	**0**
Graham	**All mfg.**	**1**		**4.7**	**.0002**	**0**
Grant	**All mfg.**	**9**	**1**	**136.8**	**.0063**	**6**
Gray	**All mfg.**	**3**		**14.1**	**.0007**	**0**
Greeley	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Greenwood	**All mfg.**	**3**		**9.9**	**.0005**	**0**
Harper	**All mfg.**	**9**		**28.6**	**.0013**	**0**
Harvey	**All mfg.**	**37**	**6**	**279.8**	**.0129**	**45**
3523	Farm machinery & equipment	3	1	86.7	.9321	95
Haskell	**All mfg.**	**4**		**38.4**	**.0018**	**0**
Jackson	**All mfg.**	**3**		**14.4**	**.0007**	**0**
Jefferson	**All mfg.**	**4**		**15.8**	**.0007**	**0**
Jewell	**All mfg.**	**1**	**1**	**57.8**	**.0027**	**100**
Johnson	**All mfg.**	**225**	**41**	**2,065.5**	**.0954**	**70**
3662	Radio & TV communication equipment	2	1	122.8	.3294	93
8062	*General medical & surgical hospitals*	*3*	*2*	*54.4*	*.0375*	*92*
Kingman	**All mfg.**	**5**		**22.7**	**.0010**	**0**
Kiowa	**All mfg.**	**1**		**3.3**	**.0002**	**0**
Labette	**All mfg.**	**39**	**8**	**171.9**	**.0079**	**43**
Lane	**All mfg.**	**3**	**1**	**59.5**	**.0027**	**80**
Leavenworth	**All mfg.**	**21**	**6**	**151.6**	**.0070**	**58**
8062	*General medical & surgical hospitals*	*6*	***	*91.1*	*.0634*	*93*
Lincoln	**All mfg.**	**4**		**10.3**	**.0005**	**0**
Linn	**All mfg.**	**7**		**22.7**	**.0010**	**0**
Logan	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Lyon	**All mfg.**	**25**	**6**	**979.7**	**.0453**	**85**
2011	Meat-packing plants	2	2	707.4	1.5414	100
McPherson	**All mfg.**	**39**	**8**	**1,678.1**	**.0775**	**87**
8062	*General medical & surgical hospitals*	*3*	*2*	*60.7*	*.0423*	*98*
Marion	**All mfg.**	**16**	**2**	**114.2**	**.0053**	**65**
Marshall	**All mfg.**	**14**	**2**	**59.7**	**.0028**	**39**
Meade	**All mfg.**	**2**		**10.9**	**.0005**	**0**
Miami	**All mfg.**	**17**	**3**	**89.1**	**.0041**	**68**
Mitchell	**All mfg.**	**10**	**2**	**68.5**	**.0032**	**61**
Montgomery	**All mfg.**	**57**	**16**	**786.7**	**.0363**	**81**
Morris	**All mfg.**	**7**		**17.5**	**.0008**	**0**
Morton	**All mfg.**	**3**		**7.4**	**.0003**	**0**
Nemaha	**All mfg.**	**7**	**2**	**47.1**	**.0022**	**42**
Neosho	**All mfg.**	**33**	**10**	**232.9**	**.0108**	**75**
Ness	**All mfg.**	**2**		**7.1**	**.0003**	**0**
Norton	**All mfg.**	**4**		**10.8**	**.0005**	**0**
Osage	**All mfg.**	**4**	**1**	**38.1**	**.0018**	**53**
Osborne	**All mfg.**	**8**		**49.8**	**.0023**	**0**
Ottawa	**All mfg.**	**3**	**1**	**22.4**	**.0010**	**37**
Pawnee	**All mfg.**	**6**		**23.1**	**.0011**	**0**
Phillips	**All mfg.**	**4**	**1**	**161.1**	**.0074**	**20**
Pottawatomie	**All mfg.**	**6**	**1**	**43.8**	**.0020**	**41**
Pratt	**All mfg.**	**11**		**61.1**	**.0028**	**0**
Rawlins	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Reno	**All mfg.**	**80**	**22**	**748.3**	**.0346**	**72**
3561	Pumps & pumping equipment	2	1	86.2	1.4437	97
Republic	**All mfg.**	**6**		**18.2**	**.0008**	**0**
Rice	**All mfg.**	**8**	**1**	**88.2**	**.0041**	**27**
Riley	**All mfg.**	**17**	**2**	**118.1**	**.0055**	**60**
Rooks	**All mfg.**	**3**	**1**	**19.5**	**.0009**	**57**
Rush	**All mfg.**	**4**		**12.0**	**.0006**	**0**
Russell	**All mfg.**	**8**	**1**	**32.1**	**.0015**	**61**
Saline	**All mfg.**	**61**	**13**	**605.5**	**.0280**	**68**
Scott	**All mfg.**	**4**		**107.7**	**.0050**	**0**
Sedgwick	**All mfg.**	**375**	**63**	**8,275.5**	**.3823**	**88**
1311	*Crude petroleum & natural gas*	*45*		*700.2*	*1.4907*	*0*
1381	*Oil- & gas-well drilling services*	*39*	*1*	*99.2*	*2.2652*	*10*
1629	*Heavy construction n.e.c.*	*6*	*3*	*145.5*	*.4605*	*87*
2011	Meat-packing plants	4	3	454.4	.9901	99
3079	Miscellaneous plastics products	18	2	82.2	.2652	51
3531	Construction machinery	3	2	117.6	.8414	98
3574	Calculating & accounting machines	1	1	127.5	6.3272	100
3721	Aircraft	5	5	3,354.5	9.7550	100
3728	Aircraft equipment n.e.c.	32	3	135.2	1.3043	36
3761	Guided missiles & space vehicles	1	1	184.3	1.8009	100
3949	Sporting & athletic goods n.e.c.	3	1	102.4	3.0142	98
4911	*Electric services*	*3*	*1*	*443.2*	*.4265*	*94*
6025	*National banks, federal reserve system*	*8*	*3*	*208.9*	*.1995*	*91*
8062	*General medical & surgical hospitals*	*5*	*5*	*330.3*	*.2300*	*100*
Seward	**All mfg.**	**9**	**3**	**273.7**	**.0126**	**94**
Shawnee	**All mfg.**	**97**	**23**	**1,264.2**	**.0584**	**82**
2771	Greeting-card publishing	1	1	125.0	4.9688	100
3011	Tires & inner tubes	1	1	357.9	3.2176	100
7011	*Hotels, motels, & tourist courts*	*11*	*2*	*121.2*	*.7409*	*88*
8062	*General medical & surgical hospitals*	*7*	*6*	*239.4*	*.1667*	*99*
Sheridan	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Sherman	**All mfg.**	**5**	**2**	**86.8**	**.0040**	**90**
Smith	**All mfg.**	**6**		**18.0**	**.0008**	**0**
Stafford	**All mfg.**	**4**		**12.3**	**.0006**	**0**
Sumner	**All mfg.**	**23**	**1**	**108.6**	**.0050**	**28**
Thomas	**All mfg.**	**4**		**6.9**	**.0003**	**0**
Trego	**All mfg.**	**3**		**9.0**	**.0004**	**0**
Wabaunsee	**All mfg.**	**2**		**11.5**	**.0005**	**0**
Wallace	**All mfg.**	**1**		**5.7**	**.0003**	**0**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Washington	**All mfg.**	**3**		**19.8**	**.0009**	**0**
Wilson	**All mfg.**	**22**	**6**	**205.6**	**.0095**	**49**
Woodson	**All mfg.**	**2**		**7.2**	**.0003**	**0**
Wyandotte	**All mfg.**	**220**	**43**	**4,195.3**	**.1938**	**81**
2841	Soap & other detergents	2	2	329.4	3.4470	100
3296	Mineral wool	2	2	257.8	9.5804	100
3711	Motor vehicles & passenger-car bodies	1	1	1,790.7	1.3922	100
8062	*General medical & surgical hospitals*	*1*	*1*	*113.1*	*.0787*	*100*
STATE TOTAL	**All mfg.**	**2,067**	**388**	**30,701.1**	**1.4181**	**78**

KENTUCKY

Adair	**All mfg.**	**11**	**2**	**50.2**	**.0023**	**46**
Allen	**All mfg.**	**10**	**4**	**88.2**	**.0041**	**80**
Anderson	**All mfg.**	**13**	**4**	**143.6**	**.0066**	**54**
Ballard	**All mfg.**	**6**	**1**	**112.3**	**.0052**	**84**
Barren	**All mfg.**	**28**	**10**	**465.3**	**.0215**	**79**
Bell	**All mfg.**	**11**	**1**	**48.7**	**.0022**	**31**
Boone	**All mfg.**	**38**	**21**	**413.0**	**.0191**	**87**
Bourbon	**All mfg.**	**11**	**4**	**77.8**	**.0036**	**65**
Boyd	**All mfg.**	**32**	**11**	**3,167.8**	**.1463**	**97**
2911	Petroleum refining	1	1	2,087.4	1.1144	100
3312	Blast furnaces & steel mills	3	3	840.0	1.9047	100
Boyle	**All mfg.**	**21**	**10**	**309.7**	**.0143**	**88**
Bracken	**All mfg.**	**2**	**2**	**18.1**	**.0008**	**100**
Breathitt	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Breckinridge	**All mfg.**	**5**	**1**	**19.8**	**.0009**	**48**
Bullitt	**All mfg.**	**6**	**3**	**141.0**	**.0065**	**96**
Butler	**All mfg.**	**5**	**2**	**21.6**	**.0010**	**65**
Caldwell	**All mfg.**	**10**	**4**	**104.5**	**.0048**	**84**
Calloway	**All mfg.**	**9**	**3**	**113.1**	**.0052**	**70**
Campbell	**All mfg.**	**30**	**6**	**244.8**	**.0113**	**61**
Carlisle	**All mfg.**	**2**	**1**	**18.4**	**.0008**	**96**
Carroll	**All mfg.**	**13**	**6**	**211.6**	**.0098**	**81**
Carter	**All mfg.**	**7**	**2**	**40.6**	**.0019**	**36**
Casey	**All mfg.**	**10**	**1**	**54.0**	**.0025**	**60**
Christian	**All mfg.**	**34**	**12**	**343.2**	**.0159**	**64**
8062	*General medical & surgical hospitals*	*3*	*3*	*97.8*	*.0681*	*100*
Clark	**All mfg.**	**17**	**6**	**290.2**	**.0134**	**89**
Clay	**All mfg.**	**2**	**1**	**29.4**	**.0014**	**94**
Clinton	**All mfg.**	**4**	**1**	**34.0**	**.0016**	**58**
Crittenden	**All mfg.**	**5**	**3**	**67.0**	**.0031**	**92**
Cumberland	**All mfg.**	**6**	**2**	**35.6**	**.0016**	**65**
Daviess	**All mfg.**	**52**	**19**	**984.8**	**.0455**	**81**
3671	Electron tubes	1	1	116.4	3.6696	100
Edmonson	**All mfg.**	**1**	**1**	**7.6**	**.0004**	**100**
Estill	**All mfg.**	**3**	**1**	**25.3**	**.0012**	**85**
Fayette	**All mfg.**	**89**	**25**	**1,668.5**	**.0771**	**86**
3579	Office machines n.e.c.	2	2	757.4	13.2362	100
3613	Switchgear & switchboard apparatus	1	1	121.4	2.4716	100
8062	*General medical & surgical hospitals*	*7*	*6*	*284.9*	*.1984*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*52.5*	*.2704*	*97*
Fleming	**All mfg.**	**3**	**2**	**34.0**	**.0016**	**95**
Floyd	**All mfg.**	**6**	**1**	**56.2**	**.0026**	**11**
1211	*Bituminous-coal & lignite mining*	*11*	*2*	*193.8*	*.8903*	*70*
Franklin	**All mfg.**	**18**	**9**	**407.5**	**.0188**	**95**
2085	Distilled liquor, except brandy	2	2	244.8	5.7100	100
Fulton	**All mfg.**	**12**	**4**	**89.4**	**.0041**	**54**
Gallatin	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Garrard	**All mfg.**	**3**	**2**	**32.6**	**.0015**	**92**
Grant	**All mfg.**	**5**	**1**	**24.1**	**.0011**	**44**
Graves	**All mfg.**	**14**	**5**	**358.4**	**.0166**	**94**
3011	Tires & inner tubes	1	1	236.2	2.1235	100
Grayson	**All mfg.**	**12**	**4**	**121.1**	**.0056**	**83**
Green	**All mfg.**	**9**	**4**	**152.9**	**.0071**	**15**
Greenup	**All mfg.**	**7**	**4**	**137.1**	**.0063**	**57**
Hancock	**All mfg.**	**7**	**6**	**550.2**	**.0254**	**99**
3353	Aluminum sheet, plate, & foil	1	1	273.4	2.9501	100
Hardin	**All mfg.**	**29**	**10**	**284.6**	**.0131**	**81**
8062	*General medical & surgical hospitals*	*2*	*2*	*85.7*	*.0597*	*100*
Harlan	**All mfg.**	**7**	**1**	**25.6**	**.0012**	**25**
1211	*Bituminous-coal & lignite mining*	*12*	*5*	*223.8*	*1.0281*	*79*
Harrison	**All mfg.**	**11**	**8**	**152.4**	**.0070**	**95**
Hart	**All mfg.**	**6**	**2**	**55.2**	**.0025**	**45**
Henderson	**All mfg.**	**32**	**9**	**418.4**	**.0193**	**81**
Henry	**All mfg.**	**6**	**1**	**31.9**	**.0015**	**35**
Hickman	**All mfg.**	**3**	**1**	**25.7**	**.0012**	**37**
Hopkins	**All mfg.**	**24**	**10**	**263.6**	**.0122**	**82**
1211	*Bituminous-coal & lignite mining*	*10*	*5*	*218.5*	*1.0038*	*85*
Jackson	**All mfg.**	**4**		**9.2**	**.0004**	**0**
Jefferson	**All mfg.**	**443**	**127**	**13,337.9**	**.6161**	**91**
2011	Meat-packing plants	4	2	607.4	1.3235	96
2013	Sausages & other prepared meats	1	1	138.7	1.2553	100
2085	Distilled liquor, except brandy	6	3	441.7	10.3028	93
2086	Bottled & canned soft drinks	5	3	147.8	.8456	87
2111	Cigarettes	2	2	1,666.9	11.5106	100
2653	Corrugated & solid fiber boxes	10	6	129.7	1.0822	82
2711	Newspapers	6	1	118.3	.4901	91
2752	Lithographic commercial printing	15	3	126.3	.7544	47
2822	Synthetic rubber	3	3	537.8	14.7504	100
2851	Paints & allied products	16	6	197.4	2.0761	72
3079	Miscellaneous plastics products	16	3	74.5	.2404	58
3353	Aluminum sheet, plate, & foil	4	3	395.6	4.2686	97
3494	Valves & pipe fittings	2	2	212.5	2.1387	100
3523	Farm machinery & equipment	1	1	74.7	.8031	100
3524	Lawn & garden equipment	3	2	199.2	14.5540	98
3535	Conveyors & conveying equipment	11	3	72.4	3.1277	68
3585	Refrigeration & heating equipment	3	2	1,641.2	11.4256	100
3631	Household cooking equipment	1	1	598.6	18.0846	100
3632	Household refrigerators & freezers	1	1	620.3	17.3671	100
3633	Household laundry equipment	1	1	356.4	11.9341	100
3639	Household appliances n.e.c.	2	1	322.4	16.9381	98
3711	Motor vehicles & passenger-car bodies	2	2	1,619.6	1.2592	100
3713	Truck & bus bodies	1	1	139.8	4.4187	100
4011	*Line-haul-operating railroads*	*2*	*2*	*611.3*	*3.8897*	*100*
4931	*Electric & other services combined*	*2*	*1*	*907.7*	*1.5524*	*98*
6025	*National banks, federal reserve system*	*2*	*2*	*398.6*	*.3806*	*100*
7011	*Hotels, motels, & tourist courts*	*25*	*3*	*59.4*	*.3631*	*43*
8062	*General medical & surgical hospitals*	*16*	*14*	*550.3*	*.3831*	*99*
Jessamine	**All mfg.**	**14**	**3**	**89.3**	**.0041**	**38**
Johnson	**All mfg.**	**2**	**1**	**25.9**	**.0012**	**98**
Kenton	**All mfg.**	**52**	**11**	**301.7**	**.0139**	**58**
8062	*General medical & surgical hospitals*	*3*	*2*	*80.1*	*.0558*	*98*
Knox	**All mfg.**	**6**	**1**	**49.8**	**.0023**	**55**
Larue	**All mfg.**	**2**	**1**	**10.1**	**.0005**	**89**
Laurel	**All mfg.**	**17**	**5**	**142.8**	**.0066**	**66**
Lawrence	**All mfg.**	**2**		**3.1**	**.0001**	**0**
Lee	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Leslie	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Letcher	**All mfg.**	**6**	**1**	**19.4**	**.0009**	**25**
1211	*Bituminous-coal & lignite mining*	*8*	*3*	*182.8*	*.8398*	*80*
Lewis	**All mfg.**	**2**	**2**	**11.9**	**.0005**	**100**
Lincoln	**All mfg.**	**5**	**1**	**26.7**	**.0012**	**57**
Livingston	**All mfg.**	**3**		**3.9**	**.0002**	**0**
Logan	**All mfg.**	**25**	**8**	**227.6**	**.0105**	**69**
Lyon	**All mfg.**	**1**	**1**	**14.0**	**.0006**	**100**
McCracken	**All mfg.**	**30**	**7**	**449.6**	**.0208**	**82**
2819	Industrial inorganic chemicals n.e.c.	2	1	287.0	2.0965	99
8062	*General medical & surgical hospitals*	*2*	*2*	*67.6*	*.0471*	*100*
McCreary	**All mfg.**	**5**	**1**	**18.5**	**.0009**	**42**
McLean	**All mfg.**	**5**	**1**	**30.6**	**.0014**	**73**
Madison	**All mfg.**	**24**	**13**	**290.5**	**.0134**	**86**
Magoffin	**All mfg.**	**1**	**1**	**14.2**	**.0007**	**100**
Marion	**All mfg.**	**7**	**3**	**50.6**	**.0023**	**64**
Marshall	**All mfg.**	**11**	**6**	**740.9**	**.0342**	**99**
2869	Industrial organic chemicals n.e.c.	3	3	546.5	1.2993	100
Martin						
1211	*Bituminous-coal & lignite mining*	*9*	*3*	*210.8*	*.9684*	*80*
Mason	**All mfg.**	**15**	**6**	**314.7**	**.0145**	**85**
Meade	**All mfg.**	**2**	**1**	**188.2**	**.0087**	**96**
Menifee	**All mfg.**	**3**		**16.4**	**.0008**	**0**
Mercer	**All mfg.**	**9**	**4**	**123.2**	**.0057**	**66**
Metcalfe	**All mfg.**	**3**	**1**	**15.9**	**.0007**	**69**
Monroe	**All mfg.**	**17**	**3**	**53.9**	**.0025**	**35**
Montgomery	**All mfg.**	**9**	**5**	**195.1**	**.0090**	**89**
3621	Motors & generators	1	1	65.7	.9361	100
Morgan	**All mfg.**	**2**	**2**	**16.7**	**.0008**	**100**
Muhlenberg	**All mfg.**	**10**	**1**	**31.7**	**.0015**	**36**
1211	*Bituminous-coal & lignite mining*	*9*	*6*	*300.1*	*1.3766*	*95*
4911	*Electric services*	*1*	*1*	*405.9*	*.3906*	*100*
Nelson	**All mfg.**	**14**	**6**	**289.4**	**.0134**	**82**
Nicholas	**All mfg.**	**2**	**2**	**17.3**	**.0008**	**100**
Ohio	**All mfg.**	**13**	**6**	**55.3**	**.0026**	**65**
Oldham	**All mfg.**	**12**	**4**	**113.1**	**.0052**	**61**
Owen	**All mfg.**	**2**	**2**	**16.6**	**.0008**	**100**
Pendleton	**All mfg.**	**4**	**1**	**27.4**	**.0013**	**56**
Perry	**All mfg.**	**4**		**13.2**	**.0006**	**0**
Pike	**All mfg.**	**8**	**1**	**33.0**	**.0015**	**50**
1211	*Bituminous-coal & lignite mining*	*39*	*11*	*463.2*	*2.1279*	*60*
Powell	**All mfg.**	**6**		**10.5**	**.0005**	**0**
Pulaski	**All mfg.**	**21**	**9**	**386.2**	**.0178**	**63**
Rockcastle	**All mfg.**	**3**		**7.0**	**.0003**	**0**
Rowan	**All mfg.**	**11**	**3**	**56.3**	**.0026**	**45**
Russell	**All mfg.**	**8**	**2**	**57.0**	**.0026**	**75**
Scott	**All mfg.**	**22**	**5**	**144.0**	**.0067**	**56**
Shelby	**All mfg.**	**22**	**4**	**163.5**	**.0076**	**41**
Simpson	**All mfg.**	**15**	**6**	**210.4**	**.0097**	**86**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.) 1984 (S&MM Est.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
KENTUCKY (cont.)						
Taylor	**All mfg.**	**11**	**3**	**180.6**	**.0083**	**78**
2254	Knit-underwear mills	1	1	113.3	11.4317	100
Todd	**All mfg.**	**10**	**3**	**76.2**	**.0035**	**57**
Trigg	**All mfg.**	**7**	**2**	**49.0**	**.0023**	**76**
Union	**All mfg.**	**11**	**5**	**76.8**	**.0035**	**75**
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*162.3*	*.7456*	*92*
Warren	**All mfg.**	**44**	**18**	**1,216.0**	**.0562**	**92**
2322	Men's & boys' underwear	1	1	22.7	5.4738	100
3592	Carburetors, pistons, rings, & valves	2	2	135.5	5.0310	100
3711	Motor vehicles & passenger-car bodies	1	1	477.5	.3713	100
Washington	**All mfg.**	**6**	**3**	**95.2**	**.0044**	**86**
Wayne	**All mfg.**	**13**	**4**	**45.9**	**.0021**	**56**
Webster	**All mfg.**	**7**	**2**	**31.6**	**.0015**	**60**
Whitley	**All mfg.**	**17**	**9**	**195.9**	**.0090**	**89**
Wolfe	**All mfg.**	**2**	**1**	**40.2**	**.0019**	**94**
Woodford	**All mfg.**	**8**	**5**	**170.6**	**.0079**	**95**
STATE TOTAL	**All mfg.**	**1,752**	**577**	**33,184.4**	**1.5328**	**86**
LOUISIANA						
Acadia	**All mfg.**	**29**	**2**	**434.3**	**.0201**	**3**
Allen	**All mfg.**	**8**	**3**	**114.5**	**.0053**	**76**
Ascension	**All mfg.**	**34**	**17**	**1,263.2**	**.0583**	**90**
2869	Industrial organic chemicals n.e.c.	7	7	768.6	1.8273	100
2873	Nitrogenous fertilizers	4	3	248.3	5.2677	96
Assumption	**All mfg.**	**9**	**2**	**72.6**	**.0034**	**32**
Avoyelles	**All mfg.**	**14**	**4**	**123.2**	**.0057**	**58**
Beauregard	**All mfg.**	**13**	**5**	**336.0**	**.0155**	**87**
2621	Paper mills, except building paper	2	2	222.6	.9287	100
Bienville	**All mfg.**	**7**	**5**	**90.7**	**.0042**	**95**
Bossier	**All mfg.**	**35**	**6**	**241.8**	**.0112**	**63**
Caddo	**All mfg.**	**157**	**37**	**2,719.8**	**.1256**	**77**
1311	*Crude petroleum & natural gas*	*57*	*1*	*1,013.7*	*2.1581*	*22*
1381	*Oil- & gas-well drilling services*	*28*	*2*	*119.0*	*2.7173*	*36*
3229	Pressed & blown glass n.e.c.	1	1	80.0	2.1199	100
3443	Fabricated plate work (boiler shops)	4	3	131.3	1.1799	98
3483	Ammunition, except small-arms, n.e.c.	3	2	64.4	4.6772	97
3661	Telephone & telegraph apparatus	1	1	596.3	3.2663	100
7011	*Hotels, motels, & tourist courts*	*6*	*1*	*68.8*	*.4206*	*92*
8062	*General medical & surgical hospitals*	*10*	*8*	*271.6*	*.1891*	*98*
Calcasieu	**All mfg.**	**58**	**18**	**7,047.6**	**.3255**	**95**
2822	Synthetic rubber	1	1	168.7	4.6270	100
2869	Industrial organic chemicals n.e.c.	4	3	534.1	1.2698	98
2911	Petroleum refining	4	2	5,815.6	3.1047	97
8062	*General medical & surgical hospitals*	*4*	*3*	*57.0*	*.0397*	*96*
Caldwell	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Cameron	**All mfg.**	**6**	**1**	**56.4**	**.0026**	**41**
Catahoula	**All mfg.**	**2**	**2**	**11.1**	**.0005**	**100**
Claiborne	**All mfg.**	**7**	**2**	**139.2**	**.0064**	**33**
Concordia	**All mfg.**	**7**	**1**	**22.8**	**.0011**	**20**
De Soto	**All mfg.**	**11**	**3**	**90.0**	**.0042**	**71**
East Baton Rouge	**All mfg.**	**136**	**29**	**10,778.3**	**.4979**	**96**
1629	*Heavy construction n.e.c.*	*8*	*3*	*176.4*	*.5583*	*86*
2819	Industrial inorganic chemicals n.e.c.	4	4	199.6	1.4580	100
2822	Synthetic rubber	3	3	459.0	12.5891	100
2869	Industrial organic chemicals n.e.c.	2	2	924.0	2.1967	100
2911	Petroleum refining	1	1	8,275.2	4.4178	100
4911	*Electric services*	*2*	*2*	*396.1*	*.3811*	*100*
6025	*National banks, federal reserve system*	*5*	*5*	*271.8*	*.2595*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*219.8*	*.1530*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*97.0*	*.4995*	*100*
East Carroll	**All mfg.**	**4**		**13.3**	**.0006**	**0**
East Feliciana	**All mfg.**	**9**		**27.9**	**.0013**	**0**
8062	*General medical & surgical hospitals*	*2*	*2*	*184.6*	*.1285*	*100*
Evangeline	**All mfg.**	**7**	**2**	**91.7**	**.0042**	**71**
Franklin	**All mfg.**	**6**		**39.9**	**.0018**	**0**
Grant	**All mfg.**	**6**	**1**	**47.3**	**.0022**	**40**
Iberia	**All mfg.**	**62**	**19**	**869.3**	**.0402**	**70**
2033	Canned fruits & vegetables	2	2	104.8	1.0629	100
3533	Oil-field machinery	12	3	244.3	2.5163	67
3731	Ship building & repairing	5	3	81.6	.9023	92
Iberville	**All mfg.**	**21**	**6**	**1,380.4**	**.0869**	**93**
2869	Industrial organic chemicals n.e.c.	6	3	1,491.8	3.5466	95
Jackson	**All mfg.**	**4**	**2**	**165.0**	**.0076**	**97**
Jefferson	**All mfg.**	**117**	**38**	**1,577.3**	**.0729**	**77**
1623	*Pipe- & utility-line construction*	*6*	*2*	*109.3*	*1.3963*	*92*
3533	Oil-field machinery	7	1	148.5	1.5295	75
3731	Ship building & repairing	10	4	90.6	1.0018	75
8062	*General medical & surgical hospitals*	*5*	*5*	*115.8*	*.0806*	*100*
Jefferson Davis	**All mfg.**	**14**	**3**	**565.4**	**.0261**	**5**
Lafayette	**All mfg.**	**64**	**15**	**753.0**	**.0348**	**73**
1311	*Crude petroleum & natural gas*	*44*		*709.2*	*1.5099*	*0*
1381	*Oil- & gas-well drilling services*	*26*	*3*	*129.2*	*2.9502*	*49*
3533	Oil-field machinery	15	3	186.7	1.9230	58
8062	*General medical & surgical hospitals*	*3*	*3*	*98.6*	*.0686*	*100*
Lafourche	**All mfg.**	**29**	**8**	**383.6**	**.0177**	**77**
La Salle	**All mfg.**	**7**	**5**	**142.3**	**.0066**	**93**
Lincoln	**All mfg.**	**17**	**4**	**149.1**	**.0069**	**69**
1611	*Highway & street construction*	*2*	*2*	*172.2*	*.7708*	*100*
Livingston	**All mfg.**	**16**	**4**	**108.7**	**.0050**	**70**
Madison	**All mfg.**	**2**	**1**	**7.7**	**.0004**	**56**
Morehouse	**All mfg.**	**10**	**4**	**321.0**	**.0148**	**88**
2621	Paper mills, except building paper	1	1	207.4	.8653	100
Natchitoches	**All mfg.**	**9**	**1**	**103.4**	**.0048**	**63**
Orleans	**All mfg.**	**261**	**74**	**3,839.2**	**.1773**	**81**
1311	*Crude petroleum & natural gas*	*32*	*2*	*999.5*	*2.1279*	*38*
1629	*Heavy construction n.e.c.*	*11*	*5*	*733.5*	*2.3213*	*94*
2051	Bread, cake, & related products	12	4	109.4	.8119	75
2095	Roasted coffee	8	4	450.8	7.3470	87
2711	Newspapers	4	1	94.2	.3902	91
3599	Machinery, except electrical, n.e.c.	10	3	62.6	.6195	74
3731	Ship building & repairing	11	4	503.7	5.5696	97
3769	Space-vehicle equipment n.e.c.	1	1	170.1	9.4911	100
4911	*Electric services*	*4*	*4*	*1,246.7*	*1.1996*	*100*
5084	*Industrial-machinery distributors*	*26*	*1*	*314.9*	*.7645*	*19*
6025	*National banks, federal reserve system*	*6*	*4*	*454.4*	*.4339*	*96*
7011	*Hotels, motels, & tourist courts*	*23*	*8*	*168.6*	*1.0307*	*85*
8062	*General medical & surgical hospitals*	*19*	*18*	*752.1*	*.5236*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*69.9*	*.3600*	*86*
Ouachita	**All mfg.**	**66**	**20**	**1,213.9**	**.0561**	**82**
2631	Paperboard mills	1	1	377.2	2.9693	100
8062	*General medical & surgical hospitals*	*3*	*3*	*84.0*	*.0585*	*100*
Plaquemines	**All mfg.**	**28**	**11**	**1,398.3**	**.0646**	**94**
Pointe Coupee	**All mfg.**	**5**	**1**	**28.6**	**.0013**	**63**
Rapides	**All mfg.**	**42**	**11**	**365.8**	**.0169**	**72**
8062	*General medical & surgical hospitals*	*7*	*7*	*188.5*	*.1312*	*100*
Red River	**All mfg.**	**5**	**2**	**68.9**	**.0032**	**87**
Richland	**All mfg.**	**5**	**2**	**36.3**	**.0017**	**59**
Sabine	**All mfg.**	**8**	**4**	**93.9**	**.0043**	**78**
St. Bernard	**All mfg.**	**12**	**7**	**1,311.4**	**.0606**	**99**
3334	Primary aluminum	1	1	570.7	8.2631	100
St. Charles	**All mfg.**	**18**	**8**	**3,324.2**	**.1535**	**95**
2821	Plastics materials & synthetic resins	2	1	249.3	1.2088	96
2911	Petroleum refining	3	2	2,490.8	1.3297	96
St. James	**All mfg.**	**14**	**7**	**1,260.5**	**.0582**	**83**
2819	Industrial inorganic chemicals n.e.c.	3	2	144.0	1.0519	97
St. John the Baptist	**All mfg.**	**12**	**6**	**1,453.4**	**.0671**	**87**
St. Landry	**All mfg.**	**28**	**4**	**441.1**	**.0204**	**46**
St. Martin	**All mfg.**	**12**	**2**	**138.5**	**.0064**	**55**
2254	Knit-underwear mills	1	1	61.8	6.2355	100
St. Mary	**All mfg.**	**50**	**19**	**727.7**	**.0336**	**86**
3441	Fabricated structural metal	2	1	75.0	.7820	93
3533	Oil-field machinery	11	7	370.5	3.8161	94
St. Tammany	**All mfg.**	**27**	**7**	**182.7**	**.0084**	**61**
Tangipahoa	**All mfg.**	**39**	**7**	**250.2**	**.0116**	**49**
Tensas	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Terrebonne	**All mfg.**	**48**	**14**	**441.2**	**.0204**	**63**
3731	Ship building & repairing	12	7	88.1	.9742	83
Union	**All mfg.**	**6**		**30.1**	**.0014**	**0**
Vermilion	**All mfg.**	**10**	**5**	**363.8**	**.0168**	**93**
Vernon	**All mfg.**	**4**	**1**	**21.0**	**.0010**	**47**
Washington	**All mfg.**	**15**	**6**	**410.1**	**.0189**	**89**
2621	Paper mills, except building paper	1	1	259.3	1.0818	100
Webster	**All mfg.**	**26**	**11**	**324.2**	**.0150**	**46**
West Baton Rouge	**All mfg.**	**16**	**4**	**334.6**	**.0155**	**23**
West Carroll	**All mfg.**	**3**	**1**	**11.4**	**.0005**	**18**
West Feliciana	**All mfg.**	**4**	**1**	**146.2**	**.0068**	**92**
2641	Paper coating & glazing	1	1	134.3	2.1692	100
Winn	**All mfg.**	**13**	**6**	**203.7**	**.0094**	**85**
2421	General sawmills & planing mills	5	4	130.2	.9910	94
STATE TOTAL	**All mfg.**	**1,717**	**491**	**49,217.7**	**2.2734**	**85**
MAINE						
Androscoggin	**All mfg.**	**119**	**40**	**764.6**	**.0353**	**67**
2211	Cotton-weaving mills	2	2	55.5	1.0119	100
3143	Men's nonathletic footwear	7	7	54.7	2.9240	100
3144	Women's nonathletic footwear	5	4	44.2	3.0411	96
3149	Nonrubber footwear n.e.c.	6	3	17.1	2.6499	79
8062	*General medical & surgical hospitals*	*2*	*2*	*60.5*	*.0421*	*100*
Aroostook	**All mfg.**	**53**	**17**	**802.9**	**.0371**	**81**
2037	Frozen fruits & vegetables	2	2	139.3	2.6389	100
2621	Paper mills, except building paper	1	1	172.8	.7210	100
Cumberland	**All mfg.**	**178**	**53**	**1,930.1**	**.0892**	**80**
2621	Paper mills, except building paper	2	2	380.3	1.5867	100
3143	Men's nonathletic footwear	4	4	47.8	2.5552	100
3573	Electronic computing equipment	1	1	139.1	.3006	100
3674	Semiconductors & related devices	2	2	143.1	.9648	100

1984 ($MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
6025	*National banks, federal reserve system*	*3*	*3*	*219.6*	*.2097*	*100*
8062	*General medical & surgical hospitals*	*8*	*7*	*244.6*	*.1703*	*99*
Franklin	**All mfg.**	**32**	**11**	**449.2**	**.0207**	**88**
2499	Wood products n.e.c.	11	3	53.8	1.4833	68
2621	Paper mills, except building paper	3	3	311.1	1.2980	100
3149	Nonrubber footwear n.e.c.	4	2	19.6	3.0373	91
Hancock	**All mfg.**	**35**	**13**	**431.2**	**.0199**	**83**
2621	Paper mills, except building paper	1	1	172.8	.7210	100
Kennebec	**All mfg.**	**64**	**21**	**925.1**	**.0427**	**85**
2231	Wool-fabric weaving & finishing mills	5	5	41.4	4.8269	100
2621	Paper mills, except building paper	1	1	172.8	.7210	100
2646	Pressed & molded pulp goods	1	1	87.8	25.9073	100
4911	*Electric services*	*3*	*1*	*319.8*	*.3077*	*88*
8062	*General medical & surgical hospitals*	*5*	*5*	*136.5*	*.0950*	*100*
Knox	**All mfg.**	**41**	**13**	**319.6**	**.0148**	**67**
Lincoln	**All mfg.**	**20**	**4**	**82.0**	**.0038**	**37**
4912	*Nuclear power*	*1*	*1*	*367.5*	*1.5616*	*100*
Oxford	**All mfg.**	**46**	**19**	**703.6**	**.0325**	**90**
2499	Wood products n.e.c.	16	8	93.4	2.5751	81
2621	Paper mills, except building paper	1	1	432.0	1.8024	100
Penobscot	**All mfg.**	**87**	**28**	**1,130.1**	**.0522**	**76**
2611	Pulp mills	2	2	185.4	5.0636	100
2621	Paper mills, except building paper	3	3	280.9	1.1720	100
3143	Men's nonathletic footwear	2	2	70.5	3.7686	100
8062	*General medical & surgical hospitals*	*6*	*3*	*95.9*	*.0668*	*90*
Piscataquis	**All mfg.**	**13**	**5**	**65.3**	**.0030**	**63**
Sagadahoc	**All mfg.**	**14**	**6**	**160.8**	**.0074**	**86**
3731	Ship building & repairing	1	1	93.0	1.0283	100
Somerset	**All mfg.**	**38**	**12**	**281.3**	**.0130**	**73**
2499	Wood products n.e.c.	9	4	58.3	1.6074	84
3149	Nonrubber footwear n.e.c.	2	1	27.9	4.3236	97
Waldo	**All mfg.**	**16**	**5**	**156.5**	**.0072**	**68**
Washington	**All mfg.**	**32**	**9**	**453.9**	**.0210**	**77**
2621	Paper mills, except building paper	1	1	207.4	.8653	100
York	**All mfg.**	**90**	**33**	**1,013.2**	**.0468**	**85**
3484	Small arms	1	1	94.2	7.3188	100
3724	Aircraft engines & engine parts	1	1	178.6	1.0862	100
STATE TOTAL	**All mfg.**	**878**	**289**	**9,669.4**	**.4466**	**79**

MARYLAND

Allegany	**All mfg.**	**42**	**11**	**981.6**	**.0453**	**86**
2621	Paper mills, except building paper	1	1	345.7	1.4423	100
Anne Arundel	**All mfg.**	**84**	**25**	**791.7**	**.0366**	**72**
8062	*General medical & surgical hospitals*	*7*	*7*	*184.2*	*.1282*	*100*
Baltimore	**All mfg.**	**237**	**93**	**4,705.6**	**.2174**	**87**
2085	Distilled liquor, except brandy	3	2	277.8	6.4798	94
2654	Sanitary food containers	2	2	372.6	12.2853	100
3079	Miscellaneous plastics products	9	6	79.1	.2552	84
3317	Steel pipe & tubes	2	1	238.1	6.2017	99
3662	Radio & TV communication equipment	9	8	787.3	2.1119	99
3679	Electronic components n.e.c.	5	3	184.2	1.1701	98
3743	Railroad equipment	1	1	351.6	8.9130	100
3825	Electricity-measuring instruments	2	2	198.3	3.0193	100
5084	*Industrial-machinery distributors*	*4*	*1*	*448.1*	*1.0879*	*92*
7372	*Computer programming & software*	*5*	*4*	*129.5*	*.2326*	*95*
8062	*General medical & surgical hospitals*	*7*	*6*	*193.5*	*.1347*	*99*
Baltimore city	**All mfg.**	**641**	**187**	**10,970.7**	**.5068**	**83**
1611	*Highway & street construction*	*14*	*2*	*126.4*	*.5658*	*62*
1622	*Bridge & tunnel construction*	*7*	*3*	*178.4*	*2.3556*	*90*
1629	*Heavy construction n.e.c.*	*11*	*4*	*152.5*	*.4826*	*77*
2013	Sausages & other prepared meats	11	2	180.6	1.6345	66
2026	Fluid milk	3	3	235.6	1.3580	100
2051	Bread, cake, & related products	11	3	95.7	.7102	70
2311	Men's & boys' suits & coats	20	9	93.7	2.9124	83
2651	Folding paperboard boxes	9	5	95.8	2.4189	82
2711	Newspapers	6	3	216.0	.8948	96
2751	Letterpress commercial printing	25	3	35.1	.6579	31
2819	Industrial inorganic chemicals n.e.c.	8	4	138.7	1.0132	82
2841	Soap & other detergents	3	3	462.5	4.8398	100
2851	Paints & allied products	13	7	194.1	2.0414	82
3079	Miscellaneous plastics products	16	4	106.4	.3433	65
3221	Glass containers	4	3	105.5	2.2844	97
3272	Concrete products n.e.c.	6	2	51.0	1.5070	84
3312	Blast furnaces & steel mills	3	3	2,213.4	5.0189	100
3411	Metal cans	6	5	360.0	3.7405	97
3441	Fabricated structural metal	14	2	89.7	.9353	66
3661	Telephone & telegraph apparatus	1	1	715.6	3.9198	100
3693	X-ray apparatus & tubes	1	1	179.4	4.6192	100
3711	Motor vehicles & passenger-car bodies	1	1	1,154.0	.8972	100
3731	Ship building & repairing	4	3	101.8	1.1256	96
4011	*Line-haul-operating railroads*	*1*	*1*	*79.5*	*.5059*	*100*
4931	*Electric & other services combined*	*1*	*1*	*2,424.1*	*4.1457*	*100*
6025	*National banks, federal reserve system*	*4*	*3*	*846.1*	*.8079*	*100*
7011	*Hotels, motels, & tourist courts*	*18*	*2*	*47.6*	*.2910*	*58*
8062	*General medical & surgical hospitals*	*26*	*24*	*1,297.5*	*.9033*	*100*

1984 ($MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
8221	*Colleges & universities n.e.c.*	*9*	*7*	*110.1*	*.5670*	*95*
Calvert	**All mfg.**	**11**		**31.7**	**.0015**	**0**
Caroline	**All mfg.**	**21**	**8**	**167.8**	**.0078**	**75**
Carroll	**All mfg.**	**57**	**22**	**675.9**	**.0312**	**75**
2311	Men's & boys' suits & coats	5	5	44.2	1.3738	100
3546	Power-driven hand tools	1	1	166.3	9.3411	100
8062	*General medical & surgical hospitals*	*2*	*2*	*90.6*	*.0631*	*100*
Cecil	**All mfg.**	**33**	**9**	**314.0**	**.0145**	**68**
8062	*General medical & surgical hospitals*	*2*	*2*	*78.8*	*.0549*	*100*
Charles	**All mfg.**	**11**	**1**	**54.1**	**.0025**	**44**
Dorchester	**All mfg.**	**42**	**13**	**504.8**	**.0233**	**70**
Frederick	**All mfg.**	**67**	**23**	**833.7**	**.0385**	**81**
3334	Primary aluminum	1	1	219.5	3.1781	100
Garrett	**All mfg.**	**14**	**4**	**95.1**	**.0044**	**60**
Harford	**All mfg.**	**36**	**10**	**312.1**	**.0144**	**69**
3021	Rubber & plastic footwear	1	1	76.4	11.1143	100
Howard	**All mfg.**	**42**	**13**	**610.4**	**.0282**	**88**
3573	Electronic computing equipment	4	3	165.8	.3583	98
3631	Household cooking equipment	1	1	179.5	5.4230	100
Kent	**All mfg.**	**17**	**3**	**169.8**	**.0078**	**50**
Montgomery	**All mfg.**	**186**	**42**	**1,657.3**	**.0766**	**70**
1629	*Heavy construction n.e.c.*	*4*	*2*	*239.5*	*.7580*	*93*
2752	Lithographic commercial printing	11	3	183.0	1.0930	78
3573	Electronic computing equipment	17	6	271.7	.5872	74
3662	Radio & TV communication equipment	18	8	298.8	.8015	83
7011	*Hotels, motels, & tourist courts*	*11*	*1*	*95.0*	*.5808*	*83*
7374	*Data-processing services*	*19*	*7*	*130.9*	*2.3319*	*78*
8062	*General medical & surgical hospitals*	*5*	*5*	*257.5*	*.1793*	*100*
Prince George's	**All mfg.**	**182**	**45**	**1,303.6**	**.0602**	**67**
2752	Lithographic commercial printing	13	2	171.5	1.0243	65
3662	Radio & TV communication equipment	7	1	130.6	.3503	84
6025	*National banks, federal reserve system*	*4*	*3*	*268.0*	*.2559*	*97*
8062	*General medical & surgical hospitals*	*7*	*6*	*298.1*	*.2075*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*275.9*	*1.4208*	*100*
Queen Anne's	**All mfg.**	**10**	**1**	**71.0**	**.0033**	**46**
St. Mary's	**All mfg.**	**5**		**15.2**	**.0007**	**0**
Somerset	**All mfg.**	**20**	**4**	**136.5**	**.0063**	**43**
Talbot	**All mfg.**	**41**	**10**	**311.9**	**.0144**	**55**
Washington	**All mfg.**	**84**	**29**	**1,304.1**	**.0602**	**87**
3519	Internal-combustion engines n.e.c.	1	1	471.2	3.9558	100
3721	Aircraft	1	1	257.6	.7491	100
8062	*General medical & surgical hospitals*	*2*	*2*	*58.8*	*.0409*	*100*
Wicomico	**All mfg.**	**52**	**18**	**795.5**	**.0367**	**85**
2048	Prepared feeds n.e.c.	1	1	245.9	2.6609	100
8062	*General medical & surgical hospitals*	*2*	*2*	*65.3*	*.0455*	*100*
Worcester	**All mfg.**	**26**	**8**	**195.9**	**.0090**	**70**
STATE TOTAL	**All mfg.**	**1,961**	**559**	**27,010.0**	**1.2476**	**80**

MASSACHUSETTS

Barnstable	**All mfg.**	**41**	**6**	**182.3**	**.0084**	**39**
7011	*Hotels, motels, & tourist courts*	*50*	*5*	*90.1*	*.5508*	*40*
8062	*General medical & surgical hospitals*	*3*	*3*	*56.2*	*.0391*	*100*
Berkshire	**All mfg.**	**92**	**30**	**1,964.6**	**.0907**	**91**
2621	Paper mills, except building paper	7	5	266.5	1.1119	96
3612	Transformers	1	1	162.0	5.2353	100
3662	Radio & TV communication equipment	1	1	479.7	1.2867	100
3675	Electronic capacitors	1	1	88.9	5.2334	100
8062	*General medical & surgical hospitals*	*5*	*4*	*101.3*	*.0705*	*96*
Bristol	**All mfg.**	**511**	**192**	**5,039.9**	**.2328**	**78**
2221	Synthetics- & silk-weaving mills	4	3	294.6	3.2471	99
2311	Men's & boys' suits & coats	6	4	77.6	2.4120	94
2329	Men's & boys' clothing n.e.c.	7	6	28.9	1.9516	91
2335	Women's & misses' dresses	26	15	180.7	4.3137	81
2341	Women's & children's underwear	12	7	54.7	2.0606	83
2391	Curtains & draperies	15	6	77.6	7.9362	73
3069	Fabricated rubber products n.e.c.	5	2	78.7	1.3309	90
3079	Miscellaneous plastics products	14	6	83.2	.2684	63
3545	Machine-tool accessories	3	1	63.1	1.8592	90
3622	Industrial controls	1	1	93.7	2.0167	100
3678	Electronic connectors	3	2	173.1	5.0728	93
3679	Electronic components n.e.c.	14	10	165.2	1.0494	93
3911	Precious-metal jewelry	26	10	265.1	9.4933	82

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

MASSACHUSETTS (Bristol, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3914	Silverware & plated & stainless ware	7	6	117.0	17.5570	98
3949	Sporting & athletic goods n.e.c.	1	1	66.9	1.9692	100
3961	Costume jewelry	9	2	57.9	5.8039	83
8062	*General medical & surgical hospitals*	*11*	*11*	*390.5*	*.2717*	*100*
Dukes	**All mfg.**	**4**		**4.9**	**.0002**	**0**
Essex	**All mfg.**	**617**	**170**	**6,380.6**	**.2947**	**77**
2092	Fresh or frozen packaged seafoods	9	2	169.2	5.0006	77
2221	Synthetics- & silk-weaving mills	2	1	233.9	2.5781	99
2329	Men's & boys' clothing n.e.c.	7	4	32.3	2.1813	83
2711	Newspapers	16	8	125.5	.5199	80
3079	Miscellaneous plastics products	23	7	144.9	.4675	71
3111	Leather tanning & finishing	47	7	235.1	15.3229	51
3131	Boot & shoe cut stock & findings	20	6	44.4	11.2490	48
3144	Women's nonathletic footwear	10	8	109.5	7.5361	96
3494	Valves & pipe fittings	4	3	157.0	1.5801	97
3511	Turbines & turbine-generator set units	1	1	222.1	7.9048	100
3552	Textile machinery	6	2	49.0	3.9545	92
3559	Special-industry machinery n.e.c.	13	3	126.1	2.4912	82
3573	Electronic computing equipment	4	3	155.9	.3369	96
3641	Electric lamps	3	3	197.6	8.0871	100
3661	Telephone & telegraph apparatus	3	1	967.3	5.2985	99
3674	Semiconductors & related devices	7	5	135.0	.9102	97
3679	Electronic components n.e.c.	22	6	194.1	1.2329	80
3944	Games, toys, & children's vehicles	4	2	137.9	2.7089	90
6025	*National banks, federal reserve system*	*16*	*2*	*167.8*	*.1602*	*65*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*48.2*	*.2947*	*54*
8062	*General medical & surgical hospitals*	*20*	*16*	*493.5*	*.3436*	*97*
Franklin	**All mfg.**	**55**	**20**	**565.5**	**.0361**	**80**
2621	Paper mills, except building paper	5	5	180.6	.7535	100
3545	Machine-tool accessories	5	2	65.6	1.9328	93
Hampden	**All mfg.**	**439**	**119**	**4,865.1**	**.2109**	**77**
2621	Paper mills, except building paper	6	6	197.3	.8232	100
2642	Envelopes	4	3	193.9	9.8292	99
2711	Newspapers	8	2	90.2	.3737	76
2782	Blankbooks & looseleaf binders	6	3	149.6	6.2108	90
3079	Miscellaneous plastics products	26	4	112.6	.3633	36
3172	Personal leather goods n.e.c.	2	1	28.7	9.3791	95
3423	Hand & edge tools n.e.c.	1	1	113.0	3.4381	100
3484	Small arms	3	2	224.1	17.4112	98
3544	Special dies, tools, jigs, & fixtures	24	3	39.9	.9858	30
3568	Power-transmission equipment n.e.c.	3	2	50.2	2.5277	93
3573	Electronic computing equipment	3	3	150.0	.3242	100
3599	Machinery, except electrical, n.e.c.	10	1	63.0	.5335	62
3679	Electronic components n.e.c.	8	5	136.4	.8654	94
3761	Guided missiles & space vehicles	1	1	152.5	1.4902	100
3944	Games, toys, & children's vehicles	2	1	194.3	3.8168	96
3949	Sporting & athletic goods n.e.c.	3	1	114.9	3.3821	97
4911	*Electric services*	*4*	*2*	*623.4*	*.5999*	*93*
7011	*Hotels, motels, & tourist courts*	*13*	*1*	*35.8*	*.2189*	*48*
8062	*General medical & surgical hospitals*	*11*	*10*	*283.5*	*.1974*	*98*
Hampshire	**All mfg.**	**75**	**28**	**783.1**	**.0362**	**80**
2641	Paper coating & glazing	3	3	174.7	2.8217	100
3079	Miscellaneous plastics products	6	3	95.7	.3088	89
3991	Brooms & brushes	3	3	77.3	9.2409	100
8062	*General medical & surgical hospitals*	*6*	*6*	*180.5*	*.1257*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*296.5*	*1.5269*	*98*
Middlesex	**All mfg.**	**1,447**	**400**	**17,309.5**	**.7995**	**78**
1611	*Highway & street construction*	*9*	*2*	*174.5*	*.7811*	*80*
1622	*Bridge & tunnel construction*	*4*	*1*	*219.7*	*2.9009*	*90*
1629	*Heavy construction n.e.c.*	*6*	*4*	*188.1*	*.5953*	*96*
2024	Ice cream & frozen desserts	5	2	172.2	6.1496	92
2051	Bread, cake, & related products	12	3	86.3	.6405	68
2065	Confectionery products	11	6	229.7	3.3617	89
2099	Food preparations n.e.c.	8	3	139.8	1.4198	73
2295	Coated fabrics, not rubberized	7	2	93.6	8.8611	85
2649	Converted paper products n.e.c.	6	4	290.3	9.8584	96
2651	Folding paperboard boxes	10	4	98.1	2.4770	71
2711	Newspapers	29	5	191.8	.7946	53
2731	Book publishing	12	4	172.7	2.1472	79
2732	Book printing	3	3	200.8	6.6944	100
2751	Letterpress commercial printing	31	7	55.8	1.0460	51
2752	Lithographic commercial printing	11	5	194.7	1.1629	85
2869	Industrial organic chemicals n.e.c.	7	3	571.3	1.3582	87
3079	Miscellaneous plastics products	55	15	356.5	1.1502	67
3144	Women's nonathletic footwear	4	4	49.5	3.4058	100
3149	Nonrubber footwear n.e.c.	2	2	16.3	2.5105	100
3357	Nonferrous-wire drawing & insulating	3	2	160.5	1.7326	92
3444	Sheet-metal work	22	3	85.3	.8296	33
3452	Bolts, nuts, rivets, & washers	5	3	127.2	2.6605	97
3469	Metal stampings n.e.c.	23	6	101.5	1.3953	59
3555	Printing-trades machinery	9	2	150.8	6.8702	88
3559	Special-industry machinery n.e.c.	22	9	136.7	2.7006	76
3569	General industrial machinery n.e.c.	16	3	120.3	3.2506	78
3573	Electronic computing equipment	76	41	2,508.1	5.4203	91
3599	Machinery, except electrical, n.e.c.	39	2	77.4	.7660	19
3622	Industrial controls	11	3	69.1	1.4872	57
3662	Radio & TV communication equipment	49	17	1,175.1	3.1521	84
3674	Semiconductors & related devices	25	9	351.8	2.3719	78
3679	Electronic components n.e.c.	72	22	454.2	2.8851	67
3693	X-ray apparatus & tubes	8	1	223.9	5.7650	80
3711	Motor vehicles & passenger-car bodies	1	1	1,392.8	1.0829	100
3724	Aircraft engines & engine parts	1	1	245.8	1.4950	100
3761	Guided missiles & space vehicles	3	3	292.2	2.8553	100
3811	Engineering & scientific instruments	27	13	178.3	5.6847	85
3822	Environmental controls	8	2	58.9	3.1987	81
3825	Electricity-measuring instruments	14	7	113.5	1.7281	75
3829	Measuring & controlling devices n.e.c.	21	8	130.4	6.7934	76
3832	Optical instruments & lenses	18	6	178.5	5.1317	74
3841	Surgical & medical instruments	17	6	9[illegible]5	2.5548	70
3861	Photographic equipment & supplies	10	2	924.0	4.6617	90
4911	*Electric services*	*14*	*3*	*336.2*	*.3235*	*72*
5063	*Electrical-power-equipment wholesalers*	*32*	*5*	*782.7*	*2.0274*	*36*
5065	*Electronic-parts wholesalers*	*29*	*2*	*583.1*	*2.6298*	*21*
5081	*Commercial-equipment wholesalers*	*39*	*5*	*447.4*	*2.4239*	*33*
5084	*Industrial-machinery distributors*	*49*	*3*	*744.6*	*1.8077*	*31*
5085	*Industrial-supply distributors*	*41*	*2*	*388.8*	*1.0416*	*16*
6025	*National banks, federal reserve system*	*11*	*4*	*176.2*	*.1682*	*79*
7011	*Hotels, motels, & tourist courts*	*33*	*5*	*100.4*	*.6138*	*60*
7372	*Computer programming & software*	*63*	*15*	*559.1*	*5.3217*	*72*
7374	*Data-processing services*	*40*	*16*	*292.7*	*5.2142*	*80*
8062	*General medical & surgical hospitals*	*38*	*34*	*1,336.4*	*.9304*	*99*
8221	*Colleges & universities n.e.c.*	*13*	*6*	*542.4*	*2.7932*	*98*
Norfolk	**All mfg.**	**487**	**138**	**5,306.7**	**.3405**	**78**
2621	Paper mills, except building paper	3	3	185.9	.7756	100
2751	Letterpress commercial printing	18	4	31.9	.5980	52
3069	Fabricated rubber products n.e.c.	10	4	108.0	1.8264	92
3494	Valves & pipe fittings	7	2	142.8	1.4372	89
3662	Radio & TV communication equipment	14	6	479.2	1.2854	90
3679	Electronic components n.e.c.	15	6	156.2	.9922	84
3731	Ship building & repairing	2	1	209.5	2.3165	98
3811	Engineering & scientific instruments	9	4	105.7	3.3700	90
3823	Industrial process-control instruments	2	1	566.9	14.2144	99
3841	Surgical & medical instruments	9	3	116.4	3.2859	86
7011	*Hotels, motels, & tourist courts*	*16*	*3*	*260.4*	*1.5919*	*90*
8062	*General medical & surgical hospitals*	*20*	*17*	*379.2*	*.2640*	*98*
Plymouth	**All mfg.**	**269**	**64**	**1,527.3**	**.0708**	**60**
3149	Nonrubber footwear n.e.c.	4	4	24.9	3.8587	100
3662	Radio & TV communication equipment	6	3	117.0	.3138	91
3679	Electronic components n.e.c.	7	5	76.8	.4878	96
4912	*Nuclear power*	*1*	*1*	*686.8*	*2.9184*	*100*
8062	*General medical & surgical hospitals*	*9*	*9*	*260.4*	*.1813*	*100*
Suffolk	**All mfg.**	**646**	**165**	**6,072.3**	**.3805**	**73**
1629	*Heavy construction n.e.c.*	*10*	*4*	*458.5*	*1.4510*	*96*
2013	Sausages & other prepared meats	8	4	231.4	2.0943	81
2066	Chocolate & cocoa products	2	2	209.7	8.8425	100
2092	Fresh or frozen packaged seafoods	3	1	120.9	3.5731	94
2328	Men's & boys' work clothing	1	1	54.8	1.1267	100
2337	Women's & misses' suits & coats	17	1	112.7	2.8812	19
2339	Women's & misses' outerwear n.e.c.	16	5	67.8	1.4443	56
2711	Newspapers	13	4	357.0	1.4789	92
2721	Periodicals	20	4	190.9	1.6768	53
2731	Book publishing	14	4	173.9	2.1622	78
2751	Letterpress commercial printing	37	5	48.6	.9110	33
2752	Lithographic commercial printing	21	4	193.0	1.1528	43
3149	Nonrubber footwear n.e.c.	4	3	28.0	4.3391	99
3421	Cutlery	1	1	193.2	21.9097	100
3573	Electronic computing equipment	5	3	193.6	.4184	92
3825	Electricity-measuring instruments	3	1	101.8	1.5500	93
4011	*Line-haul-operating railroads*	*2*	*2*	*174.6*	*1.1110*	*100*
4911	*Electric services*	*2*	*2*	*739.3*	*.7114*	*100*
4924	*Natural-gas distribution*	*1*	*1*	*432.8*	*2.3446*	*100*
6025	*National banks, federal reserve system*	*7*	*4*	*1,615.8*	*1.5429*	*99*
7011	*Hotels, motels, & tourist courts*	*31*	*14*	*485.7*	*2.9693*	*94*
8062	*General medical & surgical hospitals*	*36*	*36*	*1,734.2*	*1.3074*	*100*
8221	*Colleges & universities n.e.c.*	*21*	*11*	*350.3*	*1.8039*	*95*
Worcester	**All mfg.**	**748**	**201**	**7,036.5**	**.3346**	**76**
2231	Wool-fabric weaving & finishing mills	8	6	56.9	6.6340	93
2261	Cotton-finishing plants	1	1	48.5	4.3596	100
2511	Wood household furniture	27	11	138.1	2.0546	74
2512	Upholstered wood household furniture	17	4	107.0	2.1422	68
2621	Paper mills, except building paper	6	3	203.2	.8478	83
2711	Newspapers	8	1	93.9	.3890	77
3079	Miscellaneous plastics products	80	21	419.8	1.3545	55

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
				1984 ([redacted] Est.)		
3143	Men's nonathletic footwear	3	3	44.4	2.3734	100
3291	Abrasive products	4	3	708.0	20.3098	98
3357	Nonferrous-wire drawing & insulating	9	3	160.3	1.7305	69
3423	Hand & edge tools n.e.c.	9	4	98.2	2.9878	82
3469	Metal stampings n.e.c.	12	2	67.9	.9334	54
3494	Valves & pipe fittings	8	3	159.1	1.6013	87
3511	Turbines & turbine-generator set units	3	2	79.9	2.8437	97
3541	Metal-cutting machine tools	12	6	170.2	3.6343	87
3544	Special dies, tools, jigs, & fixtures	23	2	46.2	1.1415	41
3545	Machine-tool accessories	9	5	166.7	4.9116	95
3573	Electronic computing equipment	6	3	647.5	1.3993	97
3679	Electronic components n.e.c.	10	3	113.2	.7191	86
3832	Optical instruments & lenses	8	3	113.2	3.2544	86
3851	Ophthalmic goods	5	3	33.8	3.1129	89
3873	Watches, clocks, & watchcases	1	1	137.2	10.7271	100
3944	Games, toys, & children's vehicles	7	3	105.3	2.0685	84
3949	Sporting & athletic goods n.e.c.	3	2	58.6	1.7249	95
4911	*Electric services*	*6*	*4*	*1,440.6*	*1.3862*	*99*
6025	*National banks, federal reserve system*	*11*	*4*	*226.2*	*.2160*	*88*
7011	*Hotels, motels, & tourist courts*	*15*	*1*	*35.1*	*.2146*	*49*
7372	*Computer programming & software*	*3*	*2*	*81.7*	*.7776*	*98*
8062	*General medical & surgical hospitals*	*23*	*20*	*554.1*	*.3858*	*98*
8221	*Colleges & universities n.e.c.*	*9*	*5*	*84.3*	*.4341*	*91*
STATE TOTAL	**All mfg.**	**5,428**	**1,533**	**56,628.3**	**2.6157**	**77**
MICHIGAN						
Alcona	**All mfg.**	**4**		**7.0**	**.0003**	**0**
Alger	**All mfg.**	**5**	**3**	**106.7**	**.0049**	**95**
Allegan	**All mfg.**	**55**	**18**	**635.8**	**.0294**	**82**
Alpena	**All mfg.**	**22**	**8**	**276.7**	**.0128**	**85**
Antrim	**All mfg.**	**20**	**4**	**84.8**	**.0039**	**63**
Arenac	**All mfg.**	**9**	**2**	**41.9**	**.0019**	**73**
Baraga	**All mfg.**	**12**	**2**	**41.2**	**.0019**	**48**
Barry	**All mfg.**	**19**	**9**	**147.7**	**.0068**	**84**
Bay	**All mfg.**	**78**	**22**	**1,221.6**	**.0564**	**85**
3694	Engine electrical equipment	1	1	79.1	1.5949	100
3714	Motor-vehicle parts & accessories	2	2	338.7	.6256	100
8062	*General medical & surgical hospitals*	*3*	*3*	*70.0*	*.0487*	*100*
Benzie	**All mfg.**	**10**	**5**	**99.7**	**.0046**	**88**
Berrien	**All mfg.**	**200**	**48**	**2,162.5**	**.0999**	**78**
2741	Miscellaneous publishing	1	1	69.3	2.3306	100
3079	Miscellaneous plastics products	13	1	76.2	.2459	37
3361	Aluminum foundries	12	4	96.8	2.8663	73
3633	Household laundry equipment	1	1	267.2	8.9472	100
3651	Radio & TV receiving sets	3	3	121.6	1.4906	100
3714	Motor-vehicle parts & accessories	3	3	197.3	.3645	100
8062	*General medical & surgical hospitals*	*4*	*3*	*55.7*	*.0388*	*93*
Branch	**All mfg.**	**46**	**13**	**402.1**	**.0186**	**70**
Calhoun	**All mfg.**	**107**	**26**	**2,794.4**	**.1291**	**90**
2043	Cereal breakfast foods	3	3	1,711.2	38.7640	100
3322	Malleable-iron foundries	1	1	42.7	7.7834	100
3537	Industrial trucks & tractors	2	1	103.0	5.4773	98
3714	Motor-vehicle parts & accessories	3	2	215.7	.3984	97
8062	*General medical & surgical hospitals*	*7*	*7*	*183.7*	*.1279*	*100*
Cass	**All mfg.**	**42**	**7**	**229.9**	**.0106**	**58**
Charlevoix	**All mfg.**	**25**	**7**	**209.0**	**.0097**	**64**
Cheboygan	**All mfg.**	**15**	**3**	**219.9**	**.0102**	**85**
Chippewa	**All mfg.**	**7**		**22.3**	**.0010**	**0**
Clare	**All mfg.**	**16**	**1**	**64.6**	**.0030**	**18**
Clinton	**All mfg.**	**13**	**5**	**118.9**	**.0055**	**83**
Crawford	**All mfg.**	**5**		**17.4**	**.0008**	**0**
Delta	**All mfg.**	**29**	**3**	**280.1**	**.0129**	**73**
Dickinson	**All mfg.**	**30**	**6**	**132.4**	**.0061**	**52**
Eaton	**All mfg.**	**41**	**8**	**420.9**	**.0194**	**75**
Emmet	**All mfg.**	**15**	**2**	**54.9**	**.0025**	**33**
Genesee	**All mfg.**	**135**	**24**	**16,103.4**	**.7438**	**98**
3465	Automotive stampings	1	1	579.5	5.8523	100
3694	Engine electrical equipment	1	1	890.1	17.9470	100
3711	Motor vehicles & passenger-car bodies	4	4	13,297.4	10.3386	100
3714	Motor-vehicle parts & accessories	5	3	697.1	1.2877	98
8062	*General medical & surgical hospitals*	*7*	*7*	*328.2*	*.2285*	*100*
Gladwin	**All mfg.**	**9**	**2**	**45.1**	**.0021**	**47**
Gogebic	**All mfg.**	**11**	**2**	**60.3**	**.0028**	**40**
Grand Traverse	**All mfg.**	**47**	**7**	**351.3**	**.0163**	**65**
8062	*General medical & surgical hospitals*	*3*	*3*	*81.1*	*.0565*	*100*
Gratiot	**All mfg.**	**28**	**6**	**1,078.4**	**.0498**	**91**
Hillsdale	**All mfg.**	**48**	**12**	**503.8**	**.0233**	**63**
Houghton	**All mfg.**	**18**	**2**	**60.7**	**.0028**	**21**
Huron	**All mfg.**	**37**	**7**	**298.4**	**.0138**	**66**
Ingham	**All mfg.**	**143**	**29**	**18,235.4**	**.8423**	**98**
1611	*Highway & street construction*	*4*	*3*	*145.4*	*.6508*	*97*
3462	Iron & steel forgings	6	5	288.8	6.8321	98
3711	Motor vehicles & passenger-car bodies	4	4	17,155.7	13.3384	100
6025	*National banks, federal reserve system*	*4*	*1*	*229.6*	*.2192*	*93*

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
				1984 ([redacted] Est.)		
8062	*General medical & surgical hospitals*	*6*	*5*	*215.6*	*.1502*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*107.7*	*.5546*	*96*
Ionia	**All mfg.**	**41**	**11**	**428.0**	**.0198**	**62**
Iosco	**All mfg.**	**18**	**3**	**97.1**	**.0045**	**56**
Iron	**All mfg.**	**6**		**13.7**	**.0006**	**0**
Isabella	**All mfg.**	**16**	**8**	**194.7**	**.0090**	**87**
Jackson	**All mfg.**	**147**	**31**	**1,040.8**	**.0481**	**71**
3714	Motor-vehicle parts & accessories	12	8	382.8	.7071	94
4931	*Electric & other services combined*	*1*	*1*	*2,652.2*	*4.5358*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*76.3*	*.0531*	*100*
Kalamazoo	**All mfg.**	**193**	**57**	**2,923.1**	**.1350**	**77**
2621	Paper mills, except building paper	4	4	428.1	1.7861	100
2834	Pharmaceutical preparations	2	1	391.5	2.0517	97
3079	Miscellaneous plastics products	12	3	85.9	.2772	71
3465	Automotive stampings	1	1	158.1	1.5966	100
8062	*General medical & surgical hospitals*	*5*	*4*	*223.2*	*.1554*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*59.8*	*.3079*	*93*
Kalkaska	**All mfg.**	**6**	**1**	**22.3**	**.0010**	**51**
Kent	**All mfg.**	**555**	**121**	**5,795.4**	**.2677**	**77**
2051	Bread, cake, & related products	9	4	104.8	.7777	84
2396	Automotive & apparel trimmings	3	2	585.5	24.9170	99
2511	Wood household furniture	11	5	77.6	1.1545	80
2521	Wood office furniture	5	2	255.1	17.3196	95
2522	Metal office furniture	2	2	385.8	10.2313	100
2531	Public-building & related furniture	4	2	116.5	7.3178	93
2841	Soap & other detergents	2	1	301.3	3.1530	98
3079	Miscellaneous plastics products	18	3	103.1	.3326	64
3354	Aluminum extruded products	3	2	148.7	4.8582	97
3429	Hardware n.e.c.	10	5	295.8	4.1861	96
3471	Plating & polishing	23	4	67.2	3.0149	54
3495	Wire springs	2	1	69.7	6.2770	94
3544	Special dies, tools, jigs, & fixtures	35	2	74.5	1.8407	44
3592	Carburetors, pistons, rings, & valves	1	1	188.3	6.9914	100
3631	Household cooking equipment	1	1	119.7	3.6163	100
3662	Radio & TV communication equipment	3	1	181.7	.4874	94
3714	Motor-vehicle parts & accessories	8	3	161.3	.2980	77
6025	*National banks, federal reserve system*	*4*	*2*	*159.3*	*.1521*	*96*
8062	*General medical & surgical hospitals*	*10*	*8*	*313.2*	*.2181*	*98*
Keweenaw	**All mfg.**	**4**		**12.6**	**.0006**	**0**
Lake	**All mfg.**	**1**		**1.0**	**.0000**	**0**
Lapeer	**All mfg.**	**36**	**9**	**227.4**	**.0105**	**62**
Leelanau	**All mfg.**	**7**		**19.1**	**.0009**	**0**
Lenawee	**All mfg.**	**99**	**32**	**1,223.1**	**.0565**	**83**
3585	Refrigeration & heating equipment	4	3	267.7	1.8637	98
3714	Motor-vehicle parts & accessories	5	4	238.8	.4411	95
Livingston	**All mfg.**	**69**	**10**	**396.0**	**.0183**	**28**
Luce	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Mackinac	**All mfg.**	**3**		**4.5**	**.0002**	**0**
Macomb	**All mfg.**	**796**	**123**	**8,417.3**	**.3888**	**79**
3079	Miscellaneous plastics products	47	11	304.0	.9808	62
3452	Bolts, nuts, rivets, & washers	15	3	81.8	1.7109	54
3462	Iron & steel forgings	15	3	80.8	1.9115	57
3465	Automotive stampings	29	10	1,249.3	12.6165	94
3469	Metal stampings n.e.c.	25	2	74.1	1.0186	22
3541	Metal-cutting machine tools	29	8	196.0	4.1853	77
3544	Special dies, tools, jigs, & fixtures	118	11	211.0	5.2132	40
3545	Machine-tool accessories	34	2	124.2	3.6594	43
3599	Machinery, except electrical, n.e.c.	51	4	130.7	1.2935	24
3711	Motor vehicles & passenger-car bodies	5	2	870.8	.6770	96
3713	Truck & bus bodies	6	2	194.1	6.1350	96
3714	Motor-vehicle parts & accessories	30	13	2,633.8	4.8652	95
3795	Tanks & tank components	3	2	406.4	29.5843	99
8062	*General medical & surgical hospitals*	*8*	*7*	*161.6*	*.1125*	*97*
Manistee	**All mfg.**	**16**	**6**	**236.3**	**.0109**	**93**
Marquette	**All mfg.**	**20**	**3**	**83.3**	**.0038**	**29**
1011	*Iron-ore mining*	*9*	*6*	*247.7*	*13.1260*	*90*
8062	*General medical & surgical hospitals*	*3*	*3*	*62.9*	*.0438*	*100*
Mason	**All mfg.**	**35**	**7**	**241.5**	**.0112**	**58**
Mecosta	**All mfg.**	**15**	**4**	**67.5**	**.0031**	**53**
Menominee	**All mfg.**	**37**	**10**	**354.8**	**.0164**	**73**
Midland	**All mfg.**	**29**	**12**	**2,623.9**	**.1212**	**98**
2812	Alkalies & chlorine	1	1	134.0	7.9516	100
2819	Industrial inorganic chemicals n.e.c.	1	1	118.5	.8656	100
2821	Plastics materials & synthetic resins	2	2	679.0	3.2923	100
2822	Synthetic rubber	3	3	445.4	12.2161	100
2869	Industrial organic chemicals n.e.c.	1	1	1,029.8	2.4483	100
3079	Miscellaneous plastics products	3	2	100.8	.3252	96
Missaukee	**All mfg.**	**4**		**11.3**	**.0005**	**0**
Monroe	**All mfg.**	**43**	**11**	**504.3**	**.0233**	**83**
Montcalm	**All mfg.**	**32**	**10**	**674.2**	**.0311**	**71**
3632	Household refrigerators & freezers	2	2	265.5	7.4334	100
8062	*General medical & surgical hospitals*	*6*	*4*	*51.0*	*.0355*	*88*
Montmorency	**All mfg.**	**6**	**1**	**24.4**	**.0011**	**73**
Muskegon	**All mfg.**	**152**	**41**	**2,403.1**	**.1110**	**84**
2522	Metal office furniture	3	2	159.8	4.2378	98
3321	Gray-iron foundries	2	1	132.4	1.3726	97

MICHIGAN (Muskegon, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3369	Nonferrous foundries n.e.c.	2	2	70.9	7.1436	100
3592	Carburetors, pistons, rings, & valves	3	2	226.8	8.4209	97
3724	Aircraft engines & engine parts	2	1	290.4	1.7662	95
3949	Sporting & athletic goods n.e.c.	1	1	61.3	1.8044	100
Newaygo	**All mfg.**	**12**	**3**	**160.2**	**.0074**	**81**
Oakland	**All mfg.**	**1,201**	**197**	**21,504.2**	**.9933**	**88**
1611	*Highway & street construction*	*12*	*6*	*242.9*	*1.0873*	*89*
1629	*Heavy construction n.e.c.*	*9*	*3*	*131.9*	*.4174*	*80*
2013	Sausages & other prepared meats	2	1	364.3	3.2970	99
2085	Distilled liquor, except brandy	2	1	259.4	6.0506	93
2711	Newspapers	7	3	79.6	.3298	86
2899	Chemical preparations n.e.c.	12	3	134.9	2.0324	77
3079	Miscellaneous plastics products	57	10	284.9	.9192	49
3442	Metal doors, sash, & trim	18	4	110.3	2.1895	73
3444	Sheet-metal work	14	5	55.6	.8341	73
3451	Screw-machine products	26	1	50.1	2.1696	9
3462	Iron & steel forgings	19	2	74.5	1.7624	19
3465	Automotive stampings	16	5	166.4	1.6805	70
3469	Metal stampings n.e.c.	26	7	161.8	2.2242	61
3523	Farm machinery & equipment	2	2	177.5	1.9084	100
3535	Conveyors & conveying equipment	12	3	66.3	2.8642	58
3541	Metal-cutting machine tools	54	6	216.3	4.6187	52
3544	Special dies, tools, jigs, & fixtures	109	10	193.5	4.7808	37
3545	Machine-tool accessories	55	10	198.0	5.8338	53
3559	Special-industry machinery n.e.c.	20	7	91.6	1.8096	76
3573	Electronic computing equipment	4	2	175.8	.3799	92
3599	Machinery, except electrical, n.e.c.	67	7	182.7	1.8081	29
3711	Motor vehicles & passenger-car bodies	5	4	14,419.6	11.2111	100
3713	Truck & bus bodies	4	3	521.2	16.4739	100
3714	Motor-vehicle parts & accessories	26	11	551.3	1.0184	85
3811	Engineering & scientific instruments	8	2	54.0	1.7217	84
5084	*Industrial-machinery distributors*	*50*	*3*	*549.5*	*1.3340*	*20*
5085	*Industrial-supply distributors*	*39*	*2*	*426.4*	*1.1423*	*21*
8062	*General medical & surgical hospitals*	*12*	*10*	*508.4*	*.3540*	*98*
Oceana	**All mfg.**	**13**	**4**	**90.9**	**.0042**	**69**
Ogemaw	**All mfg.**	**16**	**1**	**184.5**	**.0085**	**3**
Ontonagon	**All mfg.**	**5**	**4**	**728.2**	**.0336**	**100**
3331	Primary copper	1	1	359.6	6.3784	100
3351	Copper rolling & drawing	1	1	306.5	6.1444	100
Osceola	**All mfg.**	**15**	**7**	**237.7**	**.0110**	**83**
Oscoda	**All mfg.**	**5**		**19.3**	**.0009**	**0**
Otsego	**All mfg.**	**13**	**2**	**53.0**	**.0024**	**48**
Ottawa	**All mfg.**	**208**	**58**	**1,682.9**	**.0777**	**75**
Presque Isle	**All mfg.**	**4**	**1**	**31.6**	**.0015**	**84**
Roscommon	**All mfg.**	**9**	**1**	**30.5**	**.0014**	**55**
Saginaw	**All mfg.**	**137**	**36**	**3,354.0**	**.1549**	**89**
3321	Gray-iron foundries	1	1	381.2	3.9519	100
3322	Malleable-iron foundries	1	1	94.3	17.1892	100
3714	Motor-vehicle parts & accessories	6	6	1,742.4	3.2186	100
8062	*General medical & surgical hospitals*	*6*	*6*	*179.9*	*.1252*	*100*
St. Clair	**All mfg.**	**97**	**24**	**1,023.8**	**.0473**	**75**
3351	Copper rolling & drawing	1	1	234.4	4.6990	100
8062	*General medical & surgical hospitals*	*4*	*3*	*50.0*	*.0348*	*94*
St. Joseph	**All mfg.**	**99**	**27**	**896.9**	**.0414**	**71**
2591	Drapery hardware & blinds & shades	1	1	123.6	8.5265	100
Sanilac	**All mfg.**	**39**	**14**	**269.1**	**.0124**	**73**
Schoolcraft	**All mfg.**	**4**	**2**	**48.9**	**.0023**	**90**
Shiawassee	**All mfg.**	**53**	**14**	**562.5**	**.0260**	**81**
3621	Motors & generators	3	3	88.3	1.2850	100
3714	Motor-vehicle parts & accessories	5	4	206.4	.3813	95
Tuscola	**All mfg.**	**32**	**8**	**375.4**	**.0173**	**83**
8062	*General medical & surgical hospitals*	*3*	*2*	*51.2*	*.0356*	*91*
Van Buren	**All mfg.**	**56**	**16**	**424.8**	**.0196**	**62**
Washtenaw	**All mfg.**	**178**	**50**	**6,281.5**	**.2902**	**93**
1629	*Heavy construction n.e.c.*	*1*	*1*	*350.7*	*1.1099*	*100*
3079	Miscellaneous plastics products	14	5	123.1	.3972	81
3711	Motor vehicles & passenger-car bodies	2	2	2,984.5	2.3204	100
3714	Motor-vehicle parts & accessories	10	9	2,188.2	4.0420	100
7372	*Computer programming & software*	*6*	*3*	*74.6*	*.7101*	*87*
8062	*General medical & surgical hospitals*	*7*	*7*	*394.7*	*.2748*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*144.0*	*.7415*	*99*
Wayne	**All mfg.**	**1,696**	**324**	**38,431.9**	**1.7752**	**89**
1623	*Pipe- & utility-line construction*	*8*	*2*	*99.7*	*1.2737*	*76*
1629	*Heavy construction n.e.c.*	*10*	*3*	*133.6*	*.4228*	*77*
2011	Meat-packing plants	12	6	791.9	1.7255	91
2051	Bread, cake, & related products	20	4	205.3	1.5236	81
2082	Malt beverages	1	1	472.9	3.8809	100
2086	Bottled & canned soft drinks	11	5	213.3	1.2203	87
2099	Food preparations n.e.c.	12	2	150.3	1.5265	63
2396	Automotive & apparel trimmings	4	1	152.7	6.4984	94
2653	Corrugated & solid fiber boxes	11	4	114.8	.9578	71
2711	Newspapers	20	4	395.4	1.6380	87
2751	Letterpress commercial printing	39	4	49.8	.9335	32
2752	Lithographic commercial printing	31	5	232.1	1.3863	48
2812	Alkalies & chlorine	3	2	161.0	9.5538	99
2821	Plastics materials & synthetic resins	5	3	268.8	1.3033	96
2851	Paints & allied products	20	2	176.8	1.8594	37
3079	Miscellaneous plastics products	36	4	158.3	.5108	45
3231	Products of purchased glass	5	4	98.1	3.3073	97
3312	Blast furnaces & steel mills	9	5	1,920.4	4.3545	99
3316	Cold-rolled steel sheet, strip, & bars	16	7	158.5	6.1786	83
3398	Metal heat treating	23	5	108.3	9.4817	56
3432	Plumbing fittings & brass goods	3	3	81.3	5.0422	100
3441	Fabricated structural metal	28	4	184.1	1.9196	61
3443	Fabricated plate work (boiler shops)	14	2	95.2	.8555	65
3444	Sheet-metal work	22	8	87.6	1.3141	70
3451	Screw-machine products	42	3	82.1	3.5553	26
3452	Bolts, nuts, rivets, & washers	23	6	178.3	3.7293	71
3462	Iron & steel forgings	30	6	256.7	6.0727	70
3465	Automotive stampings	32	12	2,015.3	20.3522	95
3469	Metal stampings n.e.c.	33	8	184.8	2.5404	62
3471	Plating & polishing	35	2	51.4	2.3061	14
3519	Internal combustion engines n.e.c.	5	5	1,178.9	9.8972	100
3523	Farm machinery & equipment	5	4	234.0	2.5158	99
3535	Conveyors & conveying equipment	18	7	91.4	3.9485	75
3541	Metal-cutting machine tools	47	4	140.1	2.9916	32
3544	Special dies, tools, jigs, & fixtures	120	6	243.5	6.0162	42
3545	Machine-tool accessories	48	5	147.7	4.3518	38
3559	Special-industry machinery n.e.c.	19	4	80.7	1.5943	62
3568	Power-transmission equipment n.e.c.	7	3	84.5	4.2548	92
3569	General industrial machinery n.e.c.	13	5	70.3	1.8995	75
3573	Electronic computing equipment	4	1	298.7	.6455	95
3599	Machinery, except electrical, n.e.c.	61	3	140.3	1.3885	18
3711	Motor vehicles & passenger-car bodies	14	12	15,247.3	11.8546	100
3713	Truck & bus bodies	2	1	98.0	3.0975	98
3714	Motor-vehicle parts & accessories	53	19	4,998.9	9.2340	96
4011	*Line-haul-operating railroads*	*10*	*7*	*270.6*	*1.7218*	*98*
4911	*Electric services*	*2*	*1*	*3,372.0*	*3.2447*	*100*
4922	*Natural-gas transmission*	*4*	*3*	*1,025.2*	*5.1730*	*99*
4923	*Gas transmission & distribution*	*2*	*1*	*835.7*	*5.0411*	*99*
5051	*Metals service centers & sales offices*	*37*	*7*	*1,915.6*	*3.2007*	*60*
5084	*Industrial-machinery distributors*	*45*		*371.2*	*.9012*	*0*
5085	*Industrial-supply distributors*	*49*	*1*	*525.8*	*1.4086*	*14*
6025	*National banks, federal reserve system*	*10*	*7*	*2,007.5*	*1.9169*	*99*
7011	*Hotels, motels, & tourist courts*	*18*	*5*	*107.4*	*.7177*	*86*
7372	*Computer programming & software*	*4*	*1*	*211.1*	*2.0093*	*95*
8062	*General medical & surgical hospitals*	*49*	*47*	*2,186.0*	*1.5219*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*3*	*137.8*	*.7096*	*87*
Wexford	**All mfg.**	**32**	**9**	**292.2**	**.0135**	**53**
STATE TOTAL	**All mfg.**	**7,612**	**1,606**	**151,257.9**	**6.9868**	**88**

MINNESOTA

Aitkin	**All mfg.**	**11**	**2**	**49.6**	**.0023**	**46**
Anoka	**All mfg.**	**58**	**17**	**701.1**	**.0324**	**82**
3444	Sheet-metal work	4	1	61.5	.9226	89
3482	Small-arms ammunition	1	1	69.5	7.7871	100
3621	Motors & generators	1	1	89.7	1.3054	100
Becker	**All mfg.**	**7**	**4**	**126.3**	**.0058**	**89**
Beltrami	**All mfg.**	**8**	**1**	**99.0**	**.0046**	**70**
Benton	**All mfg.**	**41**	**12**	**383.3**	**.0177**	**71**
3632	Household refrigerators & freezers	1	1	128.9	3.6089	100
Big Stone	**All mfg.**	**4**		**18.8**	**.0009**	**0**
Blue Earth	**All mfg.**	**47**	**16**	**709.0**	**.0327**	**74**
2751	Letterpress commercial printing	1	1	27.3	.5117	100
Brown	**All mfg.**	**28**	**5**	**576.8**	**.0266**	**78**
Carlton	**All mfg.**	**7**	**5**	**340.5**	**.0157**	**99**
2621	Paper mills, except building paper	1	1	259.3	1.0818	100
Carver	**All mfg.**	**31**	**6**	**248.0**	**.0115**	**60**
Cass	**All mfg.**	**4**	**1**	**16.4**	**.0008**	**29**
Chippewa	**All mfg.**	**6**	**1**	**44.0**	**.0020**	**38**
Chisago	**All mfg.**	**14**	**2**	**79.1**	**.0037**	**49**
Clay	**All mfg.**	**9**	**2**	**81.2**	**.0038**	**59**
Clearwater	**All mfg.**	**5**		**20.8**	**.0010**	**0**
Cook	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Cottonwood	**All mfg.**	**8**	**2**	**55.0**	**.0025**	**29**
Crow Wing	**All mfg.**	**22**	**3**	**220.1**	**.0102**	**64**
8062	*General medical & surgical hospitals*	*3*	*3*	*53.8*	*.0375*	*100*
Dakota	**All mfg.**	**75**	**18**	**717.1**	**.0331**	**66**
2645	Die-cut paper & board	4	2	99.4	7.1132	94

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1984 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Dodge	**All mfg.**	**8**	**1**	**55.1**	**.0025**	**32**
Douglas	**All mfg.**	**15**	**3**	**169.8**	**.0078**	**69**
Faribault	**All mfg.**	**19**	**8**	**163.0**	**.0075**	**82**
Fillmore	**All mfg.**	**9**	**4**	**74.7**	**.0035**	**59**
Freeborn	**All mfg.**	**28**	**7**	**833.0**	**.0385**	**88**
2011	Meat-packing plants	1	1	495.8	1.0803	100
Goodhue	**All mfg.**	**37**	**14**	**541.4**	**.0250**	**76**
Hennepin	**All mfg.**	**1,064**	**290**	**12,759.4**	**.5894**	**76**
1611	*Highway & street construction*	*7*	*3*	*538.8*	*2.4118*	*96*
1629	*Heavy construction n.e.c.*	*9*	*4*	*209.6*	*.6633*	*80*
2041	Flour & other grain-mill products	6	3	685.7	12.2927	95
2051	Bread, cake, & related products	9	4	253.9	1.8843	92
2086	Bottled & canned soft drinks	3	2	208.5	1.1929	98
2431	Millwork	14	2	73.8	1.3925	48
2439	Structural wood members n.e.c.	3	2	42.0	4.8382	96
2711	Newspapers	6	2	201.9	.8364	93
2751	Letterpress commercial printing	47	7	98.8	1.8520	56
2752	Lithographic commercial printing	19	4	208.4	1.2447	65
3069	Fabricated rubber products n.e.c.	11	1	55.7	.9420	58
3079	Miscellaneous plastics products	43	11	258.5	.8340	64
3361	Aluminum foundries	7	4	129.4	3.8316	94
3469	Metal stampings n.e.c.	25	7	123.6	1.6991	54
3483	Ammunition, except small-arms, n.e.c.	1	1	188.5	13.6902	100
3524	Lawn & garden equipment	2	1	95.5	6.9774	97
3531	Construction machinery	8	3	126.5	.9051	77
3532	Mining machinery	1	1	49.2	2.3681	100
3535	Conveyors & conveying equipment	9	5	101.1	4.3675	88
3563	Air & gas compressors	3	2	104.4	3.5232	98
3569	General industrial machinery n.e.c.	6	4	53.6	1.4483	86
3573	Electronic computing equipment	17	11	1,244.1	2.6886	96
3585	Refrigeration & heating equipment	3	1	133.8	.9315	95
3589	Service-industry machinery n.e.c.	4	3	106.2	4.2093	96
3599	Machinery, except electrical, n.e.c.	54	5	200.2	1.9813	42
3631	Household cooking equipment	2	1	243.8	7.3656	98
3662	Radio & TV communication equipment	7	4	136.8	.3670	91
3679	Electronic components n.e.c.	15	5	142.1	.9026	75
3714	Motor-vehicle parts & accessories	7	4	330.2	.6099	92
3728	Aircraft equipment n.e.c.	2	1	83.2	.8026	97
3769	Space-vehicle equipment n.e.c.	1	1	98.1	5.4737	100
3811	Engineering & scientific instruments	6	3	56.2	1.7918	90
3822	Environmental controls	5	3	290.5	15.7760	98
3823	Industrial process-control instruments	5	3	195.1	4.8919	98
3842	Surgical appliances & supplies	6	2	119.1	2.2850	85
3851	Ophthalmic goods	4	2	54.7	5.0378	95
3861	Photographic equipment & supplies	6	1	403.2	2.0342	86
3944	Games, toys, & children's vehicles	3	2	127.3	2.5007	98
3993	Signs & advertising displays	14	3	34.6	2.0121	60
4011	*Line-haul-operating railroads*	*6*	*3*	*274.8*	*1.7486*	*97*
4931	*Electric & other services combined*	*1*	*1*	*417.4*	*.7138*	*100*
5081	*Commercial-equipment wholesalers*	*23*	*4*	*318.3*	*1.7244*	*60*
5084	*Industrial-machinery distributors*	*49*	*1*	*515.9*	*1.2525*	*9*
5085	*Industrial-supply distributors*	*52*	*1*	*431.5*	*1.1560*	*7*
6025	*National banks, federal reserve system*	*25*	*5*	*662.9*	*.6330*	*86*
7011	*Hotels, motels, & tourist courts*	*34*	*3*	*92.3*	*.5643*	*54*
7372	*Computer programming & software*	*22*	*9*	*634.0*	*6.0346*	*93*
7374	*Data-processing services*	*13*	*3*	*93.4*	*1.6638*	*80*
8062	*General medical & surgical hospitals*	*13*	*12*	*948.8*	*.6606*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*143.9*	*.7410*	*96*
Houston	**All mfg.**	**4**	**1**	**21.6**	**.0010**	**53**
Hubbard	**All mfg.**	**4**		**6.3**	**.0003**	**0**
Isanti	**All mfg.**	**17**	**2**	**74.2**	**.0034**	**33**
Itasca	**All mfg.**	**16**	**4**	**274.1**	**.0127**	**80**
1011	*Iron-ore mining*	*9*	*7*	*238.3*	*12.6278*	*95*
Jackson	**All mfg.**	**6**	**3**	**67.7**	**.0031**	**85**
Kanabec	**All mfg.**	**2**	**1**	**29.5**	**.0014**	**89**
Kandiyohi	**All mfg.**	**21**	**2**	**103.1**	**.0048**	**27**
Kittson	**All mfg.**	**1**		**6.5**	**.0003**	**0**
Koochiching	**All mfg.**	**10**	**3**	**159.9**	**.0074**	**81**
Lac qui Parle	**All mfg.**	**7**	**1**	**247.8**	**.0114**	**64**
Lake	**All mfg.**	**5**	**2**	**46.9**	**.0022**	**52**
1011	*Iron-ore mining*	*1*	*1*	*143.7*	*7.6149*	*100*
Lake of the Woods	**All mfg.**	**2**	**1**	**15.8**	**.0007**	**86**
Le Sueur	**All mfg.**	**23**	**5**	**301.0**	**.0139**	**76**
2033	Canned fruits & vegetables	2	1	170.7	1.7312	96
Lyon	**All mfg.**	**22**	**8**	**256.2**	**.0118**	**74**
McLeod	**All mfg.**	**28**	**8**	**524.9**	**.0242**	**84**
2641	Paper coating & glazing	1	1	268.7	4.3400	100
Marshall	**All mfg.**	**1**	**1**	**57.9**	**.0027**	**100**
Martin	**All mfg.**	**20**	**6**	**323.5**	**.0149**	**82**
Meeker	**All mfg.**	**16**	**5**	**157.8**	**.0073**	**63**
Mille Lacs	**All mfg.**	**15**	**3**	**66.9**	**.0031**	**31**
Morrison	**All mfg.**	**14**	**3**	**107.4**	**.0050**	**63**
2322	Men's & boys' underwear	1	1	22.4	5.4015	100
Mower	**All mfg.**	**14**	**3**	**458.2**	**.0212**	**87**
2011	Meat-packing plants	1	1	363.6	.7923	100
Murray	**All mfg.**	**2**		**17.2**	**.0008**	**0**

1984 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Nicollet	**All mfg.**	**6**	**2**	**46.1**	**.0021**	**61**
Nobles	**All mfg.**	**11**	**1**	**78.0**	**.0036**	**47**
2017	Poultry & egg processing	1	1	37.0	2.6119	100
Norman	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Olmsted	**All mfg.**	**31**	**11**	**1,267.0**	**.0585**	**92**
3573	Electronic computing equipment	1	1	840.4	1.8162	100
7011	*Hotels, motels, & tourist courts*	*10*	*3*	*42.1*	*.2574*	*77*
8062	*General medical & surgical hospitals*	*4*	*4*	*269.0*	*.1873*	*100*
Otter Tail	**All mfg.**	**21**	**7**	**293.3**	**.0135**	**68**
Pennington	**All mfg.**	**7**	**1**	**81.7**	**.0038**	**64**
Pine	**All mfg.**	**7**		**53.1**	**.0025**	**0**
Pipestone	**All mfg.**	**4**	**2**	**60.6**	**.0028**	**56**
Polk	**All mfg.**	**12**	**3**	**316.0**	**.0146**	**83**
Pope	**All mfg.**	**4**		**8.9**	**.0004**	**0**
Ramsey	**All mfg.**	**404**	**119**	**8,808.8**	**.4069**	**87**
2082	Malt beverages	2	2	409.9	3.3639	100
2641	Paper coating & glazing	3	1	283.2	4.5742	97
2711	Newspapers	5	3	119.9	.4967	95
2721	Periodicals	8	1	147.4	1.2947	80
2731	Book publishing	3	1	211.8	2.6334	96
2751	Letterpress commercial printing	20	6	58.0	1.0872	74
2752	Lithographic commercial printing	6	4	177.4	1.0596	97
2844	Toilet preparations	4	2	190.0	2.0406	91
3079	Miscellaneous plastics products	16	3	147.8	.4769	77
3441	Fabricated structural metal	7	2	77.6	.8092	76
3531	Construction machinery	4	2	256.7	1.8367	96
3573	Electronic computing equipment	9	4	1,907.7	4.1227	98
3632	Household refrigerators & freezers	1	1	186.1	5.2104	100
3711	Motor vehicles & passenger-car bodies	2	1	809.8	.6296	98
4011	*Line-haul-operating railroads*	*5*	*2*	*1,512.2*	*9.6222*	*100*
8062	*General medical & surgical hospitals*	*10*	*10*	*407.8*	*.2839*	*100*
8221	*Colleges & universities n.e.c.*	*11*	*3*	*48.3*	*.2487*	*73*
Red Lake	**All mfg.**	**2**	**1**	**20.9**	**.0010**	**79**
Redwood	**All mfg.**	**10**	**1**	**66.9**	**.0031**	**31**
Renville	**All mfg.**	**15**	**3**	**168.7**	**.0078**	**60**
Rice	**All mfg.**	**29**	**10**	**309.9**	**.0143**	**60**
8062	*General medical & surgical hospitals*	*4*	*3*	*65.7*	*.0457*	*95*
Rock	**All mfg.**	**8**	**2**	**84.2**	**.0039**	**72**
Roseau	**All mfg.**	**3**	**2**	**92.9**	**.0043**	**98**
St. Louis	**All mfg.**	**105**	**23**	**919.1**	**.0425**	**66**
1011	*Iron-ore mining*	*18*	*13*	*781.4*	*41.4075*	*96*
2038	Frozen food specialties	2	1	202.9	4.0485	98
4911	*Electric services*	*3*	*1*	*377.7*	*.3634*	*91*
8062	*General medical & surgical hospitals*	*8*	*6*	*177.3*	*.1234*	*96*
Scott	**All mfg.**	**33**	**12**	**333.7**	**.0154**	**74**
Sherburne	**All mfg.**	**19**	**3**	**75.2**	**.0035**	**54**
8062	*General medical & surgical hospitals*	*2*	*2*	*103.1*	*.0718*	*100*
Sibley	**All mfg.**	**6**	**2**	**41.9**	**.0019**	**53**
Stearns	**All mfg.**	**31**	**14**	**426.0**	**.0197**	**75**
Steele	**All mfg.**	**37**	**10**	**368.8**	**.0170**	**79**
3423	Hand & edge tools n.e.c.	1	1	68.5	2.0842	100
Stevens	**All mfg.**	**7**		**23.3**	**.0011**	**0**
Swift	**All mfg.**	**7**	**1**	**50.9**	**.0024**	**51**
Todd	**All mfg.**	**15**	**2**	**103.5**	**.0048**	**27**
Wabasha	**All mfg.**	**14**	**4**	**127.5**	**.0059**	**45**
Wadena	**All mfg.**	**10**	**1**	**48.5**	**.0022**	**41**
Waseca	**All mfg.**	**10**	**3**	**174.7**	**.0081**	**88**
Washington	**All mfg.**	**24**	**6**	**657.3**	**.0304**	**91**
2431	Millwork	3	1	208.1	3.9266	98
Watonwan	**All mfg.**	**10**	**2**	**99.9**	**.0046**	**51**
Wilkin	**All mfg.**	**2**		**3.8**	**.0002**	**0**
Winona	**All mfg.**	**48**	**20**	**510.8**	**.0236**	**78**
3469	Metal stampings n.e.c.	1	1	100.1	1.3761	100
Wright	**All mfg.**	**29**	**5**	**168.0**	**.0078**	**53**
4912	*Nuclear power*	*1*	*1*	*345.7*	*1.4690*	*100*
Yellow Medicine	**All mfg.**	**4**	**3**	**72.1**	**.0033**	**96**
STATE TOTAL	**All mfg.**	**2,802**	**762**	**38,374.6**	**1.7726**	**78**

MISSISSIPPI

Adams	**All mfg.**	**22**	**4**	**478.3**	**.0221**	**83**
2611	Pulp mills	1	1	202.2	5.5225	100
3011	Tires & inner tubes	1	1	153.9	1.3836	100
Alcorn	**All mfg.**	**32**	**16**	**621.1**	**.0287**	**89**
3661	Telephone & telegraph apparatus	1	1	230.5	1.3064	100
Amite	**All mfg.**	**5**	**2**	**47.2**	**.0022**	**71**
Attala	**All mfg.**	**19**	**4**	**99.5**	**.0046**	**41**
Benton	**All mfg.**	**3**	**1**	**16.6**	**.0008**	**24**
Bolivar	**All mfg.**	**14**	**7**	**243.4**	**.0112**	**89**
Calhoun	**All mfg.**	**17**	**6**	**99.3**	**.0046**	**75**
Carroll	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Chickasaw	**All mfg.**	**35**	**12**	**257.0**	**.0119**	**73**
2512	Upholstered wood household furniture	15	2	96.5	1.9320	62
Choctaw	**All mfg.**	**10**	**6**	**93.6**	**.0043**	**87**

County / SIC	Industry	1964 (Est.) Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MISSISSIPPI (cont.)						
Claiborne	All mfg.	10	4	92.2	.0043	39
Clarke	All mfg.	15	5	117.2	.0054	68
Clay	All mfg.	17	6	725.5	.0335	96
2011	Meat-packing plants	1	1	538.1	1.1725	100
3443	Fabricated plate work (boiler shops)	1	1	96.5	.3672	100
Coahoma	All mfg.	22	7	389.3	.0166	62
Copiah	All mfg.	22	12	168.6	.0067	80
Covington	All mfg.	7	4	133.9	.0062	95
De Soto	All mfg.	48	15	432.5	.0200	64
3534	Elevators & moving stairways	1	1	42.6	6.3195	100
Forrest	All mfg.	38	13	562.5	.0260	85
8062	*General medical & surgical hospitals*	*2*	*2*	*62.4*	*.0434*	*100*
Franklin	All mfg.	6		23.6	.0011	0
George	All mfg.	6	1	13.2	.0006	41
Greene	All mfg.	2	1	9.1	.0004	86
Grenada	All mfg.	26	6	355.6	.0164	88
3585	Refrigeration & heating equipment	1	1	139.0	.9677	100
Hancock	All mfg.	14	6	173.0	.0080	78
Harrison	All mfg.	78	25	669.8	.0309	65
8062	*General medical & surgical hospitals*	*5*	*4*	*174.3*	*.1214*	*99*
Hinds	All mfg.	185	51	1,920.0	.0887	73
2517	Wood TV & radio cabinets	1	1	54.2	14.0015	100
3561	Pumps & pumping equipment	1	1	97.5	1.6330	100
3613	Switchgear & switchboard apparatus	2	2	270.0	1.4251	100
3714	Motor-vehicle parts & accessories	5	4	303.8	.5612	99
4911	*Electric services*	*1*	*1*	*358.5*	*.3450*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*253.0*	*.2416*	*100*
7011	*Hotels, motels, & tourist courts*	*17*	*2*	*40.4*	*.2470*	*43*
8062	*General medical & surgical hospitals*	*6*	*5*	*235.0*	*.1636*	*99*
Holmes	All mfg.	12	4	92.7	.0043	74
Humphreys	All mfg.	7	4	74.4	.0034	86
Itawamba	All mfg.	19	11	167.1	.0077	86
Jackson	All mfg.	55	18	2,831.0	.1308	93
2621	Paper mills, except building paper	1	1	206.9	.8632	100
3731	Ship building & repairing	11	8	650.1	7.1884	98
Jasper	All mfg.	8	2	59.5	.0027	58
Jefferson	All mfg.	4	1	36.4	.0017	48
Jefferson Davis	All mfg.	3	1	12.2	.0006	34
Jones	All mfg.	45	12	505.2	.0233	47
2499	Wood products n.e.c.	2	1	74.3	2.0485	95
Kemper	All mfg.	8	3	36.6	.0017	64
Lafayette	All mfg.	7	4	133.0	.0061	87
Lamar	All mfg.	11	5	442.8	.0205	81
Lauderdale	All mfg.	67	16	438.9	.0203	56
8062	*General medical & surgical hospitals*	*6*	*6*	*160.5*	*.1117*	*100*
Lawrence	All mfg.	8	4	153.0	.0071	93
Leake	All mfg.	13	7	111.0	.0051	82
Lee	All mfg.	82	35	984.8	.0455	83
2311	Men's & boys' suits & coats	3	3	42.0	1.3054	100
2512	Upholstered wood household furniture	9	4	69.4	1.3894	80
8062	*General medical & surgical hospitals*	*2*	*2*	*66.5*	*.0463*	*100*
Leflore	All mfg.	21	7	158.5	.0073	70
Lincoln	All mfg.	24	3	148.9	.0069	58
Lowndes	All mfg.	46	21	586.8	.0271	83
3621	Motors & generators	2	2	74.8	1.0885	100
Madison	All mfg.	34	12	294.8	.0136	77
Marion	All mfg.	14	4	100.8	.0047	61
8062	*General medical & surgical hospitals*	*1*	*1*	*174.9*	*.1218*	*100*
Marshall	All mfg.	12	6	162.2	.0047	86
Monroe	All mfg.	40	19	409.5	.0189	80
2327	Men's & boys' separate trousers	10	10	72.8	3.2032	100
Montgomery	All mfg.	11	4	71.6	.0033	55
Neshoba	All mfg.	13	11	175.8	.0081	99
Newton	All mfg.	17	7	138.6	.0064	73
Noxubee	All mfg.	8	5	48.9	.0023	69
Oktibbeha	All mfg.	18	7	170.5	.0079	71
Panola	All mfg.	31	10	164.8	.0076	68
Pearl River	All mfg.	23	5	127.8	.0059	48
Perry	All mfg.	4	2	29.3	.0014	81
Pike	All mfg.	26	9	287.7	.0133	76
3442	Metal doors, sash, & trim	1	1	71.6	1.4213	100
Pontotoc	All mfg.	28	14	213.8	.0098	77
2512	Upholstered wood household furniture	8	4	81.2	1.6257	87

County / SIC	Industry	1984 (Est.) Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Prentiss	All mfg.	23	13	301.5	.0093	83
Quitman	All mfg.	5	3	137.5	.0064	97
Rankin	All mfg.	17	9	198.5	.0092	83
8062	*General medical & surgical hospitals*	*2*	*2*	*80.6*	*.0561*	*100*
Scott	All mfg.	29	10	365.5	.0169	82
2016	Poultry-dressing plants	3	3	166.6	1.7415	100
Sharkey	All mfg.	3	2	39.2	.0018	91
Simpson	All mfg.	10	3	121.0	.0056	82
3612	Transformers	1	1	82.9	2.6790	100
Smith	All mfg.	15	7	131.3	.0061	79
Stone	All mfg.	8	2	95.6	.0044	71
Sunflower	All mfg.	16	7	114.4	.0053	77
Tallahatchie	All mfg.	7	3	23.8	.0011	61
Tate	All mfg.	5	4	108.9	.0050	98
Tippah	All mfg.	19	13	265.1	.0122	94
2512	Upholstered wood household furniture	3	2	65.6	1.3133	93
Tishomingo	All mfg.	19	8	154.0	.0071	69
Tunica	All mfg.	4	1	75.6	.0035	26
Union	All mfg.	34	8	237.1	.0110	81
2512	Upholstered wood household furniture	3	1	87.9	1.7598	96
Walthall	All mfg.	6		17.2	.0008	0
Warren	All mfg.	32	10	547.1	.0253	53
3731	Ship building & repairing	3	1	61.6	.6811	89
Washington	All mfg.	57	18	708.2	.0327	63
Wayne	All mfg.	11	4	113.7	.0053	65
Webster	All mfg.	13	8	78.4	.0036	86
Wilkinson	All mfg.	4	1	18.2	.0008	71
Winston	All mfg.	16	7	180.4	.0083	86
Yalobusha	All mfg.	6	4	198.0	.0091	97
3592	Carburetors, pistons, rings, & valves	1	1	131.8	4.8936	100
Yazoo	All mfg.	14	4	338.2	.0156	73
STATE TOTAL	All mfg.	1,734	636	21,511.3	.9936	78
MISSOURI						
Adair	All mfg.	9	6	117.4	.0054	94
Atchison	All mfg.	3	1	203.6	.0094	97
Audrain	All mfg.	19	5	351.0	.0162	51
3255	Clay refractories	5	4	172.7	17.8372	96
Barry	All mfg.	25	9	252.8	.0117	78
Barton	All mfg.	3	2	53.9	.0025	95
Bates	All mfg.	3	1	17.6	.0008	34
Benton	All mfg.	4	1	15.2	.0007	58
Bollinger	All mfg.	4	2	20.1	.0009	82
Boone	All mfg.	38	6	397.6	.0184	64
3644	Non-current-carrying wiring devices	1	1	161.1	5.5492	100
8062	*General medical & surgical hospitals*	*5*	*5*	*210.1*	*.1463*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*60.1*	*.3095*	*100*
Buchanan	All mfg.	78	33	1,505.9	.0696	81
2648	Stationery products	1	1	99.4	9.2828	100
8062	*General medical & surgical hospitals*	*2*	*2*	*109.1*	*.0760*	*100*
Butler	All mfg.	19	6	95.5	.0044	56
8062	*General medical & surgical hospitals*	*4*	*4*	*56.2*	*.0391*	*100*
Caldwell	All mfg.	1	1	8.0	.0004	100
Callaway	All mfg.	8	4	60.4	.0028	76
8062	*General medical & surgical hospitals*	*2*	*2*	*69.9*	*.0487*	*100*
Camden	All mfg.	8	1	48.2	.0022	66
Cape Girardeau	All mfg.	51	12	696.1	.0322	80
2647	Sanitary paper products	1	1	369.2	3.5205	100
Carroll	All mfg.	5	2	100.9	.0047	96
Carter	All mfg.	4	1	17.9	.0008	53
Cass	All mfg.	12	1	51.1	.0024	52
Cedar	All mfg.	11	4	73.7	.0034	57
Chariton	All mfg.	2	1	15.0	.0007	40
Christian	All mfg.	11	2	67.8	.0031	72
Clark	All mfg.	1		10.5	.0005	0
Clay	All mfg.	87	18	859.8	.0397	65
8062	*General medical & surgical hospitals*	*4*	*3*	*76.5*	*.0533*	*95*
Clinton	All mfg.	4	1	18.2	.0008	66
Cole	All mfg.	17	6	360.8	.0167	88
3612	Transformers	1	1	63.9	2.0650	100
8062	*General medical & surgical hospitals*	*4*	*4*	*58.3*	*.0406*	*100*
Cooper	All mfg.	12	5	83.4	.0039	54
Crawford	All mfg.	11	3	45.6	.0021	35
Dade	All mfg.	3		6.6	.0003	0
Dallas	All mfg.	1		1.7	.0001	0
Daviess	All mfg.	3	1	6.6	.0003	56
Dent	All mfg.	8	3	32.5	.0015	70
Douglas	All mfg.	5	2	50.0	.0023	82
Dunklin	All mfg.	12	7	180.9	.0084	90
3621	Motors & generators	1	1	58.8	1.0012	100
Franklin	All mfg.	72	20	427.7	.0202	59
Gasconade	All mfg.	21	3	96.9	.0045	45
Gentry	All mfg.	3	1	32.3	.0015	78

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Greene	**All mfg.**	**121**	**35**	**1,851.0**	**.0885**	**82**
2654	Sanitary food containers	1	1	150.2	4.9524	100
3651	Radio & TV receiving sets	1	1	247.0	3.0277	100
3679	Electronic components n.e.c.	2	1	60.4	.3837	91
8062	*General medical & surgical hospitals*	*4*	*4*	*180.8*	*.1259*	*100*
Grundy	**All mfg.**	**3**	**2**	**113.2**	**.0053**	**97**
Harrison	**All mfg.**	**3**	**1**	**15.5**	**.0007**	**37**
Henry	**All mfg.**	**11**	**3**	**186.2**	**.0086**	**78**
Hickory	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Holt	**All mfg.**	**1**	**1**	**19.4**	**.0009**	**100**
Howard	**All mfg.**	**7**	**4**	**33.5**	**.0015**	**73**
Howell	**All mfg.**	**25**	**8**	**146.0**	**.0068**	**65**
Iron	**All mfg.**	**4**	**2**	**61.5**	**.0028**	**94**
Jackson	**All mfg.**	**544**	**114**	**11,536.5**	**.5339**	**88**
1629	*Heavy construction n.e.c.*	*6*	*3*	*117.3*	*.3712*	*78*
2011	Meat-packing plants	3	2	404.9	.8822	94
2051	Bread, cake, & related products	7	5	87.5	.6494	91
2337	Women's & misses' suits & coats	5	4	104.6	2.6741	94
2711	Newspapers	8	1	129.3	.5356	83
2771	Greeting-card publishing	2	1	753.9	29.9678	100
2834	Pharmaceutical preparations	5	3	169.4	.8877	97
2869	Industrial organic chemicals n.e.c.	3	1	495.4	1.1778	96
3079	Miscellaneous plastics products	30	6	152.7	.4927	62
3312	Blast furnaces & steel mills	1	1	570.3	1.2932	100
3315	Steel wire & related products	1	1	358.7	15.6864	100
3482	Small-arms ammunition	2	1	141.8	15.8880	98
3523	Farm machinery & equipment	4	2	142.5	1.5321	94
3531	Construction machinery	5	4	129.8	.9287	98
3661	Telephone & telegraph apparatus	1	1	453.2	2.4825	100
3711	Motor vehicles & passenger-car bodies	3	2	3,163.2	2.4594	100
3713	Truck & bus bodies	4	2	48.6	1.5361	95
4011	*Line-haul-operating railroads*	*4*	*3*	*157.7*	*1.0034*	*99*
4911	*Electric services*	*1*	*1*	*793.3*	*.7634*	*100*
4924	*Natural-gas distribution*	*2*	*1*	*540.1*	*2.9258*	*98*
5065	*Electronic-parts wholesalers*	*6*	*3*	*586.4*	*2.6447*	*94*
6025	*National banks, federal reserve system*	*16*	*3*	*301.1*	*.2875*	*84*
7011	*Hotels, motels, & tourist courts*	*24*	*4*	*92.9*	*.5679*	*64*
8062	*General medical & surgical hospitals*	*18*	*16*	*667.5*	*.4647*	*99*
Jasper	**All mfg.**	**97**	**39**	**1,352.0**	**.0635**	**86**
2328	Men's & boys' work clothing	2	2	71.2	1.4638	100
8062	*General medical & surgical hospitals*	*4*	*4*	*70.4*	*.0490*	*100*
Jefferson	**All mfg.**	**35**	**12**	**555.8**	**.0257**	**82**
Johnson	**All mfg.**	**11**	**4**	**60.4**	**.0028**	**63**
Knox	**All mfg.**	**2**		**3.0**	**.0001**	**0**
Laclede	**All mfg.**	**23**	**6**	**160.4**	**.0074**	**61**
Lafayette	**All mfg.**	**21**	**4**	**84.3**	**.0039**	**38**
Lawrence	**All mfg.**	**25**	**8**	**248.5**	**.0115**	**66**
Lewis	**All mfg.**	**3**	**1**	**20.5**	**.0009**	**74**
Lincoln	**All mfg.**	**9**	**3**	**23.8**	**.0011**	**53**
Linn	**All mfg.**	**9**	**3**	**82.8**	**.0038**	**71**
Livingston	**All mfg.**	**12**	**3**	**91.9**	**.0042**	**54**
McDonald	**All mfg.**	**13**	**5**	**132.5**	**.0061**	**76**
Macon	**All mfg.**	**4**	**2**	**135.8**	**.0063**	**97**
Madison	**All mfg.**	**8**	**1**	**30.1**	**.0014**	**30**
Maries	**All mfg.**	**6**	**1**	**36.4**	**.0017**	**70**
Marion	**All mfg.**	**27**	**9**	**199.3**	**.0092**	**66**
Miller	**All mfg.**	**10**	**3**	**78.3**	**.0036**	**74**
Mississippi	**All mfg.**	**0**	**1**	**38.5**	**.0018**	**33**
Moniteau	**All mfg.**	**6**	**4**	**61.6**	**.0028**	**90**
Monroe	**All mfg.**	**3**	**2**	**13.3**	**.0006**	**92**
Montgomery	**All mfg.**	**12**	**2**	**42.1**	**.0019**	**34**
Morgan	**All mfg.**	**8**	**2**	**31.2**	**.0014**	**59**
New Madrid	**All mfg.**	**5**	**3**	**32.8**	**.0015**	**82**
Newton	**All mfg.**	**25**	**9**	**225.6**	**.0104**	**78**
Nodaway	**All mfg.**	**13**	**2**	**120.7**	**.0056**	**61**
Oregon	**All mfg.**	**7**		**23.1**	**.0011**	**0**
Osage	**All mfg.**	**7**	**1**	**25.1**	**.0012**	**47**
Ozark	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Pemiscot	**All mfg.**	**7**	**5**	**59.9**	**.0028**	**91**
Perry	**All mfg.**	**10**	**3**	**63.6**	**.0029**	**75**
Pettis	**All mfg.**	**33**	**15**	**305.5**	**.0141**	**71**
Phelps	**All mfg.**	**9**	**4**	**88.2**	**.0041**	**73**
Pike	**All mfg.**	**11**	**4**	**211.9**	**.0098**	**81**
Platte	**All mfg.**	**5**		**22.7**	**.0010**	**0**
Polk	**All mfg.**	**7**	**2**	**41.8**	**.0019**	**62**
Pulaski	**All mfg.**	**8**	**2**	**29.3**	**.0014**	**64**
8062	*General medical & surgical hospitals*	*2*	*2*	*57.1*	*.0398*	*100*
Putnam	**All mfg.**	**1**		**1.7**	**.0001**	**0**
Ralls	**All mfg.**	**1**		**1.0**	**.0000**	**0**
Randolph	**All mfg.**	**13**	**5**	**187.6**	**.0087**	**81**
Ray	**All mfg.**	**7**	**1**	**29.0**	**.0013**	**36**
Reynolds	**All mfg.**	**2**	**1**	**6.0**	**.0003**	**62**
Ripley	**All mfg.**	**4**	**2**	**25.8**	**.0012**	**69**
St. Charles	**All mfg.**	**62**	**12**	**830.2**	**.0383**	**81**
2869	Industrial organic chemicals n.e.c.	1	1	393.3	.9350	100
3662	Radio & TV communication equipment	1	1	185.6	.4442	100
St. Clair	**All mfg.**	**1**		**4.3**	**.0002**	**0**
Ste. Genevieve	**All mfg.**	**7**	**5**	**100.8**	**.0047**	**96**
St. Francois	**All mfg.**	**25**	**3**	**122.9**	**.0057**	**48**
8062	*General medical & surgical hospitals*	*4*	*4*	*100.7*	*.0701*	*100*
St. Louis	**All mfg.**	**301**	**42**	**2,735.0**	**.1273**	**76**
3585	Refrigeration & heating equipment	3	1	175.9	1.2246	96
3711	Motor vehicles & passenger-car bodies	1	1	1,154.0	.8972	100
3713	Truck & bus bodies	2	1	85.3	2.6961	99
8062	*General medical & surgical hospitals*	*3*	*2*	*52.2*	*.0363*	*93*
St. Louis city	**All mfg.**	**1,149**	**291**	**16,643.4**	**.7748**	**82**
1622	*Bridge & tunnel construction*	*7*	*3*	*178.8*	*2.3609*	*92*
2051	Bread, cake, & related products	16	6	181.4	1.3462	87
2082	Malt beverages	1	1	1,261.2	10.3502	100
2751	Letterpress commercial printing	33	5	63.6	1.1922	46
2752	Lithographic commercial printing	29	5	200.2	1.1958	47
2819	Industrial inorganic chemicals n.e.c.	4	2	214.8	1.5691	96
2833	Medicinals & botanicals	1	1	227.9	6.7184	100
2834	Pharmaceutical preparations	12	8	326.0	1.7084	95
2841	Soap & other detergents	13	7	579.7	6.0663	89
2851	Paints & allied products	25	1	174.0	1.8300	16
2869	Industrial organic chemicals n.e.c.	7	4	436.9	1.0387	90
3079	Miscellaneous plastics products	35	7	152.0	.4904	47
3143	Men's nonathletic footwear	1	1	39.2	2.0955	100
3321	Gray-iron foundries	10	5	111.3	1.1538	83
3411	Metal cans	2	2	201.2	2.0905	100
3433	Heating equipment, except electric	7	4	44.5	2.1888	91
3441	Fabricated structural metal	20	5	138.0	1.4390	73
3443	Fabricated plate work (boiler shops)	15	5	211.4	1.8997	84
3444	Sheet-metal work	21	1	59.3	.8896	37
3469	Metal stampings n.e.c.	13	3	73.7	1.0131	62
3613	Switchgear & switchboard apparatus	4	4	139.4	2.8381	100
3621	Motors & generators	9	7	221.0	3.2161	97
3711	Motor vehicles & passenger-car bodies	2	1	2,881.1	2.2400	100
3714	Motor-vehicle parts & accessories	9	3	330.6	.6107	88
3721	Aircraft	1	1	2,576.5	7.4925	100
4011	*Line-haul-operating railroads*	*10*	*4*	*842.4*	*5.3602*	*99*
4923	*Gas transmission & distribution*	*1*	*1*	*686.8*	*4.1429*	*100*
4924	*Natural-gas distribution*	*1*	*1*	*417.9*	*2.2639*	*100*
4931	*Electric & other services combined*	*2*	*2*	*1,660.6*	*2.8400*	*100*
5084	*Industrial-machinery distributors*	*40*	*1*	*424.7*	*1.0311*	*23*
5085	*Industrial-supply distributors*	*40*	*2*	*504.7*	*1.3521*	*41*
6025	*National banks, federal reserve system*	*13*	*4*	*683.3*	*.6525*	*91*
7011	*Hotels, motels, & tourist courts*	*27*	*7*	*135.5*	*.8284*	*77*
7372	*Computer programming & software*	*3*	*1*	*81.9*	*.7795*	*95*
7374	*Data-processing services*	*10*	*2*	*138.1*	*2.4601*	*92*
8062	*General medical & surgical hospitals*	*31*	*29*	*1,429.8*	*.9954*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*83.5*	*.4300*	*87*
Saline	**All mfg.**	**15**	**4**	**336.7**	**.0156**	**88**
Scotland	**All mfg.**	**2**		**7.1**	**.0003**	**0**
Scott	**All mfg.**	**25**	**10**	**177.9**	**.0082**	**66**
Shannon	**All mfg.**	**7**	**4**	**32.7**	**.0015**	**74**
Shelby	**All mfg.**	**2**	**2**	**39.5**	**.0018**	**100**
Stoddard	**All mfg.**	**16**	**9**	**190.1**	**.0088**	**89**
3144	Women's nonathletic footwear	2	2	34.1	2.3462	100
8062	*General medical & surgical hospitals*	*1*	*1*	*104.5*	*.0728*	*100*
Stone	**All mfg.**	**5**	**4**	**28.2**	**.0013**	**93**
Sullivan	**All mfg.**	**1**	**1**	**33.0**	**.0015**	**100**
Taney	**All mfg.**	**7**	**2**	**45.2**	**.0021**	**48**
Texas	**All mfg.**	**11**	**6**	**117.8**	**.0054**	**87**
Vernon	**All mfg.**	**10**	**5**	**103.7**	**.0048**	**85**
Warren	**All mfg.**	**[illegible]**	**4**	**209.2**	**.0097**	**85**
3714	Motor-vehicle parts & accessories	2	2	154.7	.2858	100
Washington	**All mfg.**	**4**	**1**	**24.2**	**.0011**	**65**
Wayne	**All mfg.**	**7**	**2**	**23.4**	**.0011**	**53**
Webster	**All mfg.**	**12**	**6**	**112.3**	**.0052**	**87**
Worth	**All mfg.**	**1**	**1**	**4.4**	**.0002**	**100**
Wright	**All mfg.**	**5**	**4**	**67.0**	**.0031**	**97**
STATE TOTAL	**All mfg.**	**3,413**	**933**	**47,257.5**	**2.1875**	**81**

MONTANA

Beaverhead	**All mfg.**	**2**		**9.8**	**.0004**	**0**
Big Horn	**All mfg.**	**1**		**4.9**	**.0002**	**0**
Broadwater	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Carbon	**All mfg.**	**1**		**2.3**	**.0001**	**0**
Cascade	**All mfg.**	**26**	**1**	**250.4**	**.0116**	**3**
8062	*General medical & surgical hospitals*	*3*	*3*	*65.7*	*.0457*	*100*
Chouteau	**All mfg.**	**1**	**1**	**10.4**	**.0005**	**100**
Custer	**All mfg.**	**4**		**19.4**	**.0009**	**0**
Dawson	**All mfg.**	**9**		**31.9**	**.0015**	**0**
Deer Lodge	**All mfg.**	**2**		**3.8**	**.0002**	**0**
8062	*General medical & surgical hospitals*	*2*	*2*	*127.7*	*.0889*	*100*
Fergus	**All mfg.**	**4**		**15.5**	**.0007**	**0**
Flathead	**All mfg.**	**33**	**5**	**241.3**	**.0158**	**56**

1984 (Est.)

County SIC	Industry		Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MONTANA (cont.)							
Gallatin		All mfg.	39	4	148.3	.0067	30
Glacier		All mfg.	3	1	114.3	.0053	8
Hill		All mfg.	8	3	65.8	.0029	66
Jefferson		All mfg.	3		19.3	.0009	0
Lake		All mfg.	4		15.0	.0007	0
Lewis and Clark		All mfg.	19	3	122.8	.0061	39
Liberty		All mfg.	2		6.0	.0003	0
Lincoln		All mfg.	7	2	106.6	.0049	77
Meagher		All mfg.	2		13.8	.0006	0
Mineral		All mfg.	2	1	19.6	.0009	88
Missoula		All mfg.	37	5	428.8	.0200	60
2421	General sawmills & planing mills		4	2	91.0	.6926	94
Musselshell		All mfg.	1	1	12.5	.0006	100
Park		All mfg.	8		23.7	.0011	0
Phillips		All mfg.	1		10.0	.0005	0
Pondera		All mfg.	2	1	17.8	.0008	92
Powell		All mfg.	1		5.7	.0003	0
Ravalli		All mfg.	6		26.3	.0012	0
Richland		All mfg.	7	1	49.4	.0023	47
Roosevelt		All mfg.	6	1	20.9	.0010	28
Sanders		All mfg.	3	1	22.8	.0011	56
Silver Bow		All mfg.	14	2	84.3	.0039	49
Stillwater		All mfg.	2		4.0	.0002	0
Valley		All mfg.	3		6.8	.0003	0
Yellowstone		All mfg.	51	10	1,599.4	.0739	92
8062	General medical & surgical hospitals		3	2	55.3	.0385	97
STATE TOTAL		All mfg.	299	43	2,649.3	.1686	64
NEBRASKA							
Adams		All mfg.	26	6	176.9	.0082	39
Antelope		All mfg.	1		10.0	.0005	0
Box Butte		All mfg.	6	2	30.0	.0014	47
Buffalo		All mfg.	21	9	291.6	.0135	76
Burt		All mfg.	2	1	21.5	.0010	52
Butler		All mfg.	2	1	13.7	.0006	41
Cass		All mfg.	7	1	56.8	.0026	53
Cedar		All mfg.	2		32.3	.0015	0
Chase		All mfg.	1		6.3	.0003	0
Cheyenne		All mfg.	8	1	100.7	.0047	8
Clay		All mfg.	3		9.3	.0004	0
Colfax		All mfg.	2	1	22.8	.0015	75
Cuming		All mfg.	6	2	190.5	.0079	91
Custer		All mfg.	3	1	23.2	.0011	77
Dakota		All mfg.	9	2	864.9	.0400	96
2011	Meat-packing plants		1	1	826.3	1.8004	100
Dawson		All mfg.	24	6	395.0	.0182	71
Deuel		All mfg.	1		13.6	.0006	0
Dixon		All mfg.	1	1	11.1	.0005	100
Dodge		All mfg.	35	8	643.3	.0297	71
2011	Meat-packing plants		2	1	342.0	.7452	97
Douglas		All mfg.	264	75	5,891.3	.2324	80
1623	Pipe- & utility-line construction		4	2	472.5	6.0362	98
1629	Heavy construction n.e.c.		5	2	1,156.2	3.6591	99
2011	Meat-packing plants		20	8	1,128.1	2.4580	82
2051	Bread, cake, & related products		8	3	73.6	.5462	75
3523	Farm machinery & equipment		5	1	98.5	1.0590	83
3561	Pumps & pumping equipment		6	1	159.2	2.6664	92
3661	Telephone & telegraph apparatus		1	1	834.8	4.5727	100
4011	Line-haul-operating railroads		2	2	672.6	4.2798	100
4911	Electric services		1	1	390.3	.3756	100
6025	National banks, federal reserve system		7	2	165.4	.1579	87
7011	Hotels, motels, & tourist courts		13	3	35.4	.2164	65
8062	General medical & surgical hospitals		10	9	402.3	.2901	100
Fillmore		All mfg.	1		2.6	.0001	0
Furnas		All mfg.	2		13.8	.0006	0
Gage		All mfg.	13	5	157.3	.0073	65
Garden		All mfg.	2	2	12.9	.0006	100
Garfield		All mfg.	2		9.0	.0004	0
Hall		All mfg.	38	8	382.2	.0177	65
3523	Farm machinery & equipment		3	2	151.0	1.6235	94

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1984 (Est.)

County SIC	Industry		Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hamilton		All mfg.	6	1	33.7	.0016	28
Harlan		All mfg.	1		3.3	.0002	0
Hitchcock		All mfg.	1		2.6	.0001	0
Holt		All mfg.	2	1	21.4	.0010	52
Jefferson		All mfg.	7	2	55.4	.0026	19
Johnson		All mfg.	1	1	18.6	.0009	100
Kearney		All mfg.	4		21.2	.0014	0
Keith		All mfg.	3	1	44.0	.0020	95
Kimball		All mfg.	3		12.7	.0006	0
Lancaster		All mfg.	92	26	1,268.0	.0632	84
3041	Rubber & plastic hose & belting		1	1	124.5	5.9770	100
8062	General medical & surgical hospitals		7	6	176.0	.1225	99
8221	Colleges & universities n.e.c.		3	1	55.5	.3550	97
Lincoln		All mfg.	6		41.6	.0019	0
Madison		All mfg.	31	9	434.8	.0196	69
Merrick		All mfg.	1	1	11.2	.0005	100
Morrill		All mfg.	1	1	68.8	.0032	100
Nemaha		All mfg.	7	3	46.5	.0021	71
4912	Electric power		1	1	389.6	1.6555	100
Nuckolls		All mfg.	4	2	71.1	.0033	79
Otoe		All mfg.	11	3	97.3	.0045	37
Phelps		All mfg.	5	1	60.0	.0029	71
Pierce		All mfg.	2		9.3	.0004	0
Platte		All mfg.	31	9	379.5	.0175	79
3523	Farm machinery & equipment		8	4	97.4	1.0472	88
3676	Electronic resistors		1	1	79.0	6.8121	100
Polk		All mfg.	2		3.7	.0002	0
Red Willow		All mfg.	10	2	91.2	.0042	44
Richardson		All mfg.	7	1	65.4	.0030	25
Rock		All mfg.	1		6.5	.0003	0
Saline		All mfg.	10	5	276.5	.0128	91
Sarpy		All mfg.	7	2	62.2	.0029	54
Saunders		All mfg.	7		30.6	.0014	0
Scotts Bluff		All mfg.	21	7	389.8	.0180	79
Seward		All mfg.	2	2	65.7	.0030	100
Sheridan		All mfg.	2		41.4	.0019	0
Thayer		All mfg.	4	1	39.4	.0018	57
Thurston		All mfg.	5	1	20.1	.0009	27
Valley		All mfg.	1		2.4	.0001	0
Washington		All mfg.	4	2	45.2	.0021	89
Wayne		All mfg.	3	1	15.6	.0007	66
8221	Colleges & universities n.e.c.		1	1	62.3	.3209	100
Webster		All mfg.	2		13.4	.0006	0
Wheeler		All mfg.	1		6.5	.0003	0
York		All mfg.	13	1	70.8	.0033	0
STATE TOTAL		All mfg.	883	259	12,541.7	.5790	75
NEVADA							
Carson City		All mfg.	10	2	79.5	.0037	52
Churchill		All mfg.	1		8.6	.0004	0
Clark		All mfg.	62	11	675.7	.0312	68
4911	Electric services		7	1	371.7	.3577	84
7011	Hotels, motels, & tourist courts		50	24	652.1	3.9866	94
8062	General medical & surgical hospitals		9	7	151.2	.1053	98
Douglas		All mfg.	2	2	78.6	.0033	100
7011	Hotels, motels, & tourist courts		3	3	128.5	.7856	100
Elko		All mfg.	2		7.7	.0004	0
Esmeralda		All mfg.	1		2.3	.0001	0
Humboldt		All mfg.	1		1.6	.0001	0
Lander		All mfg.	3		28.4	.0013	0
Lyon		All mfg.	3	1	59.0	.0023	50
Nye		All mfg.	2		12.5	.0006	0
Pershing		All mfg.	1		5.7	.0003	0
Washoe		All mfg.	68	13	642.7	.0297	51
6025	National banks, federal reserve system		2	2	209.7	.2002	100
7011	Hotels, motels, & tourist courts		19	4	157.8	.9647	86
8062	General medical & surgical hospitals		3	3	133.8	.0932	100
White Pine							
1021	Copper-ore mining		1	1	84.6	3.9150	100
STATE TOTAL		All mfg.	156	29	1,585.3	.0732	58
NEW HAMPSHIRE							
Belknap		All mfg.	49	17	273.4	.0126	59
Carroll		All mfg.	27	7	107.2	.0050	36
Cheshire		All mfg.	76	21	530.7	.0248	67
Coos		All mfg.	18	7	495.3	.0229	96
2611	Pulp mills		1	1	220.5	8.9720	100
Grafton		All mfg.	60	13	329.2	.0152	46
8062	General medical & surgical hospitals		5	3	87.8	.0611	90
8221	Colleges & universities n.e.c.		2	2	98.3	.9067	100

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hillsborough	**All mfg.**	**268**	**125**	**4,307.3**	**.1990**	**81**
2641	Paper coating & glazing	2	1	341.8	5.5207	98
3021	Rubber & plastic footwear	3	3	63.0	9.1650	100
3079	Miscellaneous plastics products	20	7	117.0	.3775	69
3144	Women's nonathletic footwear	6	5	47.2	3.2476	94
3554	Paper-industries machinery	3	2	106.9	7.2999	95
3573	Electronic computing equipment	20	8	429.4	.9280	83
3613	Switchgear & switchboard apparatus	4	3	108.7	2.2130	99
3663	Radio & TV communication equipment	4	2	895.8	2.4029	99
3679	Electronic components n.e.c.	26	11	244.3	1.5518	86
4911	*Electric services*	*2*	*2*	*594.3*	*.5719*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*150.2*	*.1046*	*100*
Merrimack	**All mfg.**	**98**	**30**	**794.9**	**.0367**	**79**
2751	Letterpress commercial printing	5	1	29.0	.5436	90
8062	*General medical & surgical hospitals*	*4*	*4*	*120.8*	*.0841*	*100*
Rockingham	**All mfg.**	**137**	**39**	**1,474.9**	**.0681**	**77**
3069	Fabricated rubber products n.e.c.	3	2	59.3	1.0028	94
3573	Electronic computing equipment	6	2	140.6	.3039	93
7011	*Hotels, motels, & tourist courts*	*9*	*1*	*79.7*	*.4872*	*92*
8062	*General medical & surgical hospitals*	*4*	*3*	*50.9*	*.0354*	*94*
Strafford	**All mfg.**	**68**	**34**	**718.4**	**.0332**	**79**
3069	Fabricated rubber products n.e.c.	2	2	187.4	3.1692	100
3144	Women's nonathletic footwear	6	5	35.5	2.4425	96
3612	Transformers	1	1	85.2	2.7534	100
Sullivan	**All mfg.**	**39**	**14**	**360.8**	**.0167**	**76**
STATE TOTAL	**All mfg.**	**936**	**380**	**9,392.1**	**.4338**	**78**

NEW JERSEY

Atlantic	**All mfg.**	**80**	**28**	**678.4**	**.0313**	**65**
3262	Vitreous china food utensils	1	1	52.5	17.1401	100
4911	*Electric services*	*1*	*1*	*513.8*	*.4944*	*100*
7011	*Hotels, motels, & tourist courts*	*19*	*10*	*344.6*	*2.1067*	*96*
8062	*General medical & surgical hospitals*	*4*	*3*	*92.2*	*.0642*	*96*
Bergen	**All mfg.**	**1,390**	**391**	**11,339.3**	**.5238**	**66**
2052	Cookies & crackers	3	2	255.2	5.2580	97
2253	Knit-outerwear mills	9	3	51.1	1.6428	63
2335	Women's & misses' dresses	16	3	53.2	1.2700	63
2653	Corrugated & solid fiber boxes	12	7	156.2	1.3033	80
2711	Newspapers	9	3	105.1	.4354	88
2721	Periodicals	9	3	149.2	1.3105	79
2731	Book publishing	17	9	493.3	6.1334	93
2732	Book printing	4	2	98.4	3.2805	95
2751	Letterpress commercial printing	31	6	54.7	1.0253	56
2752	Lithographic commercial printing	36	3	259.2	1.5482	34
2833	Medicinals & botanicals	7	1	201.0	5.9254	71
2834	Pharmaceutical preparations	13	5	157.9	.8275	66
2842	Polishes & sanitation goods	11	3	137.3	2.9750	59
2844	Toilet preparations	16	9	374.0	4.0168	89
2869	Industrial organic chemicals n.e.c.	17	6	507.1	1.2056	70
2893	Printing ink	13	3	112.5	8.3494	50
3079	Miscellaneous plastics products	44	17	253.5	.8179	70
3444	Sheet-metal work	19	1	57.8	.8671	33
3573	Electronic computing equipment	17	6	257.5	.5565	73
3579	Office machines n.e.c.	6	1	157.7	2.7559	90
3599	Machinery, except electrical, n.e.c.	21	1	62.5	.6185	38
3621	Motors & generators	3	2	75.3	1.0958	98
3662	Radio & TV communication equipment	12	3	236.3	.6339	84
3679	Electronic components n.e.c.	25	6	179.2	1.1383	78
3728	Aircraft equipment n.e.c.	7	3	195.0	1.8812	91
3811	Engineering & scientific instruments	11	3	82.6	2.6335	81
3841	Surgical & medical instruments	8	4	116.6	3.2916	92
3842	Surgical appliances & supplies	6	3	81.6	1.5655	87
3861	Photographic equipment & supplies	15	4	359.8	1.8152	65
5084	*Industrial-machinery distributors*	*41*	*1*	*439.2*	*1.0663*	*10*
5085	*Industrial-supply distributors*	*28*	*1*	*580.5*	*1.5552*	*65*
6025	*National banks, federal reserve system*	*10*	*5*	*379.9*	*.3628*	*93*
7011	*Hotels, motels, & tourist courts*	*10*	*1*	*45.2*	*.2763*	*76*
8062	*General medical & surgical hospitals*	*9*	*8*	*375.9*	*.2617*	*99*
Burlington	**All mfg.**	**235**	**68**	**2,062.5**	**.0953**	**75**
3211	Flat glass	2	2	89.1	4.6030	100
3573	Electronic computing equipment	7	5	186.5	.4030	93
3662	Radio & TV communication equipment	8	3	304.6	.8171	91
8062	*General medical & surgical hospitals*	*8*	*8*	*197.2*	*.1373*	*100*
Camden	**All mfg.**	**335**	**72**	**3,278.0**	**.1514**	**69**
3296	Mineral wool	3	3	219.1	8.1423	100
3662	Radio & TV communication equipment	11	6	592.8	1.5901	93
8062	*General medical & surgical hospitals*	*9*	*9*	*281.9*	*.1963*	*100*
Cape May	**All mfg.**	**35**	**3**	**114.4**	**.0053**	**27**
8062	*General medical & surgical hospitals*	*2*	*2*	*57.1*	*.0398*	*100*
Cumberland	**All mfg.**	**136**	**44**	**1,546.6**	**.0714**	**78**
2016	Poultry-dressing plants	3	2	168.6	1.7624	98
2311	Men's & boys' suits & coats	6	6	52.1	1.6194	100
3221	Glass containers	6	4	333.0	7.2104	98
3229	Pressed & blown glass n.e.c.	4	2	119.4	3.1639	97
3231	Products of purchased glass	15	4	91.0	3.0679	53
8062	*General medical & surgical hospitals*	*4*	*4*	*69.7*	*.0485*	*100*

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Essex	**All mfg.**	**1,013**	**199**	**8,436.6**	**.3906**	**67**
1629	*Heavy construction n.e.c.*	*6*	*3*	*982.5*	*3.1094*	*99*
2051	Bread, cake, & related products	9	4	75.0	.5566	84
2082	Malt beverages	2	2	630.6	5.1751	100
2381	Fabric dress & work gloves	2	1	18.6	6.5355	93
2751	Letterpress commercial printing	26	4	46.6	.8735	46
2834	Pharmaceutical preparations	7	5	881.2	4.6179	99
2851	Paints & allied products	25	6	264.8	2.7850	60
2865	Cyclic crudes & intermediates	10	4	348.2	3.9782	78
3079	Miscellaneous plastics products	42	9	182.2	.5879	55
3499	Fabricated metal products n.e.c.	12	2	74.4	1.5507	71
3544	Special dies, tools, jigs, & fixtures	23	2	38.7	.9562	36
3559	Special-industry machinery n.e.c.	16	4	108.1	2.1356	75
3599	Machinery, except electrical, n.e.c.	14	2	74.2	.7343	64
3641	Electric lamps	7	5	182.9	7.4855	98
3661	Telephone & telegraph apparatus	3	2	373.3	2.0448	99
3662	Radio & TV communication equipment	13	4	200.2	.5370	71
3679	Electronic components n.e.c.	26	7	202.0	1.2831	74
3825	Electricity-measuring instruments	6	5	103.1	1.5698	98
3911	Precious-metal jewelry	19	6	111.9	4.0072	64
3944	Games, toys, & children's vehicles	5	2	122.7	2.4103	93
4931	*Electric & other services combined*	*2*	*1*	*3,278.1*	*5.6062*	*100*
6025	*National banks, federal reserve system*	*9*	*4*	*489.6*	*.4675*	*96*
8062	*General medical & surgical hospitals*	*19*	*19*	*801.8*	*.5582*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*5*	*87.5*	*.4506*	*93*
Gloucester	**All mfg.**	**122**	**33**	**4,927.2**	**.2276**	**94**
2911	Petroleum refining	2	2	3,781.8	2.0190	100
Hudson	**All mfg.**	**781**	**174**	**7,559.2**	**.3492**	**73**
2095	Roasted coffee	2	2	678.8	11.0629	100
2253	Knit-outerwear mills	33	5	101.2	3.2535	33
2331	Women's & misses' blouses	11	3	61.7	2.0636	77
2337	Women's & misses' suits & coats	46	3	237.0	6.0589	28
2339	Women's & misses' outerwear n.e.c.	18	5	53.8	1.1460	55
2653	Corrugated & solid fiber boxes	9	5	115.4	.9629	78
2844	Toilet preparations	5	3	627.7	6.7416	98
2869	Industrial organic chemicals n.e.c.	7	4	447.9	1.0648	93
3079	Miscellaneous plastics products	24	7	146.2	.4717	56
3171	Women's handbags & purses	4	3	53.4	12.3240	98
3357	Nonferrous-wire drawing & insulating	2	2	350.3	3.7815	100
3661	Telephone & telegraph apparatus	2	2	494.9	2.7109	100
3731	Ship building & repairing	4	4	65.5	.7243	100
3999	Manufactures n.e.c.	8	2	104.8	3.7793	90
8062	*General medical & surgical hospitals*	*10*	*10*	*328.5*	*.2287*	*100*
Hunterdon	**All mfg.**	**74**	**18**	**623.0**	**.0288**	**65**
Mercer	**All mfg.**	**229**	**72**	**2,586.4**	**.1195**	**81**
2711	Newspapers	6	4	90.2	.3737	92
3429	Hardware n.e.c.	1	1	265.9	3.7629	100
3573	Electronic computing equipment	5	3	224.3	.4847	95
3585	Refrigeration & heating equipment	3	3	196.3	1.3666	100
3643	Current-carrying wiring devices	1	1	52.8	1.5956	100
3662	Radio & TV communication equipment	5	2	118.6	.3181	85
3996	Hard-surface floor coverings n.e.c.	2	2	99.1	13.4209	100
6025	*National banks, federal reserve system*	*7*	*2*	*263.9*	*.2520*	*87*
8062	*General medical & surgical hospitals*	*6*	*5*	*159.2*	*.1108*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*103.2*	*.5314*	*96*
Middlesex	**All mfg.**	**697**	**210**	**12,116.6**	**.5597**	**83**
2052	Cookies & crackers	1	1	117.6	2.4229	100
2647	Sanitary paper products	4	2	660.6	6.2992	96
2751	Letterpress commercial printing	14	3	31.8	.5961	63
2819	Industrial inorganic chemicals n.e.c.	12	5	123.5	.9021	76
2821	Plastics materials & synthetic resins	9	5	255.5	1.2389	88
2833	Medicinals & botanicals	3	2	605.3	17.8439	98
2834	Pharmaceutical preparations	11	8	593.0	3.1076	98
2844	Toilet preparations	13	7	943.0	10.1279	96
2869	Industrial organic chemicals n.e.c.	11	3	708.4	1.6842	70
3079	Miscellaneous plastics products	40	13	262.7	.8476	64
3331	Primary copper	1	1	266.3	4.7235	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	258.9	6.5206	100
3357	Nonferrous-wire drawing & insulating	5	3	168.7	1.8211	89
3411	Metal cans	6	5	207.2	2.1528	93
3585	Refrigeration & heating equipment	5	4	191.9	1.3360	98
3662	Radio & TV communication equipment	7	3	121.7	.3264	84
3679	Electronic components n.e.c.	13	5	69.9	.4440	77
3711	Motor vehicles & passenger-car bodies	2	2	1,251.5	.9730	100
3944	Games, toys, & children's vehicles	9	6	255.2	5.0132	94
8062	*General medical & surgical hospitals*	*8*	*8*	*291.2*	*.2027*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*157.0*	*.8085*	*100*
Monmouth	**All mfg.**	**278**	**66**	**2,887.4**	**.1334**	**75**
2654	Sanitary food containers	2	1	141.5	4.6655	98
3079	Miscellaneous plastics products	18	6	137.5	.4436	74
3221	Glass containers	2	2	105.7	2.2887	100
3573	Electronic computing equipment	8	5	353.0	.7629	95
3662	Radio & TV communication equipment	9	4	204.3	.5480	86
6025	*National banks, federal reserve system*	*4*	*3*	*184.4*	*.1761*	*95*
7372	*Computer programming & software*	*6*	*3*	*124.3*	*1.1831*	*95*
8062	*General medical & surgical hospitals*	*4*	*4*	*209.0*	*.1455*	*100*
Morris	**All mfg.**	**359**	**103**	**3,829.1**	**.1769**	**71**
2834	Pharmaceutical preparations	6	4	260.3	1.3641	93

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEW JERSEY (Morris, cont.)						
2844	Toilet preparations	3	3	195.2	2.0965	100
3079	Miscellaneous plastics products	28	10	149.5	.4824	66
3662	Radio & TV communication equipment	9	7	350.1	.9391	97
3679	Electronic components n.e.c.	15	4	64.2	.4078	50
3811	Engineering & scientific instruments	9	3	49.8	1.5878	74
4911	*Electric services*	*7*	*6*	*1,303.3*	*1.2541*	*98*
8062	*General medical & surgical hospitals*	*7*	*6*	*210.7*	*.1467*	*99*
Ocean	**All mfg.**	**74**	**10**	**660.1**	**.0305**	**72**
2865	Cyclic crudes & intermediates	1	1	344.9	3.9405	100
4912	*Nuclear power*	*1*	*1*	*480.5*	*2.0418*	*100*
8062	*General medical & surgical hospitals*	*5*	*4*	*114.4*	*.0796*	*97*
Passaic	**All mfg.**	**741**	**141**	**5,917.9**	**.2734**	**63**
2051	Bread, cake, & related products	7	3	126.9	.9418	90
2261	Cotton-finishing plants	17	2	31.4	2.8225	25
2337	Women's & misses' suits & coats	29	6	187.4	4.7909	40
2834	Pharmaceutical preparations	5	3	146.0	.7651	93
2844	Toilet preparations	3	3	273.3	2.9353	100
2869	Industrial organic chemicals n.e.c.	7	2	414.9	.9864	82
3079	Miscellaneous plastics products	35	9	212.4	.6853	65
3576	Scales & balances, except laboratory	2	2	76.8	12.0622	100
3662	Radio & TV communication equipment	6	3	161.0	.4319	92
3679	Electronic components n.e.c.	17	4	298.4	1.8955	89
6025	*National banks, federal reserve system*	*6*	*4*	*420.5*	*.4015*	*96*
7372	*Computer programming & software*	*4*	*2*	*79.1*	*.7529*	*96*
7374	*Data-processing services*	*3*	*1*	*239.7*	*4.2701*	*99*
8062	*General medical & surgical hospitals*	*6*	*6*	*220.6*	*.1536*	*100*
Salem	**All mfg.**	**26**	**9**	**1,513.8**	**.0699**	**96**
2869	Industrial organic chemicals n.e.c.	1	1	1,179.6	2.8044	100
Somerset	**All mfg.**	**150**	**40**	**2,981.2**	**.1377**	**85**
2821	Plastics materials & synthetic resins	2	1	487.2	2.3623	99
2834	Pharmaceutical preparations	3	3	296.0	1.5512	100
2865	Cyclic crudes & intermediates	6	3	412.5	4.7128	91
3674	Semiconductors & related devices	3	2	257.2	1.7341	99
3842	Surgical appliances & supplies	3	1	166.0	3.1848	94
Sussex	**All mfg.**	**40**	**9**	**267.9**	**.0124**	**59**
Union	**All mfg.**	**795**	**204**	**13,150.4**	**.6074**	**85**
2052	Cookies & crackers	1	1	117.6	2.4229	100
2511	Wood household furniture	5	2	55.2	.8213	89
2834	Pharmaceutical preparations	14	12	1,513.6	7.9320	99
2865	Cyclic crudes & intermediates	5	3	347.7	3.9724	87
2911	Petroleum refining	1	1	3,103.2	1.6567	100
3079	Miscellaneous plastics products	49	12	243.9	.7869	58
3452	Bolts, nuts, rivets, & washers	9	4	136.5	2.8550	88
3469	Metal stampings n.e.c.	18	4	79.4	1.0915	45
3544	Special dies, tools, jigs, & fixtures	31	2	55.7	1.3762	26
3599	Machinery, except electrical, n.e.c.	15	3	74.0	.7323	65
3661	Telephone & telegraph apparatus	2	2	126.4	.6924	100
3679	Electronic components n.e.c.	15	7	313.4	1.9907	92
3711	Motor vehicles & passenger-car bodies	1	1	1,949.8	1.5159	100
5051	*Metals service centers & sales offices*	*13*	*2*	*920.1*	*1.5374*	*66*
6025	*National banks, federal reserve system*	*4*	*4*	*308.7*	*.2948*	*100*
8062	*General medical & surgical hospitals*	*9*	*9*	*319.8*	*.2226*	*100*
Warren	**All mfg.**	**91**	**26**	**1,343.8**	**.0621**	**78**
2065	Confectionery products	1	1	121.2	1.7738	100
2819	Industrial inorganic chemicals n.e.c.	1	1	118.5	.8656	100
2833	Medicinals & botanicals	2	1	205.8	6.0669	94
3561	Pumps & pumping equipment	1	1	173.9	2.9126	100
STATE TOTAL	**All mfg.**	**7,536**	**1,820**	**87,839.8**	**4.0574**	**76**

NEW MEXICO

Bernalillo	**All mfg.**	**190**	**50**	**2,138.3**	**.0988**	**79**
1611	*Highway & street construction*	*7*	*5*	*187.7*	*.8402*	*96*
3662	Radio & TV communication equipment	6	3	221.0	.5928	94
3724	Aircraft engines & engine parts	2	1	167.2	1.0169	97
4911	*Electric services*	*2*	*1*	*343.9*	*.3309*	*94*
6025	*National banks, federal reserve system*	*5*	*3*	*212.2*	*.2026*	*97*
8062	*General medical & surgical hospitals*	*9*	*9*	*328.4*	*.2286*	*100*
Catron	**All mfg.**	**2**	**1**	**22.7**	**.0010**	**66**
Chaves	**All mfg.**	**25**	**2**	**114.2**	**.0053**	**19**
Cibola	**All mfg.**	**7**		**38.7**	**.0018**	**0**
Colfax	**All mfg.**	**7**	**1**	**62.9**	**.0029**	**36**
Curry	**All mfg.**	**9**		**51.0**	**.0024**	**0**
Dona Ana	**All mfg.**	**25**	**2**	**415.6**	**.0192**	**72**
2032	Canned food specialties	1	1	274.7	6.4649	100
Eddy	**All mfg.**	**26**	**6**	**689.8**	**.0319**	**88**
Grant	**All mfg.**	**3**		**5.9**	**.0003**	**0**
1021	*Copper-ore mining*	*6*	*4*	*210.8*	*9.7552*	*98*
Harding	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Hidalgo	**All mfg.**	**1**	**1**	**125.2**	**.0058**	**100**
Lea	**All mfg.**	**20**	**3**	**1,054.2**	**.0487**	**67**
Lincoln	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Los Alamos	**All mfg.**	**8**	**1**	**50.0**	**.0023**	**26**
Luna	**All mfg.**	**5**	**2**	**109.8**	**.0051**	**82**
McKinley	**All mfg.**	**19**	**3**	**634.9**	**.0293**	**41**
Otero	**All mfg.**	**11**	**2**	**74.5**	**.0034**	**37**
Quay	**All mfg.**	**5**		**31.9**	**.0015**	**0**
Rio Arriba	**All mfg.**	**6**		**16.4**	**.0008**	**0**
Roosevelt	**All mfg.**	**9**	**1**	**61.0**	**.0028**	**23**
Sandoval	**All mfg.**	**10**	**1**	**40.1**	**.0019**	**45**
8062	*General medical & surgical hospitals*	*1*	*1*	*85.4*	*.0595*	*100*
San Juan	**All mfg.**	**21**	**2**	**504.9**	**.0233**	**45**
San Miguel	**All mfg.**	**6**		**18.3**	**.0008**	**0**
Santa Fe	**All mfg.**	**13**	**1**	**48.8**	**.0023**	**32**
Socorro	**All mfg.**	**3**		**11.9**	**.0005**	**0**
Taos	**All mfg.**	**6**		**7.1**	**.0003**	**0**
Torrance	**All mfg.**	**1**		**4.1**	**.0002**	**0**
Valencia	**All mfg.**	**1**		**5.3**	**.0002**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*50.0*	*.0348*	*97*
STATE TOTAL	**All mfg.**	**442**	**79**	**6,345.2**	**.2931**	**65**

NEW YORK

Albany	**All mfg.**	**139**	**45**	**2,024.9**	**.0935**	**85**
2011	Meat-packing plants	2	2	343.4	.7482	100
3291	Abrasive products	1	1	160.7	4.6099	100
3312	Blast furnaces & steel mills	1	1	195.6	.4435	100
4931	*Electric & other services combined*	*1*	*1*	*606.3*	*1.0369*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*225.2*	*.2150*	*96*
8062	*General medical & surgical hospitals*	*6*	*6*	*310.0*	*.2158*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*5*	*183.8*	*.9465*	*92*
Allegany	**All mfg.**	**20**	**10**	**345.4**	**.0160**	**91**
3443	Fabricated plate work (boiler shops)	3	1	124.9	1.1224	96
3511	Turbines & turbine-generator set units	1	1	55.5	1.9753	100
Bronx	**All mfg.**	**351**	**66**	**2,111.5**	**.0975**	**54**
2753	Engraving & plate printing	1	1	33.0	8.4034	100
3079	Miscellaneous plastics products	19	3	87.4	.2820	44
3444	Sheet-metal work	10	3	59.5	.8926	67
3679	Electronic components n.e.c.	3	1	69.1	.4389	87
8062	*General medical & surgical hospitals*	*14*	*14*	*1,034.7*	*.7204*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*101.3*	*.5217*	*91*
Broome	**All mfg.**	**127**	**42**	**3,164.3**	**.1462**	**93**
1629	*Heavy construction n.e.c.*	*3*	*2*	*131.5*	*.4162*	*94*
3143	Men's nonathletic footwear	2	2	70.5	3.7686	100
3149	Nonrubber footwear n.e.c.	2	1	15.4	2.3865	95
3573	Electronic computing equipment	2	1	1,186.2	2.5635	100
3662	Radio & TV communication equipment	2	1	351.2	.9421	98
3679	Electronic components n.e.c.	7	6	134.7	.8556	96
3728	Aircraft equipment n.e.c.	2	2	176.8	1.7056	100
3861	Photographic equipment & supplies	3	3	441.6	2.2279	100
8062	*General medical & surgical hospitals*	*4*	*4*	*179.7*	*.1251*	*100*
Cattaraugus	**All mfg.**	**72**	**25**	**927.1**	**.0428**	**78**
3563	Air & gas compressors	1	1	256.2	8.6461	100
Cayuga	**All mfg.**	**40**	**13**	**559.7**	**.0259**	**86**
3674	Semiconductors & related devices	2	2	116.0	.7821	100
Chautauqua	**All mfg.**	**125**	**52**	**1,614.7**	**.0746**	**83**
2033	Canned fruits & vegetables	5	3	143.1	1.4513	93
2511	Wood household furniture	9	5	58.3	.8674	78
3562	Ball & roller bearings	1	1	165.8	4.6912	100
8062	*General medical & surgical hospitals*	*5*	*3*	*77.7*	*.0541*	*89*
Chemung	**All mfg.**	**60**	**21**	**1,199.2**	**.0554**	**90**
3221	Glass containers	1	1	90.0	1.9488	100
3711	Motor vehicles & passenger-car bodies	2	2	455.6	.3542	100
8062	*General medical & surgical hospitals*	*2*	*2*	*93.5*	*.0651*	*100*
Chenango	**All mfg.**	**36**	**13**	**559.0**	**.0258**	**85**
2834	Pharmaceutical preparations	1	1	190.1	.9962	100
Clinton	**All mfg.**	**25**	**11**	**504.4**	**.0233**	**88**
8062	*General medical & surgical hospitals*	*3*	*3*	*75.7*	*.0527*	*100*
Columbia	**All mfg.**	**31**	**11**	**229.0**	**.0106**	**65**
Cortland	**All mfg.**	**24**	**10**	**588.6**	**.0272**	**90**
3579	Office machines n.e.c.	1	1	436.7	7.6317	100
Delaware	**All mfg.**	**27**	**11**	**535.0**	**.0247**	**89**
3678	Electronic connectors	1	1	211.9	6.2099	100
Dutchess	**All mfg.**	**100**	**37**	**2,340.8**	**.1081**	**91**
3573	Electronic computing equipment	2	1	1,186.8	2.5648	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1984 ($_{MM}$ Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEW YORK (Dutchess, cont.)						
3674	Semiconductors & related devices	3	2	345.8	2.3314	98
3679	Electronic components n.e.c.	2	2	180.3	1.1453	100
4931	*Electric & other services combined*	*3*	*2*	*348.1*	*.5953*	*96*
8062	*General medical & surgical hospitals*	*9*	*7*	*221.7*	*.1544*	*98*
Erie	**All mfg.**	**604**	**191**	**9,650.4**	**.4458**	**84**
2041	Flour & other grain-mill products	5	4	285.3	5.1146	91
2311	Men's & boys' suits & coats	5	1	50.2	1.5603	85
2711	Newspapers	4	1	93.0	.3853	91
2751	Letterpress commercial printing	17	4	85.7	1.6064	81
3011	Tires & inner tubes	1	1	214.8	1.9311	100
3079	Miscellaneous plastics products	16	5	152.8	.4930	77
3312	Blast furnaces & steel mills	6	6	1,382.7	3.1353	100
3423	Hand & edge tools n.e.c.	5	2	76.6	2.3306	85
3443	Fabricated plate work (boiler shops)	9	6	109.2	.9813	92
3462	Iron & steel forgings	4	2	112.2	2.6543	96
3465	Automotive stampings	1	1	526.7	5.3191	100
3496	Miscellaneous fabricated wire products	9	4	30.5	1.5701	82
3542	Metal-forming machine tools	5	3	72.3	5.7399	96
3559	Special-industry machinery n.e.c.	5	2	136.4	2.6946	96
3563	Air & gas compressors	2	2	133.2	4.4951	100
3564	Blowers & exhaust & ventilation fans	3	2	61.5	3.4076	94
3621	Motors & generators	3	1	304.7	4.4341	98
3662	Radio & TV communication equipment	6	3	194.7	.5223	91
3714	Motor-vehicle parts & accessories	8	5	801.7	1.4809	97
3832	Optical instruments & lenses	1	1	130.5	3.7517	100
3944	Games, toys, & children's vehicles	2	2	176.1	3.4593	100
5085	*Industrial-supply distributors*	*47*		*357.3*	*.9572*	*0*
6025	*National banks, federal reserve system*	*6*	*2*	*1,163.3*	*1.1108*	*99*
8062	*General medical & surgical hospitals*	*21*	*21*	*882.7*	*.6145*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*4*	*159.5*	*.8214*	*95*
Essex	**All mfg.**	**11**	**2**	**232.8**	**.0108**	**69**
Franklin	**All mfg.**	**14**	**3**	**85.8**	**.0040**	**38**
8062	*General medical & surgical hospitals*	*4*	*4*	*56.0*	*.0390*	*100*
Fulton	**All mfg.**	**71**	**19**	**590.1**	**.0273**	**75**
3111	Leather tanning & finishing	20	5	94.0	6.1266	51
3151	Leather gloves & mittens	17	4	36.8	25.8790	61
3944	Games, toys, & children's vehicles	2	2	221.2	4.3453	100
Genesee	**All mfg.**	**43**	**10**	**475.0**	**.0219**	**68**
3264	Porcelain electrical supplies	1	1	55.2	8.7053	100
8062	*General medical & surgical hospitals*	*3*	*3*	*53.7*	*.0374*	*100*
Greene	**All mfg.**	**18**	**6**	**138.8**	**.0064**	**79**
Hamilton	**All mfg.**	**1**		**10.5**	**.0005**	**0**
Herkimer	**All mfg.**	**36**	**14**	**715.4**	**.0330**	**89**
3484	Small arms	1	1	203.9	15.8418	100
3573	Electronic computing equipment	1	1	243.6	.5264	100
Jefferson	**All mfg.**	**38**	**15**	**557.3**	**.0257**	**80**
2621	Paper mills, except building paper	4	2	225.4	.9404	91
8062	*General medical & surgical hospitals*	*4*	*3*	*88.7*	*.0618*	*96*
Kings	**All mfg.**	**1,281**	**245**	**8,753.3**	**.4043**	**61**
2051	Bread, cake, & related products	13	5	116.9	.8675	82
2062	Cane-sugar refining	2	2	416.1	10.0544	100
2253	Knit-outerwear mills	65	13	202.7	6.5166	48
2392	House furnishings n.e.c.	21	4	154.8	5.2592	52
2522	Metal office furniture	10	3	189.0	5.0122	76
2645	Die-cut paper & board	12	5	96.6	6.9128	79
2652	Set-up paperboard boxes	8	4	41.2	7.5707	88
2731	Book publishing	2	1	151.6	1.8849	97
2751	Letterpress commercial printing	27	1	35.3	.6617	8
2834	Pharmaceutical preparations	3	1	351.7	1.8431	97
3079	Miscellaneous plastics products	38	7	146.6	.4730	34
3429	Hardware n.e.c.	9	3	117.3	1.6600	84
3469	Metal stampings n.e.c.	21	3	78.3	1.0764	34
3643	Current-carrying wiring devices	5	2	122.7	3.7081	95
3648	Lighting equipment n.e.c.	10	5	98.8	7.3958	81
3679	Electronic components n.e.c.	8	4	118.0	.7495	94
3731	Ship building & repairing	7	3	65.3	.7220	79
3942	Dolls & stuffed toy animals	24	7	108.9	24.4280	66
3944	Games, toys, & children's vehicles	11	6	160.5	3.1529	86
3999	Manufactures n.e.c.	20	4	51.5	1.8572	43
4924	*Natural-gas distribution*	*1*	*1*	*651.4*	*3.5288*	*100*
6025	*National banks, federal reserve system*	*2*	*1*	*158.9*	*.1517*	*96*
8062	*General medical & surgical hospitals*	*24*	*22*	*1,451.4*	*1.0105*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*7*	*207.4*	*1.0680*	*97*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1984 ($_{MM}$ Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Lewis	**All mfg.**	**19**	**8**	**351.3**	**.0162**	**79**
Livingston	**All mfg.**	**28**	**11**	**369.8**	**.0171**	**82**
3443	Fabricated plate work (boiler shops)	1	1	96.2	.8645	100
Madison	**All mfg.**	**34**	**6**	**283.2**	**.0094**	**57**
Monroe	**All mfg.**	**415**	**123**	**11,983.6**	**.5535**	**92**
2311	Men's & boys' suits & coats	2	1	71.4	2.2193	97
2711	Newspapers	5	1	126.7	.5249	93
2752	Lithographic commercial printing	9	2	139.7	.8344	68
3079	Miscellaneous plastics products	11	3	97.5	.3146	76
3433	Heating equipment, except electric	1	1	129.1	6.3499	100
3541	Metal-cutting machine tools	10	4	116.6	2.4898	87
3544	Special dies, tools, jigs, & fixtures	30	4	85.0	2.1001	50
3573	Electronic computing equipment	7	5	159.7	.3451	97
3592	Carburetors, pistons, rings, & valves	1	1	324.8	12.0596	100
3661	Telephone & telegraph apparatus	2	1	230.8	1.2642	98
3662	Radio & TV communication equipment	6	4	321.5	.8624	96
3823	Industrial process-control instruments	4	2	141.4	3.5455	98
3832	Optical instruments & lenses	10	5	450.8	12.9600	97
3851	Ophthalmic goods	8	7	96.8	8.9151	99
3861	Photographic equipment & supplies	13	9	7,083.7	35.7380	99
4931	*Electric & other services combined*	*1*	*1*	*613.3*	*1.0489*	*100*
6025	*National banks, federal reserve system*	*8*	*4*	*490.7*	*.4686*	*96*
8062	*General medical & surgical hospitals*	*8*	*8*	*481.2*	*.3350*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*70.7*	*.3641*	*96*
Montgomery	**All mfg.**	**40**	**29**	**838.9**	**.0379**	**79**
2381	Fabric dress & work gloves	1	1	19.1	6.7112	100
Nassau	**All mfg.**	**1,104**	**274**	**10,495.2**	**.4848**	**75**
2253	Knit-outerwear mills	9	4	62.3	2.0029	87
2339	Women's & misses' outerwear n.e.c.	7	5	64.0	1.3633	94
2731	Book publishing	11	4	257.9	3.2066	86
2751	Letterpress commercial printing	23	2	28.1	.5267	30
2752	Lithographic commercial printing	24	8	260.2	1.5541	70
2834	Pharmaceutical preparations	15	8	200.5	1.0507	81
3079	Miscellaneous plastics products	56	10	255.7	.8250	48
3442	Metal doors, sash, & trim	19	4	73.4	1.4570	53
3573	Electronic computing equipment	22	8	326.3	.7052	78
3599	Machinery, except electrical, n.e.c.	39	5	131.3	1.2994	40
3643	Current-carrying wiring devices	10	4	54.7	1.6531	71
3662	Radio & TV communication equipment	27	8	500.6	1.3428	83
3679	Electronic components n.e.c.	46	17	391.1	2.4843	80
3721	Aircraft	3	2	2,541.6	7.3910	100
3728	Aircraft equipment n.e.c.	20	8	214.9	2.0731	83
3811	Engineering & scientific instruments	12	4	61.5	1.9608	73
3861	Photographic equipment & supplies	10	3	430.3	2.1709	86
4931	*Electric & other services combined*	*4*	*2*	*1,634.2*	*2.7948*	*99*
5065	*Electronic-parts wholesalers*	*14*	*6*	*765.5*	*3.4525*	*79*
5081	*Commercial-equipment wholesalers*	*12*	*3*	*225.2*	*1.2201*	*71*
6025	*National banks, federal reserve system*	*7*	*6*	*328.6*	*.3138*	*99*
7372	*Computer programming & software*	*16*	*7*	*176.3*	*1.6781*	*83*
7374	*Data-processing services*	*10*	*4*	*103.9*	*1.8509*	*88*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,009.5*	*.7028*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*8*	*396.3*	*2.0408*	*99*
New York (Manhattan)	**All mfg.**	**3,261**	**552**	**16,926.1**	**.7818**	**55**
1622	*Bridge & tunnel construction*	*7*	*3*	*240.7*	*3.1782*	*81*
1629	*Heavy construction n.e.c.*	*26*	*12*	*766.4*	*2.4255*	*88*
2211	Cotton-weaving mills	13	5	35.7	.6509	63
2221	Synthetics- & silk-weaving mills	20	5	167.8	1.8495	59
2241	Narrow-fabric mills	34	4	68.8	7.4491	32
2253	Knit-outerwear mills	34	6	109.7	3.5268	47
2311	Men's & boys' suits & coats	44	14	159.4	4.9545	69
2321	Men's & boys' shirts & nightwear	32	6	77.3	1.9868	54
2323	Men's & boys' neckwear	38	4	83.5	28.0578	29
2329	Men's & boys' clothing n.e.c.	22	7	54.1	3.6534	74
2331	Women's & misses' blouses	55	7	153.3	5.1273	29
2335	Women's & misses' dresses	164	19	347.2	8.2884	31
2337	Women's & misses' suits & coats	100	23	591.3	15.1166	51
2339	Women's & misses' outerwear n.e.c.	82	14	217.2	4.6268	38
2341	Women's & children's underwear	78	11	149.7	5.6393	31
2342	Brassieres, girdles, & allied garments	21	11	70.5	10.6544	77
2351	Millinery	24	2	30.0	45.5235	23
2352	Hats & caps, except millinery	27	2	45.6	8.1794	16
2361	Girls' & children's dresses & blouses	36	14	132.0	11.6207	72
2369	Girls' & children's outerwear n.e.c.	31	7	57.0	6.5202	51
2371	Fur goods	73	3	154.9	65.4691	13
2384	Robes & dressing gowns	19	5	56.2	15.3259	56
2387	Apparel belts	38	6	130.8	25.4673	37
2391	Curtains & draperies	23	5	66.0	6.7498	47
2392	House furnishings n.e.c.	29	7	168.9	5.7383	53
2395	Pleating, stitching, & tucking	34	4	155.3	21.6085	39
2396	Automotive & apparel trimmings	40	1	204.0	8.6816	9
2711	Newspapers	24	13	873.3	3.6178	96
2721	Periodicals	236	45	3,383.5	29.7192	70
2731	Book publishing	114	43	2,053.0	25.5256	84
2741	Miscellaneous publishing	45	11	338.2	11.3738	72
2751	Letterpress commercial printing	190	26	307.8	5.7697	42
2752	Lithographic commercial printing	97	8	617.9	3.6906	28
2753	Engraving & plate printing	10	4	31.7	8.0723	74
2789	Bookbinding & related work	26	2	59.0	6.3612	28

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
2791	Typesetting	40	5	137.5	13.7555	31
2793	Photoengraving	21	9	60.1	21.5644	78
3079	*Miscellaneous plastics products*	25	1	71.9	.2320	10
3171	Women's handbags & purses	42	9	84.6	19.5246	59
3172	Personal leather goods n.e.c.	32	6	47.2	15.4248	45
3652	Phonograph records & pre-recorded tape	20	5	234.5	12.5636	73
3873	Watches, clocks, & watchcases	19	3	51.1	3.9953	44
3911	Precious-metal jewelry	129	13	546.5	19.5703	35
3915	Jewelers' materials & lapidary work	27	2	99.9	14.4281	28
3961	Costume jewelry	55	8	115.5	11.5778	36
3963	Buttons	26	5	38.6	34.2806	51
3993	Signs & advertising displays	34	3	57.6	3.3496	29
3999	*Manufactures n.e.c.*	58	3	108.3	3.9055	13
4011	*Line-haul-operating railroads*	*12*	*10*	*305.9*	*1.9464*	*99*
4911	*Electric services*	*2*	*2*	*1,022.1*	*.9835*	*100*
4931	*Electric & other services combined*	*2*	*2*	*7,290.0*	*12.4674*	*100*
5051	*Metals service centers & sales offices*	*66*	*18*	*6,215.8*	*10.3857*	*82*
5063	*Electrical-power-equipment wholesalers*	*27*	*4*	*892.6*	*2.3121*	*72*
5081	*Commercial-equipment wholesalers*	*39*	*8*	*713.2*	*3.8639*	*65*
5084	*Industrial-machinery distributors*	*51*	*4*	*969.5*	*2.3537*	*42*
6025	*National banks, federal reserve system*	*33*	*20*	*13,967.6*	*13.3373*	*99*
7011	*Hotels, motels, & tourist courts*	*71*	*39*	*1,213.9*	*7.4211*	*95*
7372	*Computer programming & software*	*32*	*9*	*258.1*	*2.4567*	*78*
7374	*Data-processing services*	*53*	*8*	*257.7*	*4.5907*	*60*
8062	*General medical & surgical hospitals*	*35*	*33*	*3,121.4*	*2.1732*	*100*
8221	*Colleges & universities n.e.c.*	*32*	*18*	*931.1*	*4.7948*	*96*
Niagara	**All mfg.**	**143**	**55**	**5,200.7**	**.2402**	**93**
2819	Industrial inorganic chemicals n.e.c.	5	3	126.5	.9241	93
2821	Plastics materials & synthetic resins	3	3	342.9	1.6626	100
2869	Industrial organic chemicals n.e.c.	7	3	1,460.3	3.4717	96
3291	Abrasive products	3	3	233.0	6.6839	100
3624	Carbon & graphite products	3	3	159.1	10.7740	100
3714	Motor-vehicle parts & accessories	3	1	1,196.8	2.2107	98
3728	*Aircraft equipment n.e.c.*	1	1	321.5	3.1015	100
8062	*General medical & surgical hospitals*	*5*	*5*	*135.6*	*.0944*	*100*
Oneida	**All mfg.**	**146**	**44**	**2,063.3**	**.0953**	**82**
3357	Nonferrous-wire drawing & insulating	3	2	199.2	2.1504	93
3546	Power-driven hand tools	1	1	103.1	5.7912	100
3662	Radio & TV communication equipment	3	1	350.2	.9394	98
3914	Silverware & plated & stainless ware	2	2	126.2	18.9376	100
8062	*General medical & surgical hospitals*	*8*	*8*	*258.2*	*.1798*	*100*
Onondaga	**All mfg.**	**374**	**82**	**3,634.9**	**.1679**	**80**
2812	Alkalies & chlorine	3	2	108.5	6.4384	97
2844	Toilet preparations	1	1	241.3	2.5916	100
3262	Vitreous china food utensils	1	1	41.8	13.6468	100
3312	Blast furnaces & steel mills	1	1	228.1	.5172	100
3585	Refrigeration & heating equipment	1	1	369.9	2.5752	100
3662	Radio & TV communication equipment	7	5	163.6	.4388	94
3671	Electron tubes	2	2	139.6	4.4010	100
3714	Motor-vehicle parts & accessories	4	3	460.2	.8501	99
4931	*Electric & other services combined*	*1*	*1*	*1,710.3*	*2.9250*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*237.4*	*.2267*	*97*
8062	*General medical & surgical hospitals*	*6*	*5*	*273.4*	*.1903*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*64.3*	*.3311*	*86*
Ontario	**All mfg.**	**59**	**22**	**494.3**	**.0228**	**74**
Orange	**All mfg.**	**128**	**45**	**1,400.5**	**.0647**	**76**
8062	*General medical & surgical hospitals*	*10*	*8*	*159.1*	*.1108*	*95*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*72.3*	*.3723*	*98*
Orleans	**All mfg.**	**18**	**4**	**212.1**	**.0098**	**71**
3944	Games, toys, & children's vehicles	1	1	103.5	2.0332	100
Oswego	**All mfg.**	**46**	**19**	**1,281.6**	**.0592**	**93**
2066	Chocolate & cocoa products	1	1	279.5	11.7858	100
4912	*Nuclear power*	*2*	*2*	*1,124.2*	*4.7771*	*100*
Otsego	**All mfg.**	**18**	**3**	**106.4**	**.0049**	**33**
8062	*General medical & surgical hospitals*	*2*	*2*	*64.2*	*.0447*	*100*
Putnam	**All mfg.**	**18**	**5**	**97.6**	**.0045**	**62**
Queens	**All mfg.**	**890**	**235**	**6,871.2**	**.3174**	**69**
1623	*Pipe- & utility-line construction*	*8*	*3*	*104.8*	*1.3388*	*85*
2013	Sausages & other prepared meats	7	4	141.8	1.2833	87
2026	Fluid milk	4	4	205.9	1.1868	100
2051	Bread, cake, & related products	8	6	119.6	.8876	92
2086	Bottled & canned soft drinks	5	4	186.5	1.0670	98
2253	Knit-outerwear mills	25	6	102.8	3.3049	57
2339	Women's & misses' outerwear n.e.c.	7	3	52.4	1.1162	81
2643	Bags, except textile bags	5	2	197.0	2.8892	94
2653	Corrugated & solid fiber boxes	12	4	123.2	1.0279	71
2751	Letterpress commercial printing	23	3	35.9	.6729	33
2782	Blankbooks & looseleaf binders	4	2	102.5	4.2554	93
3079	Miscellaneous plastics products	28	8	139.6	.4182	58
3357	Nonferrous-wire drawing & insulating	2	1	160.7	1.7348	97
3442	Metal doors, sash, & trim	13	4	75.5	1.4987	77
3499	Fabricated metal products n.e.c.	14	3	73.4	1.5298	68
3579	Office machines n.e.c.	2	1	220.6	3.8552	98
3643	Current-carrying wiring devices	2	2	59.4	1.7951	100
3662	Radio & TV communication equipment	17	5	249.7	.6698	79
3694	Engine electrical equipment	2	2	92.4	1.8631	100
3873	Watches, clocks, & watchcases	4	2	66.3	5.1837	94

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
3993	Signs & advertising displays	20	4	39.4	2.2912	41
3999	*Manufactures n.e.c.*	12	4	46.4	1.6733	66
4011	*Line-haul-operating railroads*	*2*	*2*	*130.6*	*.8310*	*100*
5063	*Electrical-power-equipment wholesalers*	*8*	*2*	*1,922.4*	*4.9796*	*95*
8062	*General medical & surgical hospitals*	*17*	*16*	*739.6*	*.5149*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*100.0*	*.5150*	*98*
Rensselaer	**All mfg.**	**65**	**23**	**970.2**	**.0448**	**84**
2321	Men's & boys' shirts & nightwear	2	2	59.2	1.2316	100
3292	Asbestos products	2	1	62.6	6.1294	91
8062	*General medical & surgical hospitals*	*3*	*3*	*92.8*	*.0546*	*100*
Richmond	**All mfg.**	**33**	**10**	**703.9**	**.0935**	**75**
2841	Soap & other detergents	1	1	269.0	2.8150	100
8062	*General medical & surgical hospitals*	*6*	*6*	*398.1*	*.2772*	*100*
Rockland	**All mfg.**	**108**	**41**	**1,986.3**	**.0371**	**88**
2834	Pharmaceutical preparations	2	2	545.0	2.8561	100
2844	Toilet preparations	1	1	160.8	1.7270	100
4931	*Electric & other services combined*	*3*	*1*	*509.5*	*.8714*	*95*
8062	*General medical & surgical hospitals*	*6*	*6*	*264.9*	*.1844*	*100*
St. Lawrence	**All mfg.**	**35**	**14**	**980.8**	**.0403**	**92**
3334	Primary aluminum	2	2	614.6	8.8987	100
Saratoga	**All mfg.**	**43**	**15**	**708.1**	**.0827**	**76**
2621	Paper mills, except building paper	4	3	177.8	.7418	97
Schenectady	**All mfg.**	**54**	**17**	**1,848.4**	**.0854**	**94**
3511	Turbines & turbine-generator set units	3	3	1,457.4	51.8703	100
3621	Motors & generators	1	1	59.9	.8717	100
8062	*General medical & surgical hospitals*	*4*	*4*	*126.4*	*.0880*	*100*
Schoharie	**All mfg.**	**4**		**9.6**	**.0004**	**0**
Schuyler	**All mfg.**	**8**	**4**	**112.3**	**.0082**	**82**
Seneca	**All mfg.**	**14**	**6**	**330.4**	**.0148**	**94**
3561	Pumps & pumping equipment	1	1	85.8	1.4370	100
3671	Electron tubes	1	1	174.6	5.5044	100
Steuben	**All mfg.**	**36**	**16**	**1,299.1**	**.0680**	**92**
3229	Pressed & blown glass n.e.c.	2	2	655.0	17.3565	100
3563	Air & gas compressors	1	1	148.0	4.9946	100
8062	*General medical & surgical hospitals*	*5*	*5*	*101.2*	*.0705*	*100*
Suffolk	**All mfg.**	**792**	**229**	**6,961.4**	**.2216**	**72**
2051	Bread, cake, & related products	1	1	95.9	.7117	100
2711	Newspapers	17	4	227.9	.9441	87
2844	Toilet preparations	8	2	348.4	3.7419	85
3079	Miscellaneous plastics products	34	12	192.4	.6208	68
3573	Electronic computing equipment	17	7	569.8	1.2314	89
3599	Machinery, except electrical, n.e.c.	17	3	63.4	.6274	56
3651	Radio & TV receiving sets	8	3	114.3	1.4011	83
3662	Radio & TV communication equipment	40	23	677.9	1.8184	86
3679	Electronic components n.e.c.	34	11	326.7	2.0752	82
3721	Aircraft	2	1	389.2	1.1318	99
3728	Aircraft equipment n.e.c.	18	4	217.3	2.0963	71
3825	Electricity-measuring instruments	11	4	201.3	3.0650	90
3841	Surgical & medical instruments	9	3	60.4	1.7051	77
4911	*Electric services*	*9*	*3*	*644.7*	*.4279*	*91*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,103.9*	*.7686*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*212.5*	*1.0943*	*98*
Sullivan	**All mfg.**	**15**	**2**	**91.8**	**.0042**	**19**
7011	*Hotels, motels, & tourist courts*	*11*	*6*	*92.3*	*.5643*	*94*
Tioga	**All mfg.**	**18**	**10**	**383.1**	**.0232**	**96**
3574	Calculating & accounting machines	1	1	404.9	20.0933	100
Tompkins	**All mfg.**	**28**	**7**	**398.2**	**.0184**	**83**
3574	Calculating & accounting machines	1	1	165.6	8.2180	100
4931	*Electric & other services combined*	*2*	*1*	*724.4*	*1.2389*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*97.4*	*.5016*	*100*
Ulster	**All mfg.**	**84**	**21**	**679.7**	**.0314**	**74**
3564	Blowers & exhaust & ventilation fans	2	1	68.2	3.7788	96
8062	*General medical & surgical hospitals*	*3*	*3*	*57.9*	*.0403*	*100*
Warren	**All mfg.**	**43**	**14**	**787.9**	**.0364**	**82**
2621	Paper mills, except building paper	3	2	189.6	.7910	95
8062	*General medical & surgical hospitals*	*2*	*2*	*87.8*	*.0611*	*100*
Washington	**All mfg.**	**34**	**13**	**559.8**	**.0259**	**94**
3629	Electrical industrial apparatus n.e.c.	1	1	90.9	7.3818	100
Wayne	**All mfg.**	**52**	**23**	**772.8**	**.0357**	**90**
2033	Canned fruits & vegetables	12	9	179.3	1.8184	93
3079	Miscellaneous plastics products	3	1	172.5	.5566	97
3293	Gaskets, packing, & sealing devices	2	2	82.9	4.1985	100
Westchester	**All mfg.**	**586**	**125**	**6,210.3**	**.2869**	**78**
2721	Periodicals	7	1	381.7	3.3527	91
2741	Miscellaneous publishing	9	4	89.4	3.0066	82
2834	Pharmaceutical preparations	8	5	218.9	1.1471	93
3079	Miscellaneous plastics products	16	3	78.5	.2533	52
3357	Nonferrous-wire drawing & insulating	5	5	178.8	1.9302	100
3662	Radio & TV communication equipment	10	2	115.1	.3087	65
3678	Electronic connectors	4	2	144.7	4.2405	94
3679	Electronic components n.e.c.	15	6	65.0	.4129	64
3711	Motor vehicles & passenger-car bodies	1	1	1,989.7	1.5470	100
4912	*Nuclear power*	*2*	*2*	*741.1*	*3.1492*	*100*
5063	*Electrical-power-equipment wholesalers*	*15*	*2*	*634.5*	*1.6435*	*68*
5081	*Commercial-equipment wholesalers*	*10*	*3*	*224.7*	*1.2173*	*83*
6025	*National banks, federal reserve system*	*6*	*3*	*259.5*	*.2478*	*97*
7372	*Computer programming & software*	*11*	*4*	*987.9*	*9.4031*	*98*

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEW YORK (Westchester, cont.)						
7374	*Data-processing services*	*5*	*2*	*63.8*	*1.1365*	*90*
8062	*General medical & surgical hospitals*	*21*	*16*	*567.1*	*.3948*	*97*
Wyoming	**All mfg.**	**24**	**8**	**230.4**	**.0106**	**80**
3694	Engine electrical equipment	1	1	65.9	1.3287	100
Yates	**All mfg.**	**8**	**5**	**94.3**	**.0044**	**83**
STATE TOTAL	**All mfg.**	**11,944**	**2,992**	**126,553.6**	**5.8457**	**77**
NORTH CAROLINA						
Alamance	**All mfg.**	**178**	**66**	**2,592.4**	**.0967**	**78**
2211	Cotton-weaving mills	3	3	74.4	1.3565	100
2221	Synthetics- & silk-weaving mills	4	4	352.7	3.8875	100
2251	Women's full- & knee-length hosiery	16	5	83.5	5.7598	72
2252	Hosiery n.e.c.	31	15	170.5	11.5491	82
2281	Yarn-spinning mills, except wool	8	4	77.1	1.5961	87
2282	Throwing & winding mills, except wool	7	5	158.2	7.9072	92
3662	Radio & TV communication equipment	1	1	376.9	1.0110	100
Alexander	**All mfg.**	**32**	**13**	**262.4**	**.0121**	**82**
2512	Upholstered wood household furniture	10	5	89.9	1.7998	88
Alleghany	**All mfg.**	**6**	**4**	**65.5**	**.0030**	**92**
Anson	**All mfg.**	**27**	**13**	**200.5**	**.0093**	**76**
Ashe	**All mfg.**	**10**	**5**	**145.9**	**.0067**	**86**
Avery	**All mfg.**	**7**	**4**	**57.4**	**.0027**	**71**
Beaufort	**All mfg.**	**28**	**12**	**534.3**	**.0247**	**88**
3634	Electric housewares & fans	1	1	157.9	3.9178	100
Bertie	**All mfg.**	**15**	**7**	**191.7**	**.0089**	**83**
Bladen	**All mfg.**	**19**	**8**	**134.5**	**.0062**	**62**
Brunswick	**All mfg.**	**15**	**2**	**235.1**	**.0109**	**76**
4912	*Nuclear power*	*2*	*2*	*1,504.3*	*6.3923*	*100*
Buncombe	**All mfg.**	**145**	**53**	**1,459.7**	**.0674**	**77**
2231	Wool-fabric weaving & finishing mills	2	1	31.3	3.6493	98
3613	Switchgear & switchboard apparatus	2	2	106.4	2.1662	100
8062	*General medical & surgical hospitals*	*7*	*7*	*159.5*	*.1110*	*100*
Burke	**All mfg.**	**71**	**32**	**798.7**	**.0369**	**84**
2251	Women's full- & knee-length hosiery	4	3	51.6	3.5594	94
2252	Hosiery n.e.c.	15	2	46.0	3.1159	53
2511	Wood household furniture	4	4	125.9	1.8731	100
2512	Upholstered wood household furniture	6	3	60.0	1.2012	87
8062	*General medical & surgical hospitals*	*3*	*3*	*114.0*	*.0794*	*100*
Cabarrus	**All mfg.**	**49**	**21**	**702.8**	**.0325**	**85**
2211	Cotton-weaving mills	4	4	408.8	7.4535	100
2251	Women's full- & knee-length hosiery	9	6	64.8	4.4699	92
Caldwell	**All mfg.**	**65**	**30**	**726.4**	**.0336**	**84**
2511	Wood household furniture	14	13	341.1	5.0748	99
2512	Upholstered wood household furniture	7	4	84.9	1.6997	88
Carteret	**All mfg.**	**21**	**5**	**138.8**	**.0064**	**46**
Caswell	**All mfg.**	**6**	**1**	**40.6**	**.0019**	**61**
Catawba	**All mfg.**	**291**	**100**	**2,324.7**	**.1074**	**76**
2251	Women's full- & knee-length hosiery	11	4	71.6	4.9390	77
2252	Hosiery n.e.c.	42	7	132.7	8.9887	49
2381	Fabric dress & work gloves	4	3	19.3	6.7814	92
2511	Wood household furniture	15	9	202.8	3.0172	91
2512	Upholstered wood household furniture	63	28	451.9	9.0472	79
3612	Transformers	1	1	53.3	1.7227	100
Chatham	**All mfg.**	**27**	**19**	**385.5**	**.0178**	**88**
2281	Yarn-spinning mills, except wool	4	4	61.0	1.2628	100
Cherokee	**All mfg.**	**15**	**9**	**188.5**	**.0087**	**85**
Chowan	**All mfg.**	**10**	**5**	**65.7**	**.0030**	**70**
Clay	**All mfg.**	**6**	**2**	**35.4**	**.0016**	**45**
Cleveland	**All mfg.**	**93**	**42**	**1,411.2**	**.0652**	**87**
2221	Synthetics- & silk-weaving mills	6	6	309.7	3.4135	100
2281	Yarn-spinning mills, except wool	10	7	145.6	3.0142	93
3229	Pressed & blown glass n.e.c.	1	1	86.2	2.2842	100
Columbus	**All mfg.**	**35**	**11**	**588.4**	**.0272**	**82**
2631	Paperboard mills	1	1	377.2	2.9693	100
Craven	**All mfg.**	**33**	**10**	**299.3**	**.0138**	**69**
Cumberland	**All mfg.**	**68**	**24**	**1,111.7**	**.0514**	**76**
3011	Tires & inner tubes	1	1	250.5	2.2520	100
8062	*General medical & surgical hospitals*	*2*	*2*	*118.0*	*.0822*	*100*
Currituck	**All mfg.**	**1**		**8.5**	**.0004**	**0**
Dare	**All mfg.**	**4**		**6.4**	**.0003**	**0**
Davidson	**All mfg.**	**112**	**45**	**1,251.7**	**.0578**	**85**
2252	Hosiery n.e.c.	11	5	57.9	3.9220	70
2321	Men's & boys' shirts & nightwear	3	3	46.8	1.2029	100
2511	Wood household furniture	12	10	330.3	4.9142	99
3229	Pressed & blown glass n.e.c.	1	1	107.7	2.8539	100
Davie	**All mfg.**	**20**	**10**	**319.2**	**.0147**	**92**
Duplin	**All mfg.**	**32**	**16**	**495.6**	**.0229**	**80**
2261	Cotton-finishing plants	1	1	26.9	2.4180	100
Durham	**All mfg.**	**76**	**22**	**3,538.4**	**.1634**	**94**
2111	Cigarettes	2	2	1,425.3	9.8423	100
2211	Cotton-weaving mills	1	1	35.2	.6418	100
3573	Electronic computing equipment	1	1	1,113.2	2.4057	100
3861	Photographic equipment & supplies	1	1	239.7	1.2093	100
8062	*General medical & surgical hospitals*	*4*	*3*	*120.5*	*.0839*	*97*
Edgecombe	**All mfg.**	**58**	**24**	**908.9**	**.0420**	**79**
Forsyth	**All mfg.**	**149**	**64**	**8,223.5**	**.3799**	**97**
2111	Cigarettes	1	1	5,067.7	34.9945	100
2131	Chewing & smoking tobacco & snuff	3	3	301.4	33.1756	100
2251	Women's full- & knee-length hosiery	3	3	157.2	10.8436	100
2322	Men's & boys' underwear	1	1	39.1	9.4285	100
3353	Aluminum sheet, plate, & foil	1	1	481.4	5.1944	100
3661	Telephone & telegraph apparatus	1	1	655.9	3.5928	100
8062	*General medical & surgical hospitals*	*4*	*3*	*197.2*	*.1373*	*99*
Franklin	**All mfg.**	**23**	**7**	**183.2**	**.0085**	**64**
Gaston	**All mfg.**	**258**	**113**	**2,825.7**	**.1305**	**84**
2269	Textile-finishing plants n.e.c.	4	3	46.9	6.3619	93
2281	Yarn-spinning mills, except wool	50	35	805.4	16.6736	99
2284	Thread mills	8	5	116.6	15.2558	86
2296	Tire cord & fabric	1	1	134.9	12.1861	100
3552	Textile machinery	40	5	81.0	6.5370	45
3714	Motor-vehicle parts & accessories	2	2	173.0	.3196	100
Gates	**All mfg.**	**4**		**12.0**	**.0006**	**0**
Graham	**All mfg.**	**4**	**4**	**45.3**	**.0021**	**100**
Granville	**All mfg.**	**37**	**17**	**672.0**	**.0310**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*61.5*	*.0428*	*100*
Greene	**All mfg.**	**11**	**3**	**41.3**	**.0019**	**40**
Guilford	**All mfg.**	**467**	**140**	**4,544.8**	**.2099**	**72**
2111	Cigarettes	1	1	633.4	4.3739	100
2211	Cotton-weaving mills	4	3	81.4	1.4841	99
2251	Women's full- & knee-length hosiery	8	5	55.6	3.8353	85
2252	Hosiery n.e.c.	8	5	70.7	4.7890	93
2261	Cotton-finishing plants	1	1	47.1	4.2337	100
2297	Nonwoven fabrics	1	1	225.4	16.8864	100
2341	Women's & children's underwear	4	4	60.2	2.2678	100
2511	Wood household furniture	12	6	90.8	1.3509	79
2512	Upholstered wood household furniture	51	12	243.7	4.8790	62
2521	Wood office furniture	3	3	97.2	6.5992	100
2649	Converted paper products n.e.c.	5	1	68.4	2.3228	71
3079	Miscellaneous plastics products	21	6	144.9	.4675	59
3552	Textile machinery	9	2	36.8	2.9699	83
8062	*General medical & surgical hospitals*	*5*	*4*	*146.0*	*.1016*	*99*
Halifax	**All mfg.**	**38**	**18**	**691.5**	**.0319**	**84**
2211	Cotton-weaving mills	2	2	44.2	.8059	100
2221	Synthetics- & silk-weaving mills	1	1	176.3	1.9432	100
Harnett	**All mfg.**	**34**	**16**	**328.5**	**.0150**	**79**
2211	Cotton-weaving mills	1	1	35.2	.6418	100
Haywood	**All mfg.**	**20**	**8**	**960.6**	**.0444**	**97**
2611	Pulp mills	1	1	294.9	8.0543	100
2621	Paper mills, except building paper	1	1	414.8	1.7306	100
3041	Rubber & plastic hose & belting	1	1	131.5	6.3130	100
Henderson	**All mfg.**	**46**	**15**	**571.7**	**.0264**	**83**
3648	Lighting equipment n.e.c.	1	1	72.8	5.4495	100
Hertford	**All mfg.**	**19**	**9**	**268.5**	**.0124**	**56**
Hoke	**All mfg.**	**6**	**3**	**54.7**	**.0025**	**82**
Hyde	**All mfg.**	**4**		**16.9**	**.0008**	**0**
Iredell	**All mfg.**	**112**	**41**	**1,128.8**	**.0521**	**80**
2211	Cotton-weaving mills	1	1	35.2	.6418	100
2221	Synthetics- & silk-weaving mills	2	2	138.5	1.5266	100
2281	Yarn spinning mills, except wool	6	6	94.9	1.9646	100
2328	Men's & boys' work clothing	1	1	95.9	1.9717	100
Jackson	**All mfg.**	**5**	**2**	**47.1**	**.0022**	**70**
Johnston	**All mfg.**	**50**	**17**	**669.6**	**.0309**	**70**
Jones	**All mfg.**	**2**		**3.7**	**.0002**	**0**
Lee	**All mfg.**	**56**	**26**	**615.6**	**.0284**	**80**
Lenoir	**All mfg.**	**40**	**15**	**1,017.1**	**.0470**	**86**
2321	Men's & boys' shirts & nightwear	3	3	61.0	1.5679	100
2824	Noncellulosic synthetic organic fibers	1	1	477.0	3.9630	100
8062	*General medical & surgical hospitals*	*2*	*2*	*91.8*	*.0639*	*100*
Lincoln	**All mfg.**	**49**	**16**	**441.7**	**.0204**	**69**
McDowell	**All mfg.**	**39**	**17**	**661.4**	**.0306**	**90**
2221	Synthetics- & silk-weaving mills	2	2	141.2	1.5563	100
2281	Yarn-spinning mills, except wool	2	2	59.3	1.2276	100
2511	Wood household furniture	3	3	62.5	.9299	100
2834	Pharmaceutical preparations	1	1	162.9	.8537	100
Macon	**All mfg.**	**8**	**3**	**74.4**	**.0034**	**82**
Madison	**All mfg.**	**5**	**4**	**37.9**	**.0018**	**91**
Martin	**All mfg.**	**17**	**9**	**267.9**	**.0124**	**84**
Mecklenburg	**All mfg.**	**431**	**112**	**4,212.4**	**.1946**	**70**
1611	*Highway & street construction*	*6*	*2*	*144.1*	*.6450*	*92*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.) 1984 (S&MM Est.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
1629	*Heavy construction n.e.c.*	*5*	*2*	*643.9*	*.0378*	*97*
2051	Bread, cake, & related products	4	3	75.6	.5610	90
2052	Cookies & crackers	3	2	132.9	2.7382	97
2751	Letterpress commercial printing	9	3	28.9	.5417	77
2865	Cyclic crudes & intermediates	5	2	317.6	3.6286	84
3079	Miscellaneous plastics products	20	6	166.9	.5385	71
3552	Textile machinery	22	6	63.6	5.1328	62
4911	*Electric services*	*1*	*1*	*2,141.6*	*2.0608*	*100*
5084	*Industrial-machinery distributors*	*45*	*2*	*496.0*	*1.2042*	*15*
6025	*National banks, federal reserve system*	*4*	*2*	*913.6*	*.8724*	*99*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*45.9*	*.2806*	*55*
8062	*General medical & surgical hospitals*	*7*	*7*	*272.4*	*.1896*	*100*
Mitchell	**All mfg.**	**14**	**5**	**119.5**	**.0055**	**82**
Montgomery	**All mfg.**	**40**	**18**	**290.8**	**.0134**	**75**
2252	Hosiery n.e.c.	11	4	88.6	6.0015	86
Moore	**All mfg.**	**41**	**14**	**439.4**	**.0203**	**78**
Nash	**All mfg.**	**64**	**23**	**911.3**	**.0421**	**84**
2834	Pharmaceutical preparations	1	1	271.5	1.4228	100
New Hanover	**All mfg.**	**61**	**20**	**1,257.8**	**.0581**	**76**
2824	Noncellulosic synthetic organic fibers	1	1	381.7	3.1712	100
3443	Fabricated plate work (boiler shops)	1	1	85.8	.7710	100
8062	*General medical & surgical hospitals*	*2*	*2*	*79.8*	*.0556*	*100*
Northampton	**All mfg.**	**20**	**6**	**156.6**	**.0072**	**67**
Onslow	**All mfg.**	**17**	**10**	**360.4**	**.0166**	**84**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.3*	*.0434*	*100*
Orange	**All mfg.**	**17**	**6**	**98.8**	**.0046**	**68**
8062	*General medical & surgical hospitals*	*1*	*1*	*146.4*	*.1019*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*230.9*	*1.1890*	*100*
Pamlico	**All mfg.**	**8**		**37.9**	**.0018**	**0**
Pasquotank	**All mfg.**	**17**	**2**	**101.7**	**.0047**	**49**
Pender	**All mfg.**	**6**	**3**	**39.4**	**.0018**	**93**
Perquimans	**All mfg.**	**1**	**1**	**8.8**	**.0004**	**100**
Person	**All mfg.**	**17**	**7**	**216.5**	**.0100**	**81**
2231	Wool-fabric weaving & finishing mills	1	1	25.5	2.9731	100
Pitt	**All mfg.**	**51**	**18**	**982.0**	**.0454**	**83**
2141	Tobacco stemming & redrying	4	3	290.8	7.6090	97
8062	*General medical & surgical hospitals*	*2*	*2*	*118.7*	*.0826*	*100*
Polk	**All mfg.**	**11**	**5**	**73.6**	**.0034**	**78**
Randolph	**All mfg.**	**109**	**37**	**1,167.4**	**.0539**	**80**
2221	Synthetics- & silk-weaving mills	2	2	251.9	2.7765	100
2251	Women's full- & knee-length hosiery	15	6	115.8	7.9879	82
2511	Wood household furniture	5	4	60.3	.8971	97
Richmond	**All mfg.**	**43**	**14**	**625.6**	**.0239**	**83**
2221	Synthetics- & silk-weaving mills	3	3	199.5	2.1989	100
3714	Motor-vehicle parts & accessories	1	1	147.2	.2719	100
Robeson	**All mfg.**	**76**	**32**	**891.1**	**.0412**	**79**
2281	Yarn-spinning mills, except wool	4	4	62.4	1.2918	100
3021	Rubber & plastic footwear	1	1	50.9	7.4047	100
Rockingham	**All mfg.**	**50**	**31**	**1,888.5**	**.0872**	**97**
2082	Malt beverages	1	1	551.7	4.5276	100
2111	Cigarettes	1	1	633.4	4.3739	100
2211	Cotton-weaving mills	4	4	76.6	1.3966	100
2254	Knit-underwear mills	1	1	34.3	3.4608	100
2281	Yarn-spinning mills, except wool	5	5	141.0	2.9190	100
Rowan	**All mfg.**	**82**	**36**	**1,200.5**	**.0555**	**84**
2211	Cotton-weaving mills	4	3	74.1	1.3510	96
2281	Yarn-spinning mills, except wool	5	5	165.7	3.4304	98
2824	Noncellulosic synthetic organic fibers	1	1	324.4	2.6952	100
8062	*General medical & surgical hospitals*	*1*	*1*	*58.3*	*.0406*	*100*
Rutherford	**All mfg.**	**49**	**20**	**660.7**	**.0305**	**81**
2211	Cotton-weaving mills	8	7	158.6	2.8917	99
2221	Synthetics- & silk-weaving mills	2	2	189.0	2.0832	100
Sampson	**All mfg.**	**33**	**11**	**424.2**	**.0196**	**84**
Scotland	**All mfg.**	**27**	**13**	**352.1**	**.0163**	**78**
Stanly	**All mfg.**	**47**	**20**	**640.8**	**.0296**	**83**
2281	Yarn-spinning mills, except wool	4	4	62.0	1.2835	100
2321	Men's & boys' shirts & nightwear	2	2	35.0	.8996	100
Stokes	**All mfg.**	**6**	**2**	**64.0**	**.0030**	**90**
Surry	**All mfg.**	**61**	**31**	**785.9**	**.0363**	**90**
2231	Wool-fabric weaving & finishing mills	1	1	68.8	8.0215	100
2252	Hosiery n.e.c.	9	4	123.8	8.3858	90
2253	Knit-outerwear mills	3	3	110.9	3.5653	100
2339	Women's & misses' outerwear n.e.c.	3	3	61.4	1.3079	100
2511	Wood household furniture	4	3	61.6	.9165	97
3634	Electric housewares & fans	1	1	90.2	2.2380	100
Swain	**All mfg.**	**8**	**4**	**62.6**	**.0029**	**81**
Transylvania	**All mfg.**	**8**	**5**	**481.5**	**.0222**	**99**
2621	Paper mills, except building paper	1	1	259.3	1.0818	100
Tyrrell	**All mfg.**	**3**		**16.5**	**.0008**	**0**
Union	**All mfg.**	**57**	**34**	**744.9**	**.0344**	**82**
Vance	**All mfg.**	**37**	**12**	**408.8**	**.0189**	**76**
2281	Yarn-spinning mills, except wool	2	2	107.7	2.2296	100
Wake	**All mfg.**	**155**	**64**	**2,270.2**	**.1049**	**84**
3494	Valves & pipe fittings	2	2	93.4	.9400	100
3661	Telephone & telegraph apparatus	3	1	181.9	.9964	95
3679	Electronic components n.e.c.	8	3	91.7	.5825	85
3825	Electricity-measuring instruments	1	1	105.6	1.6078	100
4911	*Electric services*	*3*	*1*	*329.4*	*.3170*	*95*
6025	*National banks, federal reserve system*	*2*	*1*	*208.3*	*.1989*	*99*
8062	*General medical & surgical hospitals*	*6*	*4*	*184.7*	*.1286*	*97*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*60.3*	*.3105*	*92*
Warren	**All mfg.**	**9**	**4**	**58.4**	**.0027**	**59**
Washington	**All mfg.**	**12**	**9**	**507.1**	**.0234**	**97**
2421	General sawmills & planing mills	6	6	114.2	.8692	100
2631	Paperboard mills	1	1	353.3	2.7812	100
Watauga	**All mfg.**	**12**	**6**	**134.8**	**.0062**	**93**
Wayne	**All mfg.**	**60**	**27**	**681.5**	**.0315**	**77**
8062	*General medical & surgical hospitals*	*4*	*4*	*114.3*	*.0796*	*100*
Wilkes	**All mfg.**	**37**	**14**	**677.3**	**.0313**	**90**
2016	Poultry-dressing plants	1	1	337.0	3.5228	100
2251	Women's full- & knee-length hosiery	2	1	47.5	3.2765	97
Wilson	**All mfg.**	**55**	**22**	**1,217.9**	**.0563**	**89**
2141	Tobacco stemming & redrying	4	3	384.2	10.0529	97
3011	Tires & inner tubes	1	1	250.5	2.2520	100
8062	*General medical & surgical hospitals*	*2*	*2*	*50.9*	*.0354*	*100*
Yadkin	**All mfg.**	**9**	**4**	**99.9**	**.0046**	**90**
Yancey	**All mfg.**	**8**	**5**	**57.0**	**.0026**	**89**
STATE TOTAL	**All mfg.**	**4,957**	**1,889**	**70,553.3**	**3.2589**	**83**

NORTH DAKOTA

Adams	**All mfg.**	**2**		**9.2**	**.0004**	**0**
Barnes	**All mfg.**	**3**		**4.9**	**.0002**	**0**
Benson	**All mfg.**	**2**	**1**	**6.0**	**.0003**	**72**
Bottineau	**All mfg.**	**2**		**6.7**	**.0003**	**0**
Burke	**All mfg.**	**1**		**15.2**	**.0007**	**0**
Burleigh	**All mfg.**	**25**	**4**	**153.9**	**.0071**	**25**
8062	*General medical & surgical hospitals*	*2*	*2*	*53.0*	*.0369*	*100*
Cass	**All mfg.**	**44**	**8**	**338.7**	**.0156**	**48**
3523	Farm machinery & equipment	4	2	75.4	.8107	89
8062	*General medical & surgical hospitals*	*4*	*4*	*114.1*	*.0794*	*100*
Dickey	**All mfg.**	**4**		**12.6**	**.0006**	**0**
Eddy	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Emmons	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Foster	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Grand Forks	**All mfg.**	**26**	**6**	**207.9**	**.0096**	**46**
8062	*General medical & surgical hospitals*	*4*	*3*	*57.0*	*.0397*	*97*
Griggs	**All mfg.**	**2**	**1**	**14.8**	**.0007**	**78**
Hettinger	**All mfg.**	**1**		**5.5**	**.0003**	**0**
McHenry	**All mfg.**	**1**		**13.6**	**.0006**	**0**
McIntosh	**All mfg.**	**2**		**9.2**	**.0004**	**0**
McLean	**All mfg.**	**1**	**1**	**29.0**	**.0013**	**100**
Morton	**All mfg.**	**14**	**1**	**498.1**	**.0230**	**88**
Mountrail	**All mfg.**	**2**		**8.2**	**.0004**	**0**
Nelson	**All mfg.**	**2**		**10.1**	**.0005**	**0**
Pembina	**All mfg.**	**4**	**1**	**32.8**	**.0015**	**66**
Pierce	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Ramsey	**All mfg.**	**6**		**11.8**	**.0005**	**0**
Ransom	**All mfg.**	**3**		**44.2**	**.0020**	**0**
Richland	**All mfg.**	**13**	**2**	**76.2**	**.0035**	**49**
Rolette	**All mfg.**	**3**	**1**	**20.4**	**.0009**	**37**
Sargent	**All mfg.**	**4**	**1**	**27.4**	**.0013**	**42**
Sheridan	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Sioux	**All mfg.**	**1**		**10.2**	**.0005**	**0**
Stark	**All mfg.**	**13**	**1**	**118.6**	**.0055**	**26**
Stutsman	**All mfg.**	**11**	**3**	**101.4**	**.0047**	**55**
Towner	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Traill	**All mfg.**	**4**	**1**	**36.2**	**.0017**	**81**
Walsh	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Ward	**All mfg.**	**12**	**2**	**61.9**	**.0029**	**39**
8062	*General medical & surgical hospitals*	*4*	*3*	*69.9*	*.0487*	*98*
Williams	**All mfg.**	**7**	**1**	**144.7**	**.0067**	**3**
STATE TOTAL	**All mfg.**	**223**	**35**	**2,052.0**	**.0948**	**49**

OHIO

Adams	**All mfg.**	**5**	**3**	**60.9**	**.0028**	**88**
Allen	**All mfg.**	**95**	**38**	**3,039.6**	**.1404**	**91**
3621	Motors & generators	3	3	79.0	1.1496	100
3714	Motor-vehicle parts & accessories	6	5	450.6	.8323	97
3795	Tanks & tank components	1	1	457.8	33.3261	100
8062	*General medical & surgical hospitals*	*5*	*4*	*166.8*	*.1161*	*98*
Ashland	**All mfg.**	**40**	**18**	**591.5**	**.0273**	**85**
3069	Fabricated rubber products n.e.c.	7	6	93.9	1.5880	99
3714	Motor-vehicle parts & accessories	2	2	157.3	.2906	100
Ashtabula	**All mfg.**	**114**	**35**	**1,189.4**	**.0549**	**75**
3079	Miscellaneous plastics products	18	7	168.6	.5440	82
Athens	**All mfg.**	**11**	**3**	**79.6**	**.0037**	**45**
8062	*General medical & surgical hospitals*	*4*	*4*	*68.2*	*.0475*	*100*

OHIO (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Auglaize	**All mfg.**	**41**	**15**	**523.8**	**.0242**	**81**
3069	Fabricated rubber products n.e.c.	2	2	74.5	1.2599	100
Belmont	**All mfg.**	**32**	**14**	**367.2**	**.0170**	**86**
1211	*Bituminous-coal & lignite mining*	*13*	*6*	*453.3*	*2.0824*	*91*
Brown	**All mfg.**	**6**	**2**	**31.9**	**.0015**	**57**
Butler	**All mfg.**	**135**	**45**	**2,702.6**	**.1248**	**91**
2621	Paper mills, except building paper	5	5	577.2	2.4082	100
3312	Blast furnaces & steel mills	1	1	733.2	1.6625	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	51.4	2.0037	100
3465	Automotive stampings	1	1	395.0	3.9891	100
3499	Fabricated metal products n.e.c.	7	3	119.7	2.4948	91
8062	*General medical & surgical hospitals*	*4*	*4*	*116.3*	*.0810*	*100*
Carroll	**All mfg.**	**11**	**4**	**73.8**	**.0034**	**56**
Champaign	**All mfg.**	**22**	**7**	**296.8**	**.0137**	**81**
Clark	**All mfg.**	**113**	**32**	**893.8**	**.0413**	**74**
3536	Hoists, industrial cranes, & monorails	1	1	49.0	4.2520	100
3713	Truck & bus bodies	1	1	120.4	3.8056	100
8062	*General medical & surgical hospitals*	*2*	*2*	*87.9*	*.0612*	*100*
Clermont	**All mfg.**	**40**	**8**	**249.3**	**.0115**	**58**
3559	Special-industry machinery n.e.c.	1	1	66.8	1.3197	100
Clinton	**All mfg.**	**30**	**10**	**259.8**	**.0120**	**72**
Columbiana	**All mfg.**	**93**	**24**	**674.6**	**.0312**	**69**
8062	*General medical & surgical hospitals*	*2*	*2*	*54.8*	*.0382*	*100*
Coshocton	**All mfg.**	**25**	**9**	**316.4**	**.0146**	**81**
Crawford	**All mfg.**	**53**	**14**	**592.5**	**.0274**	**78**
3562	Ball & roller bearings	1	1	74.2	2.0994	100
3713	Truck & bus bodies	2	2	48.5	1.5330	100
Cuyahoga	**All mfg.**	**1,862**	**475**	**19,701.1**	**.9100**	**77**
1629	*Heavy construction n.e.c.*	*15*	*7*	*365.2*	*1.1558*	*92*
2038	Frozen food specialties	2	2	212.6	4.2421	100
2051	Bread, cake, & related products	9	6	133.7	.9922	94
2086	Bottled & canned soft drinks	6	4	155.9	.8919	96
2311	Men's & boys' suits & coats	3	3	96.8	3.0087	100
2542	Metal partitions & fixtures	8	4	132.3	5.2218	92
2653	Corrugated & solid fiber boxes	16	7	159.0	1.3266	67
2711	Newspapers	12	5	235.1	.9739	92
2751	Letterpress commercial printing	33	3	45.2	.8473	32
2752	Lithographic commercial printing	41	3	221.1	1.3206	18
2819	Industrial inorganic chemicals n.e.c.	7	4	176.7	1.2908	87
2851	Paints & allied products	23	4	292.6	3.0773	57
2891	Adhesives & sealants	8	2	158.0	5.7446	81
2899	Chemical preparations n.e.c.	23	5	169.8	2.5582	54
3079	Miscellaneous plastics products	55	12	302.3	.9754	61
3269	Pottery products n.e.c.	4	2	37.5	11.2343	94
3312	Blast furnaces & steel mills	6	4	1,198.5	2.7176	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	68.4	2.6664	98
3321	Gray-iron foundries	6	3	317.4	3.2904	96
3341	Secondary nonferrous metals	13	6	201.4	4.3264	70
3351	Copper rolling & drawing	4	4	189.4	3.7969	100
3361	Aluminum foundries	20	10	141.5	4.1899	81
3429	Hardware n.e.c.	14	5	112.4	1.5906	67
3433	Heating equipment, except electric	10	3	53.2	2.6167	79
3441	Fabricated structural metal	28	6	112.6	1.1741	49
3444	Sheet-metal work	22	2	55.8	.8371	20
3451	Screw-machine products	36	4	88.5	3.8325	41
3452	Bolts, nuts, rivets, & washers	31	14	238.1	4.9800	75
3462	Iron & steel forgings	26	7	158.2	3.7425	61
3463	Nonferrous forgings	3	1	231.0	17.8889	97
3465	Automotive stampings	5	3	456.2	4.6071	99
3469	Metal stampings n.e.c.	43	16	229.7	3.1576	70
3471	Plating & polishing	41		52.5	2.3554	0
3494	Valves & pipe fittings	18	3	111.7	1.1242	45
3496	Miscellaneous fabricated wire products	13	4	45.3	2.3320	77
3499	Fabricated metal products n.e.c.	37	6	182.2	3.7975	56
3524	Lawn & garden equipment	2	2	47.7	3.4851	100
3531	Construction machinery	12	8	267.2	1.9118	94
3537	Industrial trucks & tractors	10	4	87.9	4.6743	85
3541	Metal-cutting machine tools	21	8	221.3	4.7255	86
3544	Special dies, tools, jigs, & fixtures	76	7	147.5	3.6443	42
3545	Machine-tool accessories	21	7	125.7	3.7036	79
3559	Special-industry machinery n.e.c.	30	11	207.3	4.0953	82
3564	Blowers & exhaust & ventilation fans	8	4	52.0	2.8812	83
3568	Power-transmission equipment n.e.c.	13	5	107.1	5.3927	86
3569	General industrial machinery n.e.c.	13	4	79.4	2.1454	77
3592	Carburetors, pistons, rings, & valves	4	2	223.6	8.3021	98
3599	Machinery, except electrical, n.e.c.	73	3	139.6	1.5795	13
3621	Motors & generators	8	5	181.8	2.6456	96
3622	Industrial controls	12	6	172.4	3.7106	91
3623	Electric welding apparatus	5	2	198.5	10.6184	94
3624	Carbon & graphite products	6	5	112.8	7.6387	98
3641	Electric lamps	2	2	142.4	5.8279	100
3662	Radio & TV communication equipment	11	7	331.1	.8881	95
3679	Electronic components n.e.c.	6	3	61.2	.3887	93
3692	Dry & wet primary batteries	1	1	117.0	9.2461	100
3694	Engine electrical equipment	3	2	77.6	1.5646	93
3711	Motor vehicles & passenger-car bodies	1	1	648.6	.5043	100
3714	Motor-vehicle parts & accessories	40	24	2,559.0	4.7270	96
3724	Aircraft engines & engine parts	3	1	186.0	1.1313	91
3728	Aircraft equipment n.e.c.	10	3	123.9	1.1953	88
3842	Surgical appliances & supplies	6	1	215.9	4.1421	90
4011	*Line-haul-operating railroads*	*3*	*2*	*947.5*	*6.0290*	*100*
4911	*Electric services*	*4*	*2*	*1,810.9*	*1.7425*	*98*
4924	*Natural-gas distribution*	*3*	*1*	*370.7*	*2.0082*	*96*
5051	*Metals service centers & sales offices*	*59*	*4*	*1,744.8*	*2.9153*	*21*
5084	*Industrial-machinery distributors*	*61*	*1*	*603.6*	*1.4654*	*20*
5085	*Industrial-supply distributors*	*75*	*2*	*778.2*	*2.0848*	*10*
6025	*National banks, federal reserve system*	*8*	*5*	*1,349.7*	*1.2888*	*98*
7011	*Hotels, motels, & tourist courts*	*32*	*8*	*118.0*	*.7214*	*66*
7372	*Computer programming & software*	*7*	*3*	*97.6*	*.9290*	*85*
8062	*General medical & surgical hospitals*	*35*	*32*	*1,529.9*	*1.0651*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*206.3*	*1.0624*	*96*
Darke	**All mfg.**	**41**	**10**	**457.9**	**.0212**	**72**
3714	Motor-vehicle parts & accessories	1	1	206.2	.3809	100
Defiance	**All mfg.**	**25**	**11**	**609.1**	**.0281**	**90**
3321	Gray-iron foundries	1	1	345.2	3.5786	100
Delaware	**All mfg.**	**35**	**12**	**618.6**	**.0286**	**90**
Erie	**All mfg.**	**74**	**29**	**1,057.7**	**.0489**	**87**
3714	Motor-vehicle parts & accessories	2	2	316.7	.5850	100
8062	*General medical & surgical hospitals*	*3*	*3*	*62.2*	*.0433*	*100*
Fairfield	**All mfg.**	**54**	**26**	**872.1**	**.0403**	**90**
3229	Pressed & blown glass n.e.c.	3	3	313.9	8.3179	100
3567	Industrial-process furnaces & ovens	1	1	45.0	4.6545	100
Fayette	**All mfg.**	**25**	**11**	**383.0**	**.0177**	**87**
Franklin	**All mfg.**	**521**	**140**	**6,678.4**	**.3085**	**80**
2023	Condensed & evaporated milk	1	1	287.4	5.9955	100
2051	Bread, cake, & related products	12	4	126.9	.9418	81
2295	Coated fabrics, not rubberized	1	1	86.8	8.2174	100
2751	Letterpress commercial printing	14	1	28.1	.5267	48
3079	Miscellaneous plastics products	23	7	206.7	.6669	80
3429	Hardware n.e.c.	1	1	299.1	4.2328	100
3444	Sheet-metal work	15	4	91.2	1.3681	79
3532	Mining machinery	1	1	83.7	4.0287	100
3562	Ball & roller bearings	1	1	92.8	2.6257	100
3585	Refrigeration & heating equipment	5	5	225.6	1.5706	97
3632	Household refrigerators & freezers	2	1	250.6	7.0163	99
3661	Telephone & telegraph apparatus	2	1	650.0	3.5605	99
3714	Motor-vehicle parts & accessories	8	4	207.4	.3831	90
3721	Aircraft	1	1	167.5	.4871	100
4911	*Electric services*	*5*	*3*	*905.0*	*.8708*	*98*
4924	*Natural-gas distribution*	*6*	*3*	*1,483.1*	*8.0343*	*96*
5085	*Industrial-supply distributors*	*22*	*1*	*705.4*	*1.8898*	*75*
6025	*National banks, federal reserve system*	*3*	*3*	*416.8*	*.3980*	*100*
8062	*General medical & surgical hospitals*	*12*	*12*	*715.6*	*.4982*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*4*	*318.3*	*1.6391*	*97*
Fulton	**All mfg.**	**54**	**18**	**653.4**	**.0302**	**78**
2511	Wood household furniture	5	3	67.4	1.0028	92
Gallia	**All mfg.**	**9**	**3**	**105.2**	**.0049**	**73**
8062	*General medical & surgical hospitals*	*2*	*2*	*80.1*	*.0558*	*100*
Geauga	**All mfg.**	**50**	**12**	**317.2**	**.0147**	**66**
3069	Fabricated rubber products n.e.c.	8	6	127.3	2.1528	98
3079	Miscellaneous plastics products	11	3	76.3	.2462	71
Greene	**All mfg.**	**36**	**9**	**275.2**	**.0127**	**67**
Guernsey	**All mfg.**	**32**	**11**	**378.2**	**.0175**	**87**
3573	Electronic computing equipment	1	1	198.3	.4285	100
Hamilton	**All mfg.**	**889**	**272**	**19,360.6**	**.8943**	**89**
2011	Meat-packing plants	6	1	453.0	.9871	80
2051	Bread, cake, & related products	11	8	187.2	1.3893	96
2079	Shortening & cooking oils n.e.c.	2	2	444.9	9.9872	100
2085	Distilled liquor, except brandy	1	1	263.9	6.1555	100
2086	Bottled & canned soft drinks	7	4	249.6	1.4280	94
2311	Men's & boys' suits & coats	7	4	41.9	1.3023	93
2651	Folding paperboard boxes	7	3	152.1	3.8405	93
2653	Corrugated & solid fiber boxes	9	6	126.2	1.0530	94
2711	Newspapers	9	4	189.9	.7867	92
2741	Miscellaneous publishing	5	3	79.9	2.6871	92
2751	Letterpress commercial printing	30	4	41.0	.7685	41
2752	Lithographic commercial printing	30	6	325.6	1.9448	64
2771	Greeting-card publishing	2	1	253.2	10.0648	99
2834	Pharmaceutical preparations	4	3	243.6	1.2766	98
2841	Soap & other detergents	8	4	2,099.1	21.9661	98
2844	Toilet preparations	4	3	397.9	4.2735	99
2869	Industrial organic chemicals n.e.c.	6	3	598.8	1.4236	92

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
3079	Miscellaneous plastics products	23	8	272.4	.8789	85
3144	Women's nonathletic footwear	3	3	58.3	4.0113	100
3315	Steel wire & related products	1	1	143.5	6.2754	100
3411	Metal cans	2	2	216.7	2.2515	100
3444	Sheet-metal work	21	3	73.1	1.0966	53
3469	Metal stampings n.e.c.	11	3	67.7	.9307	70
3494	Valves & pipe fittings	8	4	352.3	3.5457	94
3499	Fabricated metal products n.e.c.	10	5	65.9	1.3735	84
3541	Metal-cutting machine tools	22	10	277.6	5.9277	89
3544	Special dies, tools, jigs, & fixtures	27	3	44.4	1.0970	40
3561	Pumps & pumping equipment	5	2	117.8	1.9730	88
3563	Air & gas compressors	3	2	129.2	4.3602	98
3621	Motors & generators	3	2	65.9	.9590	96
3634	Electric housewares & fans	1	1	90.2	2.2380	100
3643	Current-carrying wiring devices	7	4	65.9	1.9915	89
3662	Radio & TV communication equipment	3	1	133.0	.3568	94
3711	Motor vehicles & passenger-car bodies	3	2	3,304.8	2.5694	99
3714	Motor-vehicle parts & accessories	10	4	263.7	.4871	87
3724	Aircraft engines & engine parts	1	1	2,207.8	13.4279	100
4011	Line-haul-operating railroads	5	3	114.2	.7267	98
4931	Electric & other services combined	2	1	1,415.0	2.4199	98
5084	Industrial-machinery distributors	44	1	399.6	.9701	8
5085	Industrial-supply distributors	54		409.6	1.0973	0
6025	National banks, federal reserve system	3	2	259.3	.2476	99
7011	Hotels, motels, & tourist courts	20	3	60.8	.3717	60
8062	General medical & surgical hospitals	19	19	797.5	.5552	100
8221	Colleges & universities n.e.c.	7	2	97.0	.4995	93
Hancock	**All mfg.**	**50**	**12**	**1,035.5**	**.0478**	**76**
3011	Tires & inner tubes	2	1	190.7	1.7144	98
3633	Household laundry equipment	1	1	285.1	9.5466	100
3674	Semiconductors & related devices	1	1	149.7	1.0093	100
Hardin	**All mfg.**	**11**	**7**	**342.5**	**.0158**	**88**
3714	Motor-vehicle parts & accessories	1	1	162.0	.2992	100
Harrison	**All mfg.**	**9**	**1**	**35.9**	**.0017**	**54**
1211	Bituminous-coal & lignite mining	7	7	537.1	2.4674	100
Henry	**All mfg.**	**23**	**8**	**575.2**	**.0266**	**88**
2032	Canned food specialties	1	1	357.8	8.4206	100
Highland	**All mfg.**	**21**	**11**	**242.8**	**.0112**	**84**
Hocking	**All mfg.**	**10**	**5**	**90.5**	**.0042**	**84**
Holmes	**All mfg.**	**31**	**7**	**186.4**	**.0086**	**55**
Huron	**All mfg.**	**49**	**19**	**620.6**	**.0287**	**71**
Jackson	**All mfg.**	**23**	**8**	**217.4**	**.0100**	**79**
Jefferson	**All mfg.**	**32**	**11**	**1,384.2**	**.0639**	**95**
3312	Blast furnaces & steel mills	2	2	1,075.5	2.4387	100
8062	General medical & surgical hospitals	2	2	74.7	.0520	100
Knox	**All mfg.**	**28**	**10**	**322.8**	**.0149**	**79**
Lake	**All mfg.**	**267**	**59**	**2,796.9**	**.1292**	**74**
2253	Knit-outerwear mills	1	1	47.7	1.5335	100
2869	Industrial organic chemicals n.e.c.	3	1	887.1	2.1090	93
3069	Fabricated rubber products n.e.c.	7	3	106.9	1.8078	91
3451	Screw-machine products	12	2	51.2	2.2172	60
3536	Hoists, industrial cranes, & monorails	2	2	54.2	4.7032	100
3537	Industrial trucks & tractors	3	2	119.6	6.3600	99
3823	Industrial process-control instruments	3	2	124.1	3.1117	98
8062	General medical & surgical hospitals	2	2	54.5	.0379	100
Lawrence	**All mfg.**	**18**	**7**	**300.4**	**.0139**	**89**
Licking	**All mfg.**	**65**	**28**	**1,440.1**	**.0665**	**92**
3296	Mineral wool	2	2	325.0	12.0777	100
3321	Gray-iron foundries	1	1	164.5	1.7054	100
3714	Motor-vehicle parts & accessories	2	2	363.7	.6718	100
Logan	**All mfg.**	**21**	**9**	**209.2**	**.0097**	**76**
Lorain	**All mfg.**	**185**	**62**	**3,778.1**	**.1745**	**90**
3312	Blast furnaces & steel mills	1	1	407.3	.9236	100
3317	Steel pipe & tubes	2	2	307.4	8.0067	100
3321	Gray-iron foundries	5	5	122.0	1.2648	100
3423	Hand & edge tools n.e.c.	1	1	68.5	2.0842	100
3711	Motor vehicles & passenger-car bodies	1	1	875.4	.6806	100
3713	Truck & bus bodies	2	1	97.9	3.0944	98
3714	Motor-vehicle parts & accessories	3	2	271.7	.5019	98
8062	General medical & surgical hospitals	6	5	149.3	.1039	98
Lucas	**All mfg.**	**403**	**100**	**9,372.7**	**.4329**	**90**
2711	Newspapers	3	1	78.6	.3256	95
2911	Petroleum refining	3	3	3,175.6	1.6953	100
3079	Miscellaneous plastics products	12	4	77.4	.2497	74
3229	Pressed & blown glass n.e.c.	4	2	149.8	3.9695	97
3361	Aluminum foundries	3	3	118.9	3.5207	100
3465	Automotive stampings	8	2	201.0	2.0299	87
3544	Special dies, tools, jigs, & fixtures	28	3	40.8	1.0081	37
3563	Air & gas compressors	2	1	90.0	3.0373	93
3694	Engine electrical equipment	2	1	160.9	3.2442	98
3711	Motor vehicles & passenger-car bodies	1	1	1,830.4	1.4231	100
3714	Motor-vehicle parts & accessories	7	5	943.1	1.7421	99
4911	Electric services	1	1	406.2	.3909	100
5085	Industrial-supply distributors	26	2	322.0	.8626	45
8062	General medical & surgical hospitals	10	10	513.8	.3577	100
Madison	**All mfg.**	**15**	**4**	**148.1**	**.0068**	**68**
Mahoning	**All mfg.**	**189**	**52**	**1,606.7**	**.0742**	**72**
3317	Steel pipe & tubes	1	1	177.0	4.6102	100
3743	Railroad equipment	1	1	91.4	2.3170	100
8062	General medical & surgical hospitals	3	3	150.0	.1044	100
Marion	**All mfg.**	**54**	**18**	**1,139.4**	**.0518**	**90**
3531	Construction machinery	1	1	256.8	1.8374	100
3585	Refrigeration & heating equipment	1	1	158.5	1.1034	100
Medina	**All mfg.**	**111**	**30**	**693.4**	**.0320**	**57**
Meigs	**All mfg.**	**8**		**23.4**	**.0011**	**0**
Mercer	**All mfg.**	**23**	**8**	**479.2**	**.0221**	**90**
3523	Farm machinery & equipment	3	2	136.7	1.4697	98
3751	Motorcycles, bicycles, & parts	1	1	165.6	11.5272	100
Miami	**All mfg.**	**95**	**28**	**1,178.7**	**.0544**	**82**
3551	Food-products machinery	2	2	121.9	4.9324	100
3623	Electric welding apparatus	2	1	163.5	5.7461	98
3728	Aircraft equipment n.e.c.	3	2	84.8	.8181	98
Monroe	**All mfg.**	**3**	**3**	**798.7**	**.0369**	**100**
3334	Primary aluminum	1	1	461.0	8.6748	100
3353	Aluminum sheet, plate, & foil	1	1	328.1	3.5403	100
Montgomery	**All mfg.**	**504**	**134**	**7,679.5**	**.3547**	**87**
2621	Paper mills, except building paper	5	5	206.1	.8599	100
2711	Newspapers	5	1	91.0	.3770	86
2721	Periodicals	3	2	393.5	3.4563	99
2761	Manifold business forms	4	3	216.5	3.5077	95
3079	Miscellaneous plastics products	16	5	87.0	.2807	70
3544	Special dies, tools, jigs, & fixtures	71	13	136.7	3.4269	51
3545	Machine-tool accessories	10	2	80.5	2.3718	81
3561	Pumps & pumping equipment	5	2	95.8	1.6045	87
3569	General industrial machinery n.e.c.	7	1	89.9	2.4291	87
3573	Electronic computing equipment	2	1	526.0	1.1367	99
3585	Refrigeration & heating equipment	3	3	797.8	5.5541	100
3599	Machinery, except electrical, n.e.c.	30	3	89.1	.8818	42
3679	Electronic components n.e.c.	8	3	64.3	.4084	79
3714	Motor-vehicle parts & accessories	7	4	2,650.1	4.8953	99
4931	Electric & other services combined	1	1	971.4	1.6613	100
6025	National banks, federal reserve system	6	3	296.1	.2827	97
7372	Computer programming & software	10	4	424.8	4.0434	95
8062	General medical & surgical hospitals	10	9	549.4	.3825	100
Morgan	**All mfg.**	**8**	**3**	**154.1**	**.0071**	**89**
Morrow	**All mfg.**	**9**	**5**	**91.9**	**.0042**	**87**
Muskingum	**All mfg.**	**62**	**21**	**710.4**	**.0328**	**78**
3221	Glass containers	1	1	84.8	1.8362	100
3694	Engine electrical equipment	1	1	65.9	1.3287	100
8062	General medical & surgical hospitals	2	2	70.3	.0489	100
Noble	**All mfg.**	**5**	**2**	**65.8**	**.0030**	**54**
Ottawa	**All mfg.**	**25**	**7**	**198.3**	**.0092**	**70**
4911	Nuclear power	2	2	372.6	1.5833	100
Paulding	**All mfg.**	**11**	**4**	**102.5**	**.0047**	**84**
Perry	**All mfg.**	**15**	**6**	**85.8**	**.0040**	**64**
Pickaway	**All mfg.**	**20**	**9**	**611.1**	**.0282**	**93**
2821	Plastics materials & synthetic resins	2	2	319.7	1.5502	100
3641	Electric lamps	1	1	97.3	3.9822	100
Pike	**All mfg.**	**8**	**3**	**395.1**	**.0183**	**97**
2819	Industrial inorganic chemicals n.e.c.	2	1	366.2	2.6750	99
Portage	**All mfg.**	**101**	**24**	**635.0**	**.0293**	**66**
3079	Miscellaneous plastics products	15	5	98.8	.3188	67
8221	Colleges & universities n.e.c.	2	1	53.8	.2770	94
Preble	**All mfg.**	**20**	**4**	**146.3**	**.0068**	**63**
Putnam	**All mfg.**	**16**	**6**	**382.2**	**.0163**	**90**
3671	Electron tubes	1	1	232.7	7.3361	100
Richland	**All mfg.**	**103**	**38**	**2,038.4**	**.0942**	**90**
3312	Blast furnaces & steel mills	2	2	325.9	.7390	100
3561	Pumps & pumping equipment	4	3	89.3	1.4956	93
3631	Household cooking equipment	2	2	196.2	5.9275	100
3633	Household laundry equipment	1	1	271.7	9.0979	100
3714	Motor-vehicle parts & accessories	2	1	446.2	.8242	99
3822	Environmental controls	2	2	90.3	4.9039	100
8062	General medical & surgical hospitals	4	3	67.6	.0471	94
Ross	**All mfg.**	**20**	**8**	**685.2**	**.0317**	**92**
2621	Paper mills, except building paper	1	1	518.5	2.1633	100
Sandusky	**All mfg.**	**74**	**25**	**1,049.2**	**.0485**	**85**
3633	Household laundry equipment	1	1	356.4	11.9341	100
Scioto	**All mfg.**	**22**	**7**	**164.2**	**.0076**	**74**
8062	General medical & surgical hospitals	3	3	57.9	.0403	100
Seneca	**All mfg.**	**54**	**23**	**1,123.3**	**.0519**	**85**
3519	Internal-combustion engines n.e.c.	1	1	214.2	1.7983	100
3621	Motors & generators	1	1	59.9	.8717	100
3694	Engine electrical equipment	1	1	77.1	1.5546	100
Shelby	**All mfg.**	**46**	**15**	**629.6**	**.0291**	**87**
3469	Metal stampings n.e.c.	1	1	66.7	.9169	100
3585	Refrigeration & heating equipment	1	1	243.1	1.6924	100
Stark	**All mfg.**	**290**	**85**	**6,029.6**	**.2786**	**89**
2011	Meat-packing plants	1	1	330.5	.7201	100
2013	Sausages & other prepared meats	2	1	149.1	1.3494	93
3069	Fabricated rubber products n.e.c.	6	4	63.9	1.0806	90
3079	Miscellaneous plastics products	14	3	81.2	.2620	64

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
OHIO (Stark, cont.)						
3312	Blast furnaces & steel mills	3	3	1,448.6	3.2847	100
3316	Cold-rolled steel sheet, strip, & bars	3	3	74.3	2.8963	100
3317	Steel pipe & tubes	3	2	74.1	1.9300	96
3325	Steel foundries n.e.c.	3	3	155.9	4.4377	100
3399	Primary metal products n.e.c.	4	2	91.7	6.2989	95
3462	Iron & steel forgings	4	3	130.7	3.0920	96
3465	Automotive stampings	1	1	201.4	2.0339	100
3499	Fabricated metal products n.e.c.	7	2	72.9	1.5194	87
3536	Hoists, industrial cranes, & monorails	2	2	60.9	5.2846	100
3562	Ball & roller bearings	3	2	556.9	15.7570	99
3635	Household vacuum cleaners	2	1	278.1	27.4206	99
4911	*Electric services*	*3*	*1*	*1,253.7*	*1.2064*	*99*
8062	*General medical & surgical hospitals*	*4*	*4*	*180.3*	*.1255*	*100*
Summit	**All mfg.**	**423**	**186**	**5,206.6**	**.2405**	**82**
1611	*Highway & street construction*	*9*	*4*	*180.1*	*.8062*	*88*
2812	Alkalies & chlorine	2	1	92.0	5.4593	97
2822	Synthetic rubber	4	4	418.5	11.4783	100
3011	Tires & inner tubes	3	2	604.0	5.4300	99
3069	Fabricated rubber products n.e.c.	27	8	110.6	1.8704	59
3079	Miscellaneous plastics products	23	5	105.8	.3414	48
3443	Fabricated plate work (boiler shops)	5	1	568.2	5.1059	98
3444	Sheet-metal work	8	3	86.0	1.2901	86
3465	Automotive stampings	5	3	577.2	5.8291	98
3544	Special dies, tools, jigs, & fixtures	35	9	90.8	2.2434	66
3559	Special-industry machinery n.e.c.	16	3	64.8	1.2802	54
3569	General industrial machinery n.e.c.	7	2	57.3	1.5483	78
3728	Aircraft equipment n.e.c.	5	2	416.4	4.0170	98
4911	*Electric services*	*1*	*1*	*990.0*	*.9526*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*185.6*	*.1772*	*98*
8062	*General medical & surgical hospitals*	*10*	*10*	*438.7*	*.3054*	*100*
Trumbull	**All mfg.**	**148**	**45**	**7,307.8**	**.3376**	**95**
3312	Blast furnaces & steel mills	3	2	986.2	2.2362	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	60.0	2.3389	98
3317	Steel pipe & tubes	3	1	62.2	1.6201	91
3356	Nonferrous rolling & drawing n.e.c.	2	2	175.6	4.4226	100
3465	Automotive stampings	1	1	355.5	3.5901	100
3641	Electric lamps	2	2	128.3	5.2509	100
3694	Engine electrical equipment	2	1	661.6	13.3398	100
3711	Motor vehicles & passenger-car bodies	1	1	3,521.6	2.7380	100
3743	Railroad equipment	2	2	260.1	6.5935	100
8062	*General medical & surgical hospitals*	*4*	*4*	*132.2*	*.0920*	*100*
Tuscarawas	**All mfg.**	**96**	**22**	**696.4**	**.0322**	**66**
Union	**All mfg.**	**18**	**8**	**651.1**	**.0301**	**95**
2874	Phosphatic fertilizers	1	1	393.9	6.9727	100
Van Wert	**All mfg.**	**24**	**9**	**318.6**	**.0147**	**76**
Vinton	**All mfg.**	**8**	**2**	**67.7**	**.0031**	**73**
Warren	**All mfg.**	**45**	**12**	**272.0**	**.0126**	**63**
Washington	**All mfg.**	**44**	**16**	**983.8**	**.0454**	**89**
2522	Metal office furniture	1	1	130.8	3.4688	100
3312	Blast furnaces & steel mills	1	1	179.3	.4066	100
Wayne	**All mfg.**	**94**	**33**	**1,085.0**	**.0501**	**81**
3079	Miscellaneous plastics products	3	1	108.1	.3488	97
3713	Truck & bus bodies	4	4	60.2	1.9028	100
8062	*General medical & surgical hospitals*	*4*	*3*	*80.8*	*.0563*	*95*
Williams	**All mfg.**	**51**	**28**	**674.7**	**.0312**	**88**
Wood	**All mfg.**	**62**	**22**	**1,134.1**	**.0524**	**88**
3211	Flat glass	1	1	185.8	9.5986	100
3714	Motor-vehicle parts & accessories	3	2	508.0	.9384	99
Wyandot	**All mfg.**	**19**	**7**	**153.3**	**.0071**	**81**
3079	Miscellaneous plastics products	6	4	72.6	.2342	94
STATE TOTAL	**All mfg.**	**8,769**	**2,549**	**133,908.6**	**6.1854**	**85**
OKLAHOMA						
Adair	**All mfg.**	**4**	**1**	**52.9**	**.0024**	**77**
Alfalfa	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Atoka	**All mfg.**	**4**	**1**	**17.2**	**.0008**	**30**
Beaver	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Beckham	**All mfg.**	**3**		**14.6**	**.0007**	**0**
Blaine	**All mfg.**	**8**	**3**	**76.1**	**.0035**	**65**
Bryan	**All mfg.**	**17**	**3**	**95.2**	**.0044**	**49**
Caddo	**All mfg.**	**6**	**2**	**95.3**	**.0044**	**42**
Canadian	**All mfg.**	**12**	**2**	**69.3**	**.0032**	**32**
Carter	**All mfg.**	**19**	**4**	**947.1**	**.0437**	**95**
3011	Tires & inner tubes	1	1	275.3	2.4750	100
Cherokee	**All mfg.**	**1**	**1**	**4.3**	**.0002**	**100**
Choctaw	**All mfg.**	**7**		**20.2**	**.0009**	**0**
Cleveland	**All mfg.**	**30**	**5**	**325.0**	**.0150**	**61**
8062	*General medical & surgical hospitals*	*4*	*3*	*96.2*	*.0670*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2379*	*100*
Coal	**All mfg.**	**1**	**1**	**10.6**	**.0005**	**100**
Comanche	**All mfg.**	**25**	**6**	**238.2**	**.0110**	**71**
8062	*General medical & surgical hospitals*	*4*	*4*	*89.9*	*.0626*	*100*
Cotton	**All mfg.**	**1**	**1**	**6.3**	**.0003**	**100**
Craig	**All mfg.**	**6**	**1**	**31.7**	**.0015**	**46**
Creek	**All mfg.**	**27**	**8**	**313.7**	**.0145**	**68**
Custer	**All mfg.**	**15**	**3**	**180.8**	**.0084**	**76**
Delaware	**All mfg.**	**5**		**9.8**	**.0005**	**0**
Ellis	**All mfg.**	**2**		**67.4**	**.0031**	**0**
Garfield	**All mfg.**	**24**	**9**	**315.8**	**.0146**	**74**
Garvin	**All mfg.**	**11**	**3**	**560.0**	**.0259**	**97**
Grady	**All mfg.**	**24**	**4**	**274.6**	**.0127**	**56**
Grant	**All mfg.**	**2**		**9.9**	**.0005**	**0**
Greer	**All mfg.**	**2**		**2.6**	**.0001**	**0**
Harmon	**All mfg.**	**1**		**5.9**	**.0003**	**0**
Haskell	**All mfg.**	**1**		**6.5**	**.0003**	**0**
Hughes	**All mfg.**	**1**	**1**	**6.5**	**.0003**	**100**
Jackson	**All mfg.**	**7**	**2**	**51.4**	**.0024**	**68**
Jefferson	**All mfg.**	**5**		**15.0**	**.0007**	**0**
Johnston	**All mfg.**	**4**		**8.4**	**.0004**	**0**
Kay	**All mfg.**	**46**	**8**	**6,350.5**	**.2933**	**98**
2911	Petroleum refining	1	1	5,985.1	3.1952	100
Kingfisher	**All mfg.**	**2**		**6.8**	**.0003**	**0**
Kiowa	**All mfg.**	**7**	**1**	**43.6**	**.0020**	**23**
Latimer	**All mfg.**	**1**	**1**	**8.7**	**.0004**	**100**
Le Flore	**All mfg.**	**8**	**4**	**49.4**	**.0023**	**82**
Lincoln	**All mfg.**	**10**	**4**	**518.5**	**.0240**	**95**
Logan	**All mfg.**	**5**	**3**	**65.6**	**.0030**	**96**
Love	**All mfg.**	**2**	**2**	**27.8**	**.0013**	**100**
McClain	**All mfg.**	**3**		**7.1**	**.0003**	**0**
McCurtain	**All mfg.**	**13**	**6**	**287.9**	**.0133**	**90**
2421	General sawmills & planing mills	4	1	110.0	.8373	86
McIntosh	**All mfg.**	**4**	**2**	**28.7**	**.0013**	**89**
Major	**All mfg.**	**3**	**1**	**20.6**	**.0010**	**58**
Marshall	**All mfg.**	**7**	**2**	**24.1**	**.0011**	**60**
Mayes	**All mfg.**	**21**	**10**	**497.0**	**.0230**	**76**
Murray	**All mfg.**	**4**	**1**	**61.3**	**.0028**	**93**
Muskogee	**All mfg.**	**42**	**14**	**615.6**	**.0284**	**82**
8062	*General medical & surgical hospitals*	*2*	*2*	*69.7*	*.0485*	*100*
Noble	**All mfg.**	**3**	**1**	**104.0**	**.0048**	**59**
Nowata	**All mfg.**	**3**	**1**	**17.0**	**.0008**	**82**
Okfuskee	**All mfg.**	**6**	**2**	**29.8**	**.0014**	**43**
Oklahoma	**All mfg.**	**338**	**75**	**6,246.2**	**.2885**	**85**
1311	*Crude petroleum & natural gas*	*111*	*1*	*1,998.8*	*4.2554*	*5*
1381	*Oil- & gas-well drilling services*	*44*	*1*	*165.4*	*3.7768*	*18*
1382	*Oil- & gas-field exploration services*	*47*	*1*	*109.9*	*4.2340*	*13*
1611	*Highway & street construction*	*13*	*4*	*209.4*	*.9373*	*81*
2013	Sausages & other prepared meats	5	2	200.3	1.8128	90
2086	Bottled & canned soft drinks	6	2	144.9	.8290	84
2711	Newspapers	3	1	85.0	.3521	92
3011	Tires & inner tubes	1	1	257.7	2.3168	100
3441	Fabricated structural metal	7	3	79.2	.8258	86
3573	Electronic computing equipment	1	1	208.7	.4510	100
3661	Telephone & telegraph apparatus	1	1	560.5	3.0702	100
3711	Motor vehicles & passenger-car bodies	1	1	2,387.5	1.8563	100
3714	Motor-vehicle parts & accessories	8	3	290.4	.5364	86
3721	Aircraft	1	1	141.7	.4121	100
4911	*Electric services*	*1*	*1*	*777.5*	*.7482*	*100*
5084	*Industrial-machinery distributors*	*39*	*3*	*598.5*	*1.4530*	*50*
6025	*National banks, federal reserve system*	*24*	*4*	*303.6*	*.2899*	*67*
7011	*Hotels, motels, & tourist courts*	*24*	*4*	*42.7*	*.2610*	*40*
8062	*General medical & surgical hospitals*	*16*	*15*	*505.1*	*.3517*	*99*
Okmulgee	**All mfg.**	**17**	**2**	**130.1**	**.0060**	**40**
Osage	**All mfg.**	**4**	**4**	**357.2**	**.0165**	**100**
Ottawa	**All mfg.**	**21**	**5**	**403.0**	**.0186**	**89**
3011	Tires & inner tubes	1	1	286.3	2.5739	100
Pawnee	**All mfg.**	**2**		**4.9**	**.0002**	**0**
Payne	**All mfg.**	**18**	**5**	**462.9**	**.0214**	**87**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2379*	*100*
Pittsburg	**All mfg.**	**18**	**6**	**171.0**	**.0079**	**65**
Pontotoc	**All mfg.**	**23**	**7**	**176.3**	**.0081**	**64**
Pottawatomie	**All mfg.**	**28**	**6**	**229.9**	**.0106**	**72**
Pushmataha	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Rogers	**All mfg.**	**24**	**4**	**159.6**	**.0074**	**59**
Seminole	**All mfg.**	**21**	**5**	**114.9**	**.0053**	**54**
Sequoyah	**All mfg.**	**8**	**1**	**100.4**	**.0046**	**73**
Stephens	**All mfg.**	**19**	**3**	**591.0**	**.0273**	**91**
3533	Oil-field machinery	2	1	521.8	5.3745	99

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
1984 ($ Mil Est.)						
Texas	**All mfg.**	**8**	**1**	**246.9**	**.0114**	**5**
Tillman	**All mfg.**	**8**	**2**	**24.7**	**.0011**	**64**
Tulsa	**All mfg.**	**482**	**119**	**6,914.8**	**.3194**	**83**
1311	*Crude petroleum & natural gas*	*83*	*5*	*1,659.3*	*3.5326*	*26*
1381	*Oil- & gas-well drilling services*	*22*	*5*	*247.2*	*5.6446*	*68*
1382	*Oil- & gas-field exploration services*	*30*	*2*	*467.5*	*18.0196*	*86*
1623	*Pipe- & utility-line construction*	*13*	*2*	*138.0*	*1.7629*	*73*
2911	Petroleum refining	3	2	2,555.0	1.3640	97
3079	Miscellaneous plastics products	16	4	85.9	.2772	62
3441	Fabricated structural metal	16	4	95.4	.9948	61
3443	Fabricated plate work (boiler shops)	28	12	287.9	2.5871	78
3531	Construction machinery	10	4	180.8	1.2936	88
3533	Oil-field machinery	28	11	537.3	5.5342	83
3559	Special-industry machinery n.e.c.	12	4	61.4	1.2130	66
3561	Pumps & pumping equipment	9	4	111.2	1.8624	87
3721	Aircraft	2	1	364.0	1.0585	99
3728	Aircraft equipment n.e.c.	6	1	136.0	1.3120	91
4911	*Electric services*	*2*	*1*	*580.1*	*.5582*	*98*
5084	*Industrial-machinery distributors*	*39*	*3*	*712.9*	*1.7307*	*56*
6025	*National banks, federal reserve system*	*12*	*5*	*250.8*	*.2395*	*85*
8062	*General medical & surgical hospitals*	*10*	*8*	*411.3*	*.2864*	*99*
Wagoner	**All mfg.**	**3**	**3**	**53.7**	**.0025**	**100**
Washington	**All mfg.**	**14**	**5**	**204.6**	**.0095**	**87**
Washita	**All mfg.**	**3**	**1**	**12.1**	**.0006**	**36**
Woods	**All mfg.**	**1**		**3.7**	**.0002**	**0**
Woodward	**All mfg.**	**7**	**1**	**53.5**	**.0025**	**69**
STATE TOTAL	**All mfg.**	**1,536**	**379**	**29,366.0**	**1.3518**	**84**

OREGON

Baker	**All mfg.**	**11**	**5**	**125.1**	**.0058**	**77**
Benton	**All mfg.**	**36**	**7**	**278.9**	**.0129**	**60**
Clackamas	**All mfg.**	**128**	**22**	**1,220.0**	**.0564**	**75**
2421	General sawmills & planing mills	12	5	98.7	.7513	74
2621	Paper mills, except building paper	2	2	247.1	1.0309	100
3425	Hand saws & saw blades	2	1	72.2	12.4762	95
Clatsop	**All mfg.**	**22**	**6**	**291.5**	**.0135**	**68**
Columbia	**All mfg.**	**26**	**7**	**479.9**	**.0222**	**77**
2621	Paper mills, except building paper	2	2	243.7	1.0168	100
Coos	**All mfg.**	**49**	**14**	**577.4**	**.0267**	**70**
2421	General sawmills & planing mills	12	6	118.8	.9042	83
2436	Softwood veneer & plywood	7	4	153.8	3.3748	91
2492	Particleboard	1	1	59.5	9.0979	100
Crook	**All mfg.**	**11**	**5**	**110.1**	**.0051**	**75**
Curry	**All mfg.**	**7**	**4**	**176.3**	**.0081**	**95**
Deschutes	**All mfg.**	**36**	**8**	**235.5**	**.0109**	**60**
Douglas	**All mfg.**	**62**	**18**	**1,181.2**	**.5546**	**79**
2436	Softwood veneer & plywood	11	9	670.1	14.7039	98
8062	*General medical & surgical hospitals*	*6*	*3*	*62.0*	*.0432*	*90*
Grant	**All mfg.**	**5**	**2**	**38.7**	**.0018**	**68**
Harney	**All mfg.**	**2**	**1**	**36.5**	**.0017**	**94**
Hood River	**All mfg.**	**14**	**4**	**80.4**	**.0037**	**52**
Jackson	**All mfg.**	**82**	**24**	**752.4**	**.0348**	**64**
2421	General sawmills & planing mills	10	4	103.3	.7863	71
2436	Softwood veneer & plywood	14	11	301.4	6.6136	95
8062	*General medical & surgical hospitals*	*3*	*3*	*60.8*	*.0423*	*100*
Jefferson	**All mfg.**	**6**	**2**	**85.6**	**.0040**	**75**
Josephine	**All mfg.**	**27**	**12**	**276.9**	**.0128**	**77**
Klamath	**All mfg.**	**31**	**8**	**362.8**	**.0168**	**64**
2499	Wood products n.e.c.	1	1	103.6	2.8564	100
Lake	**All mfg.**	**8**	**2**	**47.9**	**.0022**	**38**
Lane	**All mfg.**	**192**	**49**	**2,005.9**	**.0927**	**71**
2421	General sawmills & planing mills	27	11	321.8	2.4494	82
2436	Softwood veneer & plywood	17	13	406.6	8.9219	92
2631	Paperboard mills	1	1	417.0	3.2826	100
8062	*General medical & surgical hospitals*	*6*	*3*	*81.3*	*.0566*	*86*
Lincoln	**All mfg.**	**20**	**2**	**310.6**	**.0143**	**73**
2631	Paperboard mills	1	1	215.5	1.6964	100
Linn	**All mfg.**	**79**	**30**	**1,390.6**	**.0642**	**81**
2436	Softwood veneer & plywood	10	9	332.2	7.2894	99
3339	Primary nonferrous metals n.e.c.	2	2	312.9	16.4884	100
Malheur	**All mfg.**	**10**	**2**	**159.3**	**.0074**	**88**
2037	Frozen fruits & vegetables	1	1	101.2	1.9171	100
Marion	**All mfg.**	**132**	**26**	**928.7**	**.0429**	**61**
2033	Canned fruits & vegetables	10	6	162.2	1.6450	89
2037	Frozen fruits & vegetables	9	4	189.4	3.5879	86
8062	*General medical & surgical hospitals*	*4*	*1*	*74.6*	*.0519*	*86*
Morrow	**All mfg.**	**3**	**3**	**65.8**	**.0030**	**100**
Multnomah	**All mfg.**	**571**	**122**	**6,236.8**	**.2881**	**74**
2253	Knit-outerwear mills	4	1	70.5	2.2665	91
2339	Women's & misses' outerwear n.e.c.	2	2	79.2	1.6871	100
2431	Millwork	12	5	88.8	1.6756	78
2711	Newspapers	5	1	94.7	.3923	88
3325	Steel foundries n.e.c.	6	3	136.2	3.8769	90
3537	Industrial trucks & tractors	4	3	78.0	4.1478	99
3711	Motor vehicles & passenger-car bodies	2	2	1,247.5	.9699	100
3728	Aircraft equipment n.e.c.	2	1	126.1	1.2165	99
3731	Ship building & repairing	7	3	75.2	.8315	88
3743	Railroad equipment	1	1	84.4	2.1395	100
4911	*Electric services*	*6*	*5*	*1,210.7*	*1.1650*	*98*
5084	*Industrial-machinery distributors*	*39*		*334.5*	*.8121*	*0*
5085	*Industrial-supply distributors*	*47*		*361.8*	*.9693*	*0*
6025	*National banks, federal reserve system*	*3*	*2*	*1,352.9*	*1.2918*	*100*
7011	*Hotels, motels, & tourist courts*	*16*	*2*	*36.5*	*.2231*	*42*
8062	*General medical & surgical hospitals*	*17*	*14*	*656.5*	*.4571*	*99*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*49.4*	*.2544*	*90*
Polk	**All mfg.**	**15**	**7**	**171.6**	**.0079**	**75**
Tillamook	**All mfg.**	**12**	**3**	**160.7**	**.0074**	**81**
Umatilla	**All mfg.**	**29**	**10**	**375.9**	**.0174**	**69**
2037	Frozen fruits & vegetables	5	3	124.9	2.3661	91
8062	*General medical & surgical hospitals*	*5*	*2*	*49.7*	*.0346*	*79*
Union	**All mfg.**	**13**	**5**	**133.9**	**.0062**	**71**
Wallowa	**All mfg.**	**6**		**38.3**	**.0018**	**0**
Wasco	**All mfg.**	**8**	**3**	**186.6**	**.0086**	**74**
Washington	**All mfg.**	**127**	**35**	**1,636.4**	**.0756**	**81**
3573	Electronic computing equipment	4	3	186.3	.4026	98
3825	Electricity-measuring instruments	3	1	610.9	9.3014	99
Yamhill	**All mfg.**	**54**	**7**	**472.9**	**.0218**	**51**
STATE TOTAL	**All mfg.**	**1,836**	**465**	**20,631.1**	**.9530**	**73**

PENNSYLVANIA

Adams	**All mfg.**	**53**	**19**	**501.3**	**.0232**	**81**
2033	Canned fruits & vegetables	5	4	178.4	1.8093	99
3149	Nonrubber footwear n.e.c.	4	1	18.0	2.7894	86
Allegheny	**All mfg.**	**765**	**263**	**11,753.4**	**.5429**	**83**
1211	*Bituminous-coal & lignite mining*	*11*	*10*	*315.0*	*1.4471*	*99*
1611	*Highway & street construction*	*13*	*7*	*345.6*	*1.5470*	*94*
1622	*Bridge & tunnel construction*	*5*	*4*	*198.2*	*2.6170*	*97*
1629	*Heavy construction n.e.c.*	*31*	*15*	*691.0*	*2.1868*	*89*
2032	Canned food specialties	1	1	237.0	5.5777	100
2051	Bread, cake, & related products	30	6	159.1	1.1807	56
2711	Newspapers	12	4	79.4	.3289	68
2752	Lithographic commercial printing	32	4	236.1	1.4102	44
3079	Miscellaneous plastics products	18	4	87.4	.2820	54
3221	Glass containers	1	1	75.0	1.6240	100
3312	Blast furnaces & steel mills	15	12	3,298.5	7.4794	99
3325	Steel foundries n.e.c.	6	4	77.9	2.2174	90
3411	Metal cans	1	1	170.3	1.7694	100
3441	Fabricated structural metal	20	7	144.1	1.5026	70
3462	Iron & steel forgings	9	6	158.9	3.7591	94
3494	Valves & pipe fittings	9	4	107.6	1.0829	85
3498	Fabricated pipe & fittings	4	2	147.1	4.8105	92
3499	Fabricated metal products n.e.c.	8	3	69.5	1.4486	86
3547	Rolling-mill machinery	4	4	99.8	16.5588	100
3555	Printing-trades machinery	3	3	76.5	3.4852	100
3559	Special-industry machinery n.e.c.	8	2	74.3	1.4678	88
3573	Electronic computing equipment	7	4	218.0	.4711	93
3612	Transformers	1	1	133.3	4.3078	100
3621	Motors & generators	6	3	101.2	1.4727	90
3634	Electric housewares & fans	2	1	125.3	3.1089	98
3644	Non-current-carrying wiring devices	4	3	161.0	5.5458	92
3662	Radio & TV communication equipment	2	1	193.0	.5177	98
3711	Motor vehicles & passenger-car bodies	1	1	875.4	.6806	100
3731	Ship building & repairing	3	2	113.3	1.2528	99
3743	Railroad equipment	3	1	189.5	4.8038	96
3823	Industrial process-control instruments	5	1	80.2	2.0109	86
4011	*Line-haul-operating railroads*	*19*	*9*	*486.7*	*3.0969*	*97*
4911	*Electric services*	*2*	*1*	*482.3*	*.4641*	*99*
4924	*Natural-gas distribution*	*7*	*2*	*682.1*	*3.6951*	*90*
5051	*Metals service centers & sales offices*	*20*	*2*	*998.0*	*1.6675*	*52*
5063	*Electrical-power-equipment wholesalers*	*21*	*3*	*467.6*	*1.2112*	*45*
5084	*Industrial-machinery distributors*	*46*		*381.1*	*.9252*	*0*
5085	*Industrial-supply distributors*	*60*		*495.2*	*1.3267*	*0*
6025	*National banks, federal reserve system*	*5*	*3*	*1,382.0*	*1.3196*	*99*
7011	*Hotels, motels, & tourist courts*	*21*	*6*	*59.8*	*.3656*	*67*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,520.4*	*1.0585*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*59.0*	*.3038*	*86*
Armstrong	**All mfg.**	**41**	**14**	**467.4**	**.0216**	**83**
3211	Flat glass	1	1	89.3	4.6133	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	51.4	2.0037	100
Beaver	**All mfg.**	**80**	**36**	**2,776.3**	**.1282**	**95**
2821	Plastics materials & synthetic resins	2	2	273.3	1.3252	100
3312	Blast furnaces & steel mills	3	3	727.6	1.6498	100
3317	Steel pipe & tubes	4	4	577.5	15.5627	100
3452	Bolts, nuts, rivets, & washers	2	2	166.4	3.4804	100
3613	Switchgear & switchboard apparatus	1	1	210.3	4.2815	100
8062	*General medical & surgical hospitals*	*3*	*3*	*96.9*	*.0675*	*100*
Bedford	**All mfg.**	**26**	**8**	**224.3**	**.0104**	**78**
Berks	**All mfg.**	**340**	**131**	**5,176.4**	**.2391**	**84**
2065	Confectionery products	8	4	219.3	3.2095	87
2254	Knit-underwear mills	15	8	80.6	8.1324	87

PENNSYLVANIA (Berks, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3312	Blast furnaces & steel mills	1	1	426.9	.9080	100
3317	Steel pipe & tubes	2	2	59.0	1.5367	100
3321	Gray-iron foundries	9	7	116.2	1.2046	91
3555	Printing-trades machinery	1	1	84.3	3.8405	100
3631	Household cooking equipment	1	1	136.0	4.1088	100
3674	Semiconductors & related devices	1	1	321.5	2.1676	100
3691	Storage batteries	3	3	190.5	6.0191	100
3711	Motor vehicles & passenger-car bodies	2	2	817.0	.6352	100
3851	Ophthalmic goods	3	2	33.7	3.1037	94
4911	*Electric services*	*1*	*1*	*412.6*	*.3970*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*195.9*	*.1364*	*100*
Blair	**All mfg.**	**76**	**33**	**1,169.3**	**.0540**	**82**
2253	Knit-outerwear mills	1	1	64.3	2.0672	100
8062	*General medical & surgical hospitals*	*6*	*6*	*135.6*	*.0944*	*100*
Bradford	**All mfg.**	**31**	**14**	**676.4**	**.0312**	**93**
3356	Nonferrous rolling & drawing n.e.c.	1	1	241.5	6.0824	100
3546	Power-driven hand tools	1	1	73.6	4.1341	100
8062	*General medical & surgical hospitals*	*3*	*2*	*53.7*	*.0374*	*91*
Bucks	**All mfg.**	**454**	**113**	**4,812.5**	**.2223**	**73**
1611	*Highway & street construction*	*3*	*1*	*179.2*	*.8021*	*97*
2641	Paper coating & glazing	6	3	150.3	2.4276	84
2821	Plastics materials & synthetic resins	4	1	289.2	1.4023	91
3079	Miscellaneous plastics products	22	4	97.8	.3155	45
3312	Blast furnaces & steel mills	1	1	814.8	1.8476	100
3559	Special-industry machinery n.e.c.	9	3	72.6	1.4342	86
3823	Industrial process-control instruments	5	2	348.1	8.7282	98
8062	*General medical & surgical hospitals*	*10*	*8*	*213.8*	*.1489*	*99*
Butler	**All mfg.**	**88**	**27**	**2,170.3**	**.1002**	**88**
3312	Blast furnaces & steel mills	1	1	488.8	1.1084	100
8062	*General medical & surgical hospitals*	*2*	*2*	*95.0*	*.0661*	*100*
Cambria	**All mfg.**	**75**	**19**	**1,006.7**	**.0465**	**82**
1211	*Bituminous-coal & lignite mining*	*17*	*8*	*468.7*	*2.1531*	*90*
3312	Blast furnaces & steel mills	1	1	407.3	.9236	100
3325	Steel foundries n.e.c.	1	1	89.9	2.5590	100
3743	Railroad equipment	1	1	119.5	3.0293	100
4911	*Electric services*	*2*	*1*	*710.2*	*.6834*	*97*
8062	*General medical & surgical hospitals*	*6*	*6*	*188.0*	*.1309*	*100*
Cameron	**All mfg.**	**6**	**3**	**61.7**	**.0028**	**88**
Carbon	**All mfg.**	**49**	**12**	**360.3**	**.0166**	**67**
2331	Women's & misses' blouses	13	3	81.6	2.7292	60
Centre	**All mfg.**	**51**	**23**	**711.3**	**.0329**	**88**
3351	Copper rolling & drawing	1	1	224.5	4.5005	100
3679	Electronic components n.e.c.	4	3	67.9	.4313	93
8221	*Colleges & universities n.e.c.*	*1*	*1*	*230.9*	*1.1890*	*100*
Chester	**All mfg.**	**283**	**72**	**4,146.8**	**.1915**	**79**
2033	Canned fruits & vegetables	14	5	200.6	2.0344	78
2051	Bread, cake, & related products	2	2	138.6	1.0286	100
2819	Industrial inorganic chemicals n.e.c	2	1	159.5	1.1651	94
2834	Pharmaceutical preparations	2	2	275.7	1.4448	100
3011	Tires & inner tubes	1	1	151.6	1.3629	100
3079	Miscellaneous plastics products	9	3	71.3	.2300	79
3312	Blast furnaces & steel mills	9	5	824.3	1.8691	97
3573	Electronic computing equipment	6	3	398.9	.8621	95
3811	Engineering & scientific instruments	5	2	57.7	1.8396	93
6025	*National banks, federal reserve system*	*6*	*1*	*158.6*	*.1514*	*79*
8062	*General medical & surgical hospitals*	*11*	*10*	*299.6*	*.2086*	*100*
Clarion	**All mfg.**	**23**	**6**	**201.7**	**.0093**	**70**
1211	*Bituminous-coal & lignite mining*	*9*	*2*	*184.4*	*.8471*	*84*
3221	Glass containers	2	2	91.8	1.9877	100
Clearfield	**All mfg.**	**51**	**16**	**614.7**	**.0284**	**82**
1211	*Bituminous-coal & lignite mining*	*22*	*5*	*196.6*	*.9032*	*51*
Clinton	**All mfg.**	**19**	**8**	**457.0**	**.0211**	**84**
3721	Aircraft	2	2	207.0	.6020	100
Columbia	**All mfg.**	**66**	**21**	**812.5**	**.0375**	**84**
2099	Food preparations n.e.c.	1	1	167.2	1.6981	100
3743	Railroad equipment	1	1	112.5	2.8519	100
Crawford	**All mfg.**	**68**	**21**	**843.6**	**.0390**	**75**
3964	Needles, pins, & fasteners	1	1	83.9	10.0938	100
Cumberland	**All mfg.**	**94**	**43**	**1,635.8**	**.0756**	**86**
2272	Tufted carpets & rugs	1	1	206.4	5.0606	100
3011	Tires & inner tubes	1	1	171.8	1.5445	100
3211	Flat glass	1	1	77.1	3.9831	100
3442	Metal doors, sash, & trim	1	1	58.4	1.1593	100
3643	Current-carrying wiring devices	2	2	105.9	3.2004	100
3679	Electronic components n.e.c.	9	6	115.5	.7337	91
8062	*General medical & surgical hospitals*	*5*	*3*	*79.8*	*.0556*	*92*
Dauphin	**All mfg.**	**112**	**36**	**2,517.1**	**.1163**	**89**
2051	Bread, cake, & related products	6	2	73.8	.5477	85
2066	Chocolate & cocoa products	1	1	699.1	29.4792	100
3312	Blast furnaces & steel mills	1	1	541.0	1.2267	100
3317	Steel pipe & tubes	1	1	59.0	1.5367	100
3579	Office machines n.e.c.	2	2	188.8	3.2994	100
3715	Truck trailers	1	1	138.0	4.3760	100
6025	*National banks, federal reserve system*	*6*	*1*	*178.6*	*.1705*	*90*
8062	*General medical & surgical hospitals*	*5*	*5*	*240.8*	*.1676*	*100*
Delaware	**All mfg.**	**237**	**71**	**9,309.8**	**.4300**	**94**
2621	Paper mills, except building paper	1	1	311.1	1.2980	100
2721	Periodicals	14	1	218.2	1.9166	77
2834	Pharmaceutical preparations	1	1	162.9	.8537	100
2911	Petroleum refining	3	3	5,556.9	2.9666	100
3079	Miscellaneous plastics products	11	4	70.5	.2275	67
3511	Turbines & turbine-generator set units	1	1	138.9	4.9436	100
3629	Electrical industrial apparatus n.e.c.	2	2	78.4	6.3667	100
3721	Aircraft	1	1	569.9	1.6573	100
3731	Ship building & repairing	1	1	172.8	1.9107	100
3743	Railroad equipment	2	1	107.4	2.7226	98
3842	Surgical appliances & supplies	2	2	183.5	3.5205	100
3911	Precious-metal jewelry	1	1	148.0	5.2999	100
6025	*National banks, federal reserve system*	*2*	*2*	*482.7*	*.4609*	*100*
7374	*Data-processing services*	*9*	*1*	*60.5*	*1.0778*	*64*
8062	*General medical & surgical hospitals*	*8*	*8*	*283.7*	*.1975*	*100*
Elk	**All mfg.**	**38**	**15**	**816.5**	**.0377**	**87**
3624	Carbon & graphite products	5	5	344.6	23.3358	100
Erie	**All mfg.**	**263**	**84**	**3,355.1**	**.1550**	**84**
2621	Paper mills, except building paper	1	1	363.0	1.5145	100
3069	Fabricated rubber products n.e.c.	3	1	66.6	1.1263	89
3079	Miscellaneous plastics products	31	11	201.6	.8505	69
3321	Gray-iron foundries	7	5	106.9	1.1082	92
3462	Iron & steel forgings	5	3	97.1	2.2971	91
3494	Valves & pipe fittings	9	5	163.3	1.6435	92
3621	Motors & generators	1	1	90.9	1.3228	100
3679	Electronic components n.e.c.	4	4	135.1	.8582	100
3743	Railroad equipment	1	1	392.3	9.9447	100
8062	*General medical & surgical hospitals*	*7*	*6*	*185.1*	*.1289*	*98*
Fayette	**All mfg.**	**70**	**23**	**580.6**	**.0268**	**79**
Forest	**All mfg.**	**5**	**2**	**24.8**	**.0011**	**58**
Franklin	**All mfg.**	**64**	**26**	**1,036.9**	**.0479**	**85**
2311	Men's & boys' suits & coats	1	1	77.2	2.3995	100
3531	Construction machinery	3	2	345.3	2.4706	99
3541	Metal-cutting machine tools	2	2	87.8	1.8748	100
8062	*General medical & surgical hospitals*	*3*	*3*	*74.4*	*.0518*	*100*
Fulton	**All mfg.**	**3**	**1**	**30.4**	**.0014**	**76**
Greene	**All mfg.**	**10**	**2**	**33.7**	**.0016**	**35**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*280.2*	*1.2872*	*99*
Huntingdon	**All mfg.**	**26**	**11**	**238.4**	**.0110**	**80**
Indiana	**All mfg.**	**38**	**8**	**310.0**	**.0143**	**62**
1211	*Bituminous-coal & lignite mining*	*12*	*4*	*158.4*	*.7277*	*69*
3442	Metal doors, sash, & trim	1	1	58.6	1.1633	100
3535	Conveyors & conveying equipment	2	1	63.8	2.7562	94
Jefferson	**All mfg.**	**36**	**9**	**265.9**	**.0123**	**78**
Juniata	**All mfg.**	**14**	**5**	**67.0**	**.0031**	**76**
Lackawanna	**All mfg.**	**261**	**74**	**2,074.4**	**.0958**	**72**
2327	Men's & boys' separate trousers	9	8	46.9	2.0636	98
2335	Women's & misses' dresses	50	3	114.7	2.7381	17
3671	Electron tubes	1	1	162.9	5.1356	100
8062	*General medical & surgical hospitals*	*11*	*10*	*185.5*	*.1291*	*99*
Lancaster	**All mfg.**	**364**	**127**	**5,253.0**	**.2426**	**83**
2017	Poultry & egg processing	1	1	44.0	3.1060	100
2026	Fluid milk	5	1	200.3	1.1546	77
2254	Knit-underwear mills	2	2	45.7	4.6110	100
2341	Women's & children's underwear	16	11	94.4	3.5561	91
2751	Letterpress commercial printing	9	3	37.0	.6936	84
2834	Pharmaceutical preparations	2	2	149.4	.7829	100
3149	Nonrubber footwear n.e.c.	8	4	16.1	2.4950	74
3322	Malleable-iron foundries	4	4	61.9	11.2833	100
3353	Aluminum sheet, plate, & foil	1	1	273.4	2.9501	100
3523	Farm machinery & equipment	5	2	278.6	2.9953	97
3671	Electron tubes	2	2	197.8	6.2358	100
3674	Semiconductors & related devices	1	1	255.1	1.7199	100
3996	Hard-surface floor coverings n.e.c.	2	1	411.4	55.7151	99
6025	*National banks, federal reserve system*	*10*	*2*	*272.2*	*.2599*	*83*
7011	*Hotels, motels, & tourist courts*	*10*	*1*	*45.7*	*.2794*	*75*
8062	*General medical & surgical hospitals*	*4*	*4*	*105.4*	*.0734*	*100*
Lawrence	**All mfg.**	**68**	**19**	**554.3**	**.0256**	**70**
4911	*Electric services*	*1*	*1*	*418.8*	*.4030*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*61.3*	*.0427*	*100*
Lebanon	**All mfg.**	**109**	**38**	**1,109.3**	**.0512**	**79**
3325	Steel foundries, n.e.c.	2	2	97.3	2.7696	100
3452	Bolts, nuts, rivets, & washers	1	1	108.0	2.2589	100
8062	*General medical & surgical hospitals*	*4*	*4*	*92.1*	*.0641*	*100*
Lehigh	**All mfg.**	**277**	**91**	**5,353.9**	**.2473**	**89**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2035	Pickles, sauces, & salad dressings	1	1	182.8	4.4205	100
2311	Men's & boys' suits & coats	5	4	58.1	1.8059	97
2335	Women's & misses' dresses	9	4	44.2	1.0551	68
2339	Women's & misses' outerwear n.e.c.	16	7	87.1	1.8554	65
3634	Electric housewares & fans	1	1	108.3	2.6871	100
3674	Semiconductors & related devices	1	1	414.7	2.7960	100
3711	Motor vehicles & passenger-car bodies	1	1	1,989.7	1.5470	100
4911	*Electric services*	*2*	*2*	*856.4*	*.8241*	*100*
6025	*National banks, federal reserve system*	*5*	*2*	*154.3*	*.1473*	*94*
8062	*General medical & surgical hospitals*	*7*	*6*	*220.6*	*.1536*	*99*
Luzerne	**All mfg.**	**385**	**110**	**2,591.9**	**.1197**	**67**
2121	Cigars	3	3	53.9	13.2890	100
2335	Women's & misses' dresses	97	15	285.4	6.8131	36
2339	Women's & misses' outerwear n.e.c.	13	3	53.5	1.1397	47
3443	Fabricated plate work (boiler shops)	5	3	125.6	1.1287	93
3496	Miscellaneous fabricated wire products	4	3	31.5	1.6216	96
3559	Special-industry machinery n.e.c.	5	3	57.3	1.1320	93
6025	*National banks, federal reserve system*	*11*	*3*	*190.4*	*.1818*	*82*
8062	*General medical & surgical hospitals*	*10*	*10*	*216.9*	*.1510*	*100*
Lycoming	**All mfg.**	**107**	**45**	**1,526.5**	**.0705**	**85**
2051	Bread, cake, & related products	1	1	110.7	.8215	100
3559	Special-industry machinery n.e.c.	1	1	57.2	1.1300	100
3724	Aircraft engines & engine parts	1	1	178.6	1.0862	100
8062	*General medical & surgical hospitals*	*4*	*4*	*103.8*	*.0723*	*100*
McKean	**All mfg.**	**37**	**14**	**1,838.4**	**.0849**	**85**
Mercer	**All mfg.**	**74**	**22**	**1,350.0**	**.0624**	**87**
3312	Blast furnaces & steel mills	2	2	692.6	1.5705	100
3317	Steel pipe & tubes	6	5	96.1	2.5031	96
3612	Transformers	1	1	133.3	4.3079	100
8062	*General medical & surgical hospitals*	*4*	*4*	*77.0*	*.0536*	*100*
Mifflin	**All mfg.**	**28**	**10**	**482.6**	**.0222**	**84**
3312	Blast furnaces & steel mills	1	1	162.9	.3694	100
3523	Farm machinery & equipment	1	1	74.7	.8031	100
Monroe	**All mfg.**	**54**	**15**	**399.6**	**.0185**	**63**
7011	*Hotels, motels, & tourist courts*	*24*	*3*	*55.4*	*.3387*	*63*
Montgomery	**All mfg.**	**767**	**232**	**8,894.7**	**.4109**	**78**
1611	*Highway & street construction*	*10*	*4*	*189.5*	*.8482*	*91*
1623	*Pipe- & utility-line construction*	*8*	*2*	*128.5*	*1.6416*	*87*
2254	Knit-underwear mills	3	2	38.5	3.8846	91
2311	Men's & boys' suits & coats	7	3	41.1	1.2775	76
2834	Pharmaceutical preparations	4	4	788.0	4.1295	100
3011	Tires & inner tubes	2	1	216.6	1.9473	98
3079	Miscellaneous plastics products	23	3	131.9	.4256	52
3317	Steel pipe & tubes	9	7	152.5	3.9721	95
3321	Gray-iron foundries	3	1	84.6	.8770	85
3361	Aluminum foundries	4	1	73.3	2.1704	93
3452	Bolts, nuts, rivets, & washers	4	2	99.6	2.0832	94
3544	Special dies, tools, jigs, & fixtures	15	3	34.5	.8524	53
3559	Special-industry machinery n.e.c.	18	4	59.6	1.1774	52
3566	Speed changers, drives, & gears	6	4	109.9	7.0839	97
3573	Electronic computing equipment	17	8	525.9	1.1363	90
3662	Radio & TV communication equipment	10	6	263.1	.7057	91
3679	Electronic components n.e.c.	16	7	128.9	.8180	76
3714	Motor-vehicle parts & accessories	5	3	210.8	.3894	93
3761	Guided missiles & space vehicles	2	1	144.7	1.4140	96
3811	Engineering & scientific instruments	10	4	68.0	2.1680	85
3823	Industrial process-control instruments	7	4	415.9	10.4283	97
4011	*Line-haul-operating railroads*	*8*	*1*	*152.1*	*.9678*	*90*
5081	*Commercial-equipment wholesalers*	*8*	*1*	*282.7*	*1.5316*	*81*
6025	*National banks, federal reserve system*	*6*	*5*	*1,043.5*	*.9964*	*100*
7372	*Computer programming & software*	*18*	*6*	*313.3*	*2.9821*	*89*
8062	*General medical & surgical hospitals*	*17*	*13*	*475.9*	*.3313*	*97*
Montour	**All mfg.**	**9**	**6**	**222.2**	**.0103**	**97**
8062	*General medical & surgical hospitals*	*2*	*2*	*132.5*	*.0922*	*100*
Northampton	**All mfg.**	**251**	**72**	**3,004.8**	**.1388**	**60**
2331	Women's & misses' blouses	57	10	247.8	8.2879	44
2339	Women's & misses' outerwear n.e.c.	20	6	92.7	1.9747	69
3312	Blast furnaces & steel mills	1	1	1,075.4	2.4385	100
8062	*General medical & surgical hospitals*	*2*	*2*	*56.5*	*.0393*	*100*
Northumberland	**All mfg.**	**82**	**36**	**1,037.6**	**.0479**	**83**
2032	Canned food specialties	1	1	313.5	7.3780	100
Perry	**All mfg.**	**13**	**2**	**58.5**	**.0027**	**30**
Philadelphia	**All mfg.**	**1,383**	**356**	**15,845.8**	**.7319**	**80**
1622	*Bridge & tunnel construction*	*3*	*2*	*217.6*	*2.8732*	*98*
1623	*Pipe- & utility-line construction*	*4*	*2*	*99.0*	*1.2647*	*96*
1629	*Heavy construction n.e.c.*	*7*	*5*	*1,295.8*	*4.1009*	*99*
2011	Meat-packing plants	6	3	361.9	.7886	91
2013	Sausages & other prepared meats	14	6	290.5	2.6291	87
2026	Fluid milk	11	7	216.5	1.2479	82
2051	Bread, cake, & related products	21	9	291.5	2.1633	87
2052	Cookies & crackers	5	2	304.7	6.2778	94
2065	Confectionery products	17	7	286.7	4.1959	81
2082	Malt beverages	2	2	378.4	3.1054	100
2086	Bottled & canned soft drinks	5	4	183.3	1.0487	96
2253	Knit-outerwear mills	19	11	192.5	6.1887	90
2311	Men's & boys' suits & coats	40	21	357.0	11.0963	91
2329	Men's & boys' clothing n.e.c.	12	4	32.8	2.2190	67

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2335	Women's & misses' dresses	20	6	94.2	2.2487	61
2339	Women's & misses' outerwear n.e.c.	15	3	47.5	1.0118	39
2361	Girls' & children's dresses & blouses	5	2	56.1	4.9388	89
2652	Set-up paperboard boxes	11	4	37.8	6.9460	65
2653	Corrugated & solid fiber boxes	14	7	167.2	1.3951	78
2711	Newspapers	8	4	163.2	.6761	90
2721	Periodicals	19	7	296.6	2.6052	88
2731	Book publishing	7	3	148.8	1.8501	89
2751	Letterpress commercial printing	35	7	62.0	1.1622	59
2752	Lithographic commercial printing	33	7	285.4	1.7046	52
2791	Typesetting	11	6	90.4	9.0436	80
2834	Pharmaceutical preparations	10	3	640.2	3.3550	94
2851	Paints & allied products	9	3	160.5	1.6880	82
2911	Petroleum refining	2	1	2,544.7	1.3585	98
3411	Metal cans	3	3	221.0	2.2962	100
3444	Sheet-metal work	17	7	88.8	1.3321	80
3469	Metal stampings n.e.c.	11	3	137.4	2.1638	83
3496	Miscellaneous fabricated wire products	12	4	33.2	1.7091	68
3561	Pumps & pumping equipment	6	1	90.0	1.5074	76
3562	Ball & roller bearings	3	3	80.8	2.2862	100
3585	Refrigeration & heating equipment	7	5	129.1	.8988	94
3613	Switchgear & switchboard apparatus	3	2	387.5	7.8892	99
3645	Residential electric lighting fixtures	14	5	127.8	9.5146	81
3714	Motor-vehicle parts & accessories	6	4	459.7	.8492	96
3721	Aircraft	1	1	128.8	.3746	100
3731	Ship building & repairing	4	2	344.5	3.8093	99
3811	Engineering & scientific instruments	10	3	55.5	1.7695	68
4011	*Line-haul-operating railroads*	*9*	*6*	*1,092.3*	*6.9503*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,657.7*	*2.8350*	*100*
5063	*Electrical-power-equipment wholesalers*	*31*	*2*	*489.5*	*1.2680*	*29*
5085	*Industrial-supply distributors*	*39*	*3*	*495.9*	*1.3285*	*38*
6025	*National banks, federal reserve system*	*4*	*4*	*958.5*	*.9152*	*100*
7011	*Hotels, motels, & tourist courts*	*17*	*3*	*46.7*	*.2855*	*52*
8062	*General medical & surgical hospitals*	*48*	*45*	*1,796.4*	*1.2507*	*99*
8221	*Colleges & universities n.e.c.*	*12*	*6*	*382.5*	*1.9697*	*96*
Pike	**All mfg.**	**3**	**2**	**46.9**	**.0022**	**98**
Potter	**All mfg.**	**16**	**4**	**102.0**	**.0047**	**78**
Schuylkill	**All mfg.**	**159**	**68**	**1,194.0**	**.0552**	**74**
2254	Knit-underwear mills	14	9	49.3	4.9743	86
2321	Men's & boys' shirts & nightwear	8	6	49.6	1.2749	89
2335	Women's & misses' dresses	20	7	107.7	2.5710	70
2341	Women's & children's underwear	4	2	33.3	1.2544	86
3079	Miscellaneous plastics products	6	5	82.5	.2662	93
8062	*General medical & surgical hospitals*	*5*	*5*	*86.8*	*.0604*	*100*
Snyder	**All mfg.**	**37**	**12**	**310.5**	**.0143**	**60**
Somerset	**All mfg.**	**49**	**16**	**290.0**	**.0134**	**68**
1211	*Bituminous-coal & lignite mining*	*19*	*3*	*192.3*	*.8834*	*52*
Sullivan	**All mfg.**	**7**	**1**	**18.8**	**.0009**	**36**
Susquehanna	**All mfg.**	**18**	**6**	**117.6**	**.0054**	**67**
Tioga	**All mfg.**	**16**	**6**	**150.3**	**.0069**	**84**
Union	**All mfg.**	**19**	**8**	**244.3**	**.0113**	**81**
2512	Upholstered wood household furniture	1	1	59.3	1.1872	100
Venango	**All mfg.**	**53**	**15**	**1,796.4**	**.0830**	**81**
3532	Mining machinery	2	2	122.5	5.8962	100
3563	Air & gas compressors	1	1	113.2	3.8202	100
Warren	**All mfg.**	**42**	**12**	**1,230.1**	**.0568**	**91**
3462	Iron & steel forgings	1	1	82.9	1.9612	100
3496	Miscellaneous fabricated wire products	2	1	33.2	1.7091	91
8062	*General medical & surgical hospitals*	*3*	*2*	*67.8*	*.0472*	*97*
Washington	**All mfg.**	**119**	**33**	**1,359.1**	**.0628**	**72**
1211	*Bituminous-coal & lignite mining*	*10*	*6*	*359.2*	*1.6501*	*95*
3312	Blast furnaces & steel mills	3	3	233.5	.5295	100
3612	Transformers	1	1	159.9	5.1674	100
8062	*General medical & surgical hospitals*	*4*	*4*	*115.6*	*.0805*	*100*
Wayne	**All mfg.**	**21**	**7**	**114.2**	**.0053**	**79**
Westmoreland	**All mfg.**	**386**	**68**	**4,021.5**	**.1858**	**87**
1211	*Bituminous-coal & lignite mining*	*7*	*6*	*215.4*	*.9895*	*95*
3229	Pressed & blown glass n.e.c.	8	4	65.0	1.7224	80
3312	Blast furnaces & steel mills	4	3	614.5	1.3934	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	76.5	2.9821	97
3321	Gray-iron foundries	9	4	85.0	.8812	72
3563	Air & gas compressors	2	1	254.2	8.5786	99
3644	Non-current-carrying wiring devices	2	2	281.7	9.7036	100
3711	Motor vehicles & passenger-car bodies	1	1	1,193.8	.9282	100
3822	Environmental controls	2	2	49.6	2.6936	100

Copyright notice and rights of reproduction

The *Survey of Industrial & Commercial Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Industrial & Commercial Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
PENNSYLVANIA (Westmoreland, cont.)						
6025	*National banks, federal reserve system*	*7*	*2*	*475.6*	*.4541*	*97*
8062	*General medical & surgical hospitals*	*8*	*6*	*234.0*	*.1629*	*98*
Wyoming	**All mfg.**	**18**	**4**	**694.7**	**.0321**	**94**
2621	Paper mills, except building paper	1	1	321.4	1.3409	100
York	**All mfg.**	**340**	**126**	**4,331.0**	**.2001**	**82**
2522	Metal office furniture	2	2	184.7	4.8982	100
2621	Paper mills, except building paper	1	1	185.7	.7748	100
2761	Manifold business forms	4	3	216.4	3.5061	95
3496	Miscellaneous fabricated wire products	8	6	70.9	3.6499	98
3531	Construction machinery	3	2	372.4	2.6645	99
3585	Refrigeration & heating equipment	4	2	259.6	1.8073	94
3843	Dental equipment & supplies	1	1	84.9	6.1477	100
4912	*Nuclear power*	*1*	*1*	*673.0*	*2.8598*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*111.5*	*.0776*	*100*
STATE TOTAL	**All mfg.**	**8,966**	**2,790**	**126,784.8**	**5.8563**	**83**
RHODE ISLAND						
Bristol	**All mfg.**	**55**	**16**	**319.9**	**.0148**	**68**
3161	Luggage	1	1	43.2	6.4382	100
Kent	**All mfg.**	**211**	**38**	**1,540.7**	**.0712**	**66**
3552	Textile machinery	1	1	96.5	7.7879	100
3643	Current-carrying wiring devices	3	2	97.8	2.9556	97
3961	Costume jewelry	7	3	40.3	4.0397	86
8062	*General medical & surgical hospitals*	*1*	*1*	*56.9*	*.0396*	*100*
Newport	**All mfg.**	**33**	**4**	**379.6**	**.0175**	**78**
3662	Radio & TV communication equipment	1	1	228.4	.6127	100
8062	*General medical & surgical hospitals*	*2*	*2*	*60.5*	*.0421*	*100*
Providence	**All mfg.**	**1,567**	**297**	**9,024.9**	**.4169**	**58**
2211	Cotton-weaving mills	17	1	38.5	.7020	46
2221	Synthetics- & silk-weaving mills	15	7	166.3	1.8330	82
2241	Narrow-fabric mills	35	13	122.1	13.2200	*74*
2269	Textile-finishing plants n.e.c.	9	3	80.0	10.8519	87
2292	Lace goods	7	3	13.1	19.1801	86
2711	Newspapers	16	6	168.1	.6964	88
2751	Letterpress commercial printing	27	3	40.7	.7629	31
3079	Miscellaneous plastics products	62	14	430.4	1.3887	67
3357	Nonferrous-wire drawing & insulating	10	7	513.6	5.5444	97
3421	Cutlery	4	2	75.9	8.6074	96
3451	Screw-machine products	24	3	51.6	2.2345	28
3469	Metal stampings n.e.c.	24	3	80.2	1.1025	35
3471	Plating & polishing	63	2	106.2	4.7647	14
3496	Miscellaneous fabricated wire products	11	4	34.1	1.7555	81
3541	Metal-cutting machine tools	20	3	110.1	2.3510	55
3569	General industrial machinery n.e.c.	6	3	73.2	1.9779	90
3599	Machinery, except electrical, n.e.c.	26	2	71.7	.7096	25
3679	Electronic components n.e.c.	12	2	73.6	.4675	65
3842	Surgical appliances & supplies	9	2	111.6	2.1411	81
3911	Precious-metal jewelry	180	26	771.9	27.6419	46
3914	Silverware & plated & stainless ware	13	2	86.5	12.9802	75
3915	Jewelers' materials & lapidary work	71	10	375.7	54.2605	56
3944	Games, toys, & children's vehicles	5	1	146.7	2.8818	81
3951	Pens & mechanical pencils	2	1	75.0	7.5460	96
3961	Costume jewelry	148	34	523.2	52.4459	65
3964	Needles, pins, & fasteners	10	5	73.7	8.8667	83
4911	*Electric services*	*3*	*2*	*396.1*	*.3811*	*98*
6025	*National banks, federal reserve system*	*4*	*3*	*527.9*	*.5041*	*97*
8062	*General medical & surgical hospitals*	*14*	*13*	*655.2*	*.4562*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*55.8*	*.2873*	*89*
Washington	**All mfg.**	**82**	**21**	**930.7**	**.0425**	**77**
3545	Machine-tool accessories	1	1	85.4	2.5162	100
3731	Ship building & repairing	2	1	204.0	2.2557	99
8221	*Colleges & universities n.e.c.*	*1*	*1*	*61.2*	*.3152*	*100*
STATE TOTAL	**All mfg.**	**1,948**	**376**	**12,185.8**	**.5629**	**61**
SOUTH CAROLINA						
Abbeville	**All mfg.**	**16**	**12**	**300.1**	**.0139**	**96**
2221	Synthetics- & silk-weaving mills	3	2	118.3	1.3039	97
Aiken	**All mfg.**	**53**	**20**	**2,318.7**	**.1071**	**97**
2211	Cotton-weaving mills	5	5	100.9	1.8397	100
2221	Synthetics- & silk-weaving mills	2	2	115.7	1.2753	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2262	Synthetics- & silk-finishing plants	2	2	240.5	7.8107	100
2819	Industrial inorganic chemicals n.e.c.	2	1	1,100.6	8.0397	100
3229	Pressed & blown glass n.e.c.	1	1	107.7	2.8539	100
Allendale	**All mfg.**	**10**	**5**	**142.4**	**.0066**	**79**
Anderson	**All mfg.**	**97**	**52**	**1,799.6**	**.0790**	**91**
2211	Cotton-weaving mills	13	11	250.2	4.5618	98
2221	Synthetics- & silk-weaving mills	9	9	287.8	3.1722	100
2321	Men's & boys' shirts & nightwear	6	5	53.4	1.3725	95
2824	Noncellulosic synthetic organic fibers	1	1	248.2	2.0621	100
3069	Fabricated rubber products n.e.c.	2	2	85.2	1.4408	100
3229	Pressed & blown glass n.e.c.	1	1	94.7	2.5094	100
3635	Household vacuum cleaners	1	1	92.8	9.1501	100
3636	Sewing machines	1	1	63.8	16.3005	100
8062	*General medical & surgical hospitals*	*2*	*1*	*65.6*	*.0457*	*98*
Bamberg	**All mfg.**	**18**	**5**	**135.9**	**.0063**	**68**
Barnwell	**All mfg.**	**20**	**11**	**244.0**	**.0113**	**85**
Beaufort	**All mfg.**	**23**	**7**	**179.8**	**.0083**	**54**
7011	*Hotels, motels, & tourist courts*	*6*	*2*	*43.3*	*.2647*	*81*
Berkeley	**All mfg.**	**26**	**16**	**704.8**	**.0326**	**93**
2824	Noncellulosic synthetic organic fibers	1	1	212.7	1.7672	100
Calhoun	**All mfg.**	**6**	**2**	**117.5**	**.0054**	**24**
Charleston	**All mfg.**	**118**	**31**	**1,719.5**	**.0794**	**78**
2631	Paperboard mills	1	1	323.3	2.5450	100
2861	Gum & wood chemicals	1	1	126.8	17.3437	100
3519	Internal-combustion engines n.e.c.	1	1	142.8	1.1988	100
3731	Ship building & repairing	7	6	63.5	.7021	96
6025	*National banks, federal reserve system*	*2*	*2*	*613.2*	*.5855*	*100*
8062	*General medical & surgical hospitals*	*9*	*8*	*310.9*	*.2165*	*100*
Cherokee	**All mfg.**	**36**	**17**	**445.0**	**.0206**	**86**
2211	Cotton-weaving mills	3	3	53.3	.9718	100
2261	Cotton-finishing plants	3	2	29.3	2.6337	98
Chester	**All mfg.**	**36**	**23**	**607.9**	**.0281**	**91**
2211	Cotton-weaving mills	5	5	71.4	1.3018	100
2221	Synthetics- & silk-weaving mills	8	8	299.6	3.3022	100
Chesterfield	**All mfg.**	**46**	**26**	**505.4**	**.0233**	**83**
Clarendon	**All mfg.**	**16**	**8**	**87.5**	**.0040**	**79**
Colleton	**All mfg.**	**22**	**10**	**179.0**	**.0083**	**73**
Darlington	**All mfg.**	**34**	**18**	**893.9**	**.0413**	**93**
2262	Synthetics- & silk-finishing plants	1	1	176.3	5.7257	100
4912	*Nuclear power*	*1*	*1*	*460.1*	*1.9551*	*100*
Dillon	**All mfg.**	**22**	**9**	**240.3**	**.0111**	**78**
Dorchester	**All mfg.**	**27**	**5**	**301.5**	**.0139**	**73**
Edgefield	**All mfg.**	**13**	**7**	**151.0**	**.0070**	**82**
Fairfield	**All mfg.**	**11**	**4**	**117.6**	**.0054**	**86**
Florence	**All mfg.**	**72**	**28**	**1,182.5**	**.0546**	**83**
2824	Noncellulosic synthetic organic fibers	1	1	214.6	1.7829	100
3651	Radio & TV receiving sets	1	1	127.0	1.5568	100
8062	*General medical & surgical hospitals*	*3*	*2*	*55.8*	*.0388*	*94*
Georgetown	**All mfg.**	**30**	**7**	**579.2**	**.0268**	**98**
2631	Paperboard mills	1	1	315.2	2.4813	100
Greenville	**All mfg.**	**337**	**112**	**4,582.1**	**.2117**	**83**
1629	*Heavy construction n.e.c.*	*7*	*2*	*581.7*	*1.8409*	*96*
2211	Cotton-weaving mills	10	9	146.0	2.6620	99
2221	Synthetics- & silk-weaving mills	10	8	723.6	7.9756	98
2272	Tufted carpets & rugs	3	3	234.1	3.4940	100
2369	Girls' & children's outerwear n.e.c.	1	1	28.4	3.2487	100
2643	Bags, except textile bags	4	1	160.7	2.3568	92
2821	Plastics materials & synthetic resins	2	2	266.4	1.2917	100
2824	Noncellulosic synthetic organic fibers	1	1	416.7	3.4620	100
3011	Tires & inner tubes	1	1	286.3	2.5739	100
3552	Textile machinery	31	8	124.8	10.0718	75
3675	Electronic capacitors	1	1	161.5	9.5073	100
8062	*General medical & surgical hospitals*	*6*	*4*	*115.6*	*.0805*	*92*
Greenwood	**All mfg.**	**51**	**29**	**1,235.7**	**.0571**	**94**
2211	Cotton-weaving mills	6	6	144.5	2.6346	100
2221	Synthetics- & silk-weaving mills	5	5	196.4	2.1647	100
2824	Noncellulosic synthetic organic fibers	1	1	419.7	3.4870	100
Hampton	**All mfg.**	**24**	**4**	**287.8**	**.0896**	**46**
3079	Miscellaneous plastics products	3	1	73.1	.2359	95
Horry	**All mfg.**	**38**	**14**	**399.4**	**.0184**	**77**
3675	Electronic capacitors	1	1	96.9	5.7044	100
7011	*Hotels, motels, & tourist courts*	*84*		*68.5*	*.4188*	*0*
Jasper	**All mfg.**	**4**	**1**	**14.3**	**.0007**	**71**
Kershaw	**All mfg.**	**33**	**15**	**1,002.3**	**.0463**	**95**
2211	Cotton-weaving mills	3	3	45.0	.8205	100
2824	Noncellulosic synthetic organic fibers	1	1	682.1	5.6670	100
Lancaster	**All mfg.**	**26**	**11**	**563.3**	**.0260**	**90**
2211	Cotton-weaving mills	3	3	191.6	3.4934	100
2262	Synthetics- & silk-finishing plants	1	1	179.4	5.8264	100
Laurens	**All mfg.**	**35**	**20**	**574.7**	**.0265**	**98**
2211	Cotton-weaving mills	3	3	47.1	.8588	100
2221	Synthetics- & silk-weaving mills	4	4	203.7	2.2452	100
3562	Ball & roller bearings	1	1	82.6	2.3371	100
Lee	**All mfg.**	**9**	**4**	**103.1**	**.0048**	**82**
Lexington	**All mfg.**	**91**	**36**	**1,416.1**	**.0654**	**86**
2824	Noncellulosic synthetic organic fibers	1	1	305.7	[illegible]	100

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3341	Secondary nonferrous metals	1	1	213.4	4.5842	100
McCormick	**All mfg.**	**5**	**1**	**36.2**	**.0017**	**37**
Marion	**All mfg.**	**22**	**13**	**260.1**	**.0142**	**89**
Marlboro	**All mfg.**	**21**	**13**	**252.5**	**.0154**	**92**
Newberry	**All mfg.**	**31**	**16**	**442.3**	**.0304**	**68**
2211	Cotton-weaving mills	3	3	62.4	1.1377	100
Oconee	**All mfg.**	**32**	**15**	**391.6**	**.0181**	**86**
2211	Cotton-weaving mills	3	2	48.0	.8752	94
3825	Electricity-measuring instruments	1	1	94.9	1.4449	100
4911	*Nuclear power*	*3*	*3*	*652.2*	*2.7714*	*100*
Orangeburg	**All mfg.**	**53**	**23**	**676.1**	**.0312**	**79**
Pickens	**All mfg.**	**57**	**32**	**891.0**	**.0412**	**92**
2211	Cotton-weaving mills	10	10	153.1	2.7914	100
2261	Cotton-finishing plants	1	1	56.5	5.0787	100
2282	Throwing & winding mills, except wool	3	3	160.6	8.0272	100
3546	Power-driven hand tools	1	1	110.1	6.1844	100
3552	Textile machinery	1	1	44.6	3.5994	100
3675	Electronic capacitors	1	1	95.7	5.6337	100
Richland	**All mfg.**	**118**	**42**	**1,416.1**	**.0654**	**80**
2211	Cotton-weaving mills	3	3	60.5	1.1031	100
2824	Noncellulosic synthetic organic fibers	1	1	273.8	2.2748	100
4931	*Electric & other services combined*	*1*	*1*	*593.1*	*1.0143*	*100*
8062	*General medical & surgical hospitals*	*9*	*8*	*450.1*	*.3134*	*99*
Saluda	**All mfg.**	**12**	**4**	**97.5**	**.0845**	**65**
Spartanburg	**All mfg.**	**281**	**81**	**3,083.7**	**.1434**	**85**
2211	Cotton-weaving mills	16	13	213.1	3.8854	98
2221	Synthetics- & silk-weaving mills	8	6	144.7	1.5949	94
2261	Cotton-finishing plants	2	2	47.4	4.2607	100
2262	Synthetics- & silk-finishing plants	1	1	137.5	4.4656	100
2321	Men's & boys' shirts & nightwear	3	3	40.5	1.0410	100
2824	Noncellulosic synthetic organic fibers	2	2	542.0	4.5030	100
3011	Tires & inner tubes	2	1	226.2	2.0336	95
3079	Miscellaneous plastics products	10	1	78.1	.2520	67
3552	Textile machinery	16	2	41.4	3.3411	60
8062	*General medical & surgical hospitals*	*3*	*2*	*95.5*	*.0665*	*88*
Sumter	**All mfg.**	**61**	**19**	**872.5**	**.0403**	**81**
2038	Frozen food specialties	1	1	294.3	5.8723	100
2511	Wood household furniture	2	2	58.5	.8704	100
Union	**All mfg.**	**28**	**18**	**335.2**	**.0188**	**91**
2261	Cotton-finishing plants	3	3	54.1	4.8629	100
Williamsburg	**All mfg.**	**21**	**8**	**260.1**	**.0124**	**81**
York	**All mfg.**	**83**	**26**	**1,067.2**	**.0498**	**60**
2211	Cotton-weaving mills	4	3	52.0	.9481	99
2261	Cotton-finishing plants	5	1	37.5	3.3708	86
2262	Synthetics- & silk-finishing plants	1	1	158.8	5.1574	100
2823	Cellulosic man-made fibers	1	1	133.3	7.4611	100
STATE TOTAL	**All mfg.**	**2,140**	**985**	**33,222.0**	**1.5346**	**86**

SOUTH DAKOTA

Aurora	**All mfg.**	**2**		**3.5**	**.0002**	**0**
Beadle	**All mfg.**	**24**	**3**	**220.5**	**.0106**	**55**
Bennett	**All mfg.**	**1**		**3.3**	**.0002**	**0**
Bon Homme	**All mfg.**	**6**		**17.0**	**.0008**	**0**
Brookings	**All mfg.**	**23**	**4**	**167.8**	**.0078**	**54**
Brown	**All mfg.**	**28**	**5**	**217.6**	**.0101**	**55**
Brule	**All mfg.**	**2**		**5.0**	**.0002**	**0**
Butte	**All mfg.**	**7**		**18.6**	**.0008**	**0**
Campbell	**All mfg.**	**2**		**28.9**	**.0013**	**0**
Charles Mix	**All mfg.**	**2**		**23.4**	**.0011**	**0**
Clark	**All mfg.**	**3**	**2**	**28.5**	**.0013**	**100**
Clay	**All mfg.**	**9**	**1**	**32.5**	**.0015**	**23**
Codington	**All mfg.**	**35**	**6**	**158.1**	**.0073**	**54**
Corson	**All mfg.**	**1**		**3.8**	**.0002**	**0**
Custer	**All mfg.**	**5**		**8.9**	**.0004**	**0**
Davison	**All mfg.**	**22**	**3**	**154.0**	**.0071**	**39**
Day	**All mfg.**	**4**	**1**	**34.2**	**.0016**	**46**
Deuel	**All mfg.**	**3**		**5.1**	**.0002**	**0**
Dewey	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Douglas	**All mfg.**	**5**		**13.8**	**.0006**	**0**
Edmunds	**All mfg.**	**3**		**7.8**	**.0004**	**0**
Fall River	**All mfg.**	**5**		**13.8**	**.0006**	**0**
Faulk	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Grant	**All mfg.**	**11**	**2**	**84.0**	**.0039**	**53**
Gregory	**All mfg.**	**4**		**13.7**	**.0006**	**0**
Haakon	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Hamlin	**All mfg.**	**2**		**16.4**	**.0007**	**0**
Hand	**All mfg.**	**4**		**10.1**	**.0005**	**0**
Hanson	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Hughes	**All mfg.**	**6**		**16.4**	**.0008**	**0**
Hutchinson	**All mfg.**	**11**		**56.0**	**.0026**	**0**
Jerauld	**All mfg.**	**2**		**4.7**	**.0002**	**0**
Jones	**All mfg.**	**1**		**5.6**	**.0003**	**0**

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Kingsbury	**All mfg.**	**11**		**24.8**	**.0011**	**0**
Lake	**All mfg.**	**11**	**2**	**49.9**	**.0023**	**68**
Lawrence	**All mfg.**	**12**	**1**	**46.1**	**.0021**	**28**
Lincoln	**All mfg.**	**28**	**2**	**86.6**	**.0040**	**34**
Lyman	**All mfg.**	**1**		**2.9**	**.0002**	**0**
McCook	**All mfg.**	**10**		**30.2**	**.0014**	**0**
McPherson	**All mfg.**	**2**		**9.9**	**.0005**	**0**
Marshall	**All mfg.**	**7**		**21.7**	**.0013**	**0**
Meade	**All mfg.**	**18**		**49.6**	**.0023**	**0**
Miner	**All mfg.**	**4**		**16.7**	**.0008**	**0**
Minnehaha	**All mfg.**	**99**	**18**	**935.1**	**.0432**	**66**
2013	Sausages & other prepared meats	1	1	360.5	3.2027	100
7011	*Hotels, motels, & tourist courts*	*4*	*1*	*39.1*	*.2590*	*88*
Moody	**All mfg.**	**5**		**13.3**	**.0006**	**0**
Pennington	**All mfg.**	**54**	**9**	**438.1**	**.0196**	**64**
Perkins	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Potter	**All mfg.**	**5**		**17.2**	**.0008**	**0**
Roberts	**All mfg.**	**3**		**8.3**	**.0004**	**0**
Sanborn	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Shannon	**All mfg.**	**1**	**1**	**2.3**	**.0001**	**100**
Spink	**All mfg.**	**5**		**19.9**	**.0009**	**0**
Stanley	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Todd	**All mfg.**	**2**		**6.7**	**.0003**	**0**
Turner	**All mfg.**	**6**		**21.0**	**.0014**	**0**
Union	**All mfg.**	**16**	**2**	**86.9**	**.0040**	**46**
Walworth	**All mfg.**	**2**		**7.7**	**.0004**	**0**
Yankton	**All mfg.**	**16**	**6**	**202.6**	**.0094**	**79**
STATE TOTAL	**All mfg.**	**546**	**69**	**2,514.0**	**.1424**	**50**

TENNESSEE

Anderson	**All mfg.**	**43**	**12**	**2,290.2**	**.1088**	**96**
2819	Industrial inorganic chemicals n.e.c.	3	2	1,974.3	14.4219	100
Bedford	**All mfg.**	**22**	**12**	**309.6**	**.0143**	**88**
Benton	**All mfg.**	**7**	**2**	**25.1**	**.0016**	**69**
Bledsoe	**All mfg.**	**9**	**3**	**31.4**	**.0015**	**52**
Blount	**All mfg.**	**28**	**8**	**1,675.8**	**.0774**	**97**
2823	Cellulosic man-made fibers	1	1	225.5	12.6217	100
3334	Primary aluminum	1	1	768.2	11.1227	100
3353	Aluminum sheet, plate, & foil	1	1	546.7	5.8990	100
Bradley	**All mfg.**	**61**	**28**	**934.6**	**.0432**	**88**
2328	Men's & boys' work clothing	1	1	56.9	1.1698	100
3631	Household cooking equipment	3	3	293.2	8.8500	100
3692	Dry & wet primary batteries	1	1	117.0	9.2461	100
Campbell	**All mfg.**	**17**	**5**	**84.4**	**.0039**	**68**
Cannon	**All mfg.**	**7**	**3**	**44.2**	**.0020**	**72**
Carroll	**All mfg.**	**16**	**9**	**188.8**	**.0087**	**83**
Carter	**All mfg.**	**17**	**8**	**236.4**	**.0109**	**86**
2823	Cellulosic man-made fibers	1	1	112.0	6.2689	100
Cheatham	**All mfg.**	**8**	**4**	**183.4**	**.0085**	**86**
Chester	**All mfg.**	**7**	**2**	**49.7**	**.0023**	**76**
Claiborne	**All mfg.**	**8**	**6**	**46.9**	**.0022**	**88**
Clay	**All mfg.**	**5**		**18.3**	**.0008**	**0**
Cocke	**All mfg.**	**14**	**14**	**415.6**	**.0192**	**100**
Coffee	**All mfg.**	**40**	**11**	**277.3**	**.0128**	**66**
3949	Sporting & athletic goods n.e.c.	3	2	56.5	1.6631	91
Crockett	**All mfg.**	**7**	**2**	**22.6**	**.0015**	**48**
Cumberland	**All mfg.**	**16**	**7**	**141.2**	**.0065**	**61**
Davidson	**All mfg.**	**868**	**99**	**4,752.0**	**.2198**	**80**
1629	*Heavy construction n.e.c.*	*7*	*3*	*114.5*	*.3698*	*87*
2011	Meat-packing plants	5	4	505.9	1.1023	96
2711	Newspapers	4	2	173.3	.7179	97
2751	Letterpress commercial printing	13	5	51.1	.9579	77
2824	Noncellulosic synthetic organic fibers	1	1	648.7	5.3095	100
3079	Miscellaneous plastics products	8	2	80.2	.2588	83
3211	Flat glass	1	1	260.1	13.4370	100
3728	Aircraft equipment n.e.c.	1	1	361.7	3.4893	100
3731	Ship building & repairing	1	1	60.8	.6723	100
6025	*National banks, federal reserve system*	*3*	*2*	*378.6*	*.3615*	*99*
7011	*Hotels, motels, & tourist courts*	*30*	*2*	*66.3*	*.4053*	*39*
8062	*General medical & surgical hospitals*	*12*	*12*	*344.1*	*.2396*	*100*
Decatur	**All mfg.**	**7**	**4**	**80.7**	**.0037**	**87**
De Kalb	**All mfg.**	**12**	**6**	**86.9**	**.0040**	**87**
Dickson	**All mfg.**	**15**	**3**	**182.0**	**.0085**	**79**
Dyer	**All mfg.**	**30**	**9**	**400.8**	**.0186**	**66**
Fayette	**All mfg.**	**12**	**5**	**106.5**	**.0049**	**73**
Fentress	**All mfg.**	**13**	**5**	**72.5**	**.0033**	**64**
Franklin	**All mfg.**	**18**	**5**	**113.8**	**.0052**	**77**
Gibson	**All mfg.**	**40**	**26**	**616.5**	**.0285**	**98**
3483	Ammunition, except small arms, n.e.c.	2	1	75.0	5.4470	96
Giles	**All mfg.**	**20**	**9**	**389.7**	**.0180**	**84**
3714	Motor-vehicle parts & accessories	1	1	184.2	.3403	100
Grainger	**All mfg.**	**9**	**3**	**53.3**	**.0025**	**72**

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts (1984 $ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
TENNESSEE (cont.)						
Greene	**All mfg.**	**36**	**18**	**877.2**	**.0405**	**93**
3651	Radio & TV receiving sets	1	1	225.3	2.7617	100
Grundy	**All mfg.**	**6**	**3**	**37.0**	**.0017**	**58**
Hamblen	**All mfg.**	**96**	**20**	**573.9**	**.0265**	**83**
2511	Wood household furniture	4	3	94.3	1.4030	98
2512	Upholstered wood household furniture	6	1	65.7	1.3153	81
3079	Miscellaneous plastics products	5	3	71.5	.2307	86
Hamilton	**All mfg.**	**280**	**94**	**4,173.7**	**.1928**	**85**
2052	Cookies & crackers	2	1	155.9	3.2120	94
2281	Yarn-spinning mills, except wool	4	4	123.1	2.5484	100
2824	Noncellulosic synthetic organic fibers	1	1	763.2	6.3408	100
2892	Explosives	1	1	107.0	8.8944	100
3264	Porcelain electrical supplies	3	2	55.2	8.7053	98
3321	Gray-iron foundries	5	3	179.8	1.8640	96
3443	Fabricated plate work (boiler shops)	7	6	421.5	3.7877	99
3494	Valves & pipe fittings	3	3	160.5	1.6154	100
4911	*Electric services*	*4*	*2*	*1,126.5*	*1.0840*	*97*
8062	*General medical & surgical hospitals*	*8*	*7*	*207.5*	*.1445*	*98*
Hancock	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hardeman	**All mfg.**	**12**	**7**	**182.2**	**.0084**	**95**
Hardin	**All mfg.**	**17**	**6**	**240.6**	**.0111**	**83**
Hawkins	**All mfg.**	**7**	**7**	**225.4**	**.0104**	**100**
Haywood	**All mfg.**	**18**	**5**	**92.4**	**.0043**	**52**
Henderson	**All mfg.**	**16**	**9**	**233.4**	**.0108**	**84**
Henry	**All mfg.**	**23**	**10**	**270.8**	**.0125**	**84**
Hickman	**All mfg.**	**7**	**2**	**28.8**	**.0013**	**58**
Houston	**All mfg.**	**4**	**2**	**26.6**	**.0012**	**83**
Humphreys	**All mfg.**	**9**	**6**	**380.9**	**.0176**	**96**
4911	*Electric services*	*1*	*1*	*409.0*	*.3936*	*100*
Jackson	**All mfg.**	**9**	**5**	**150.2**	**.0069**	**86**
Jefferson	**All mfg.**	**19**	**9**	**230.6**	**.0107**	**90**
2517	Wood TV & radio cabinets	1	1	41.1	10.6174	100
Johnson	**All mfg.**	**7**	**4**	**174.4**	**.0081**	**95**
2221	Synthetics- & silk-weaving mills	1	1	131.1	1.4450	100
Knox	**All mfg.**	**237**	**71**	**2,413.8**	**.1115**	**81**
2254	Knit-underwear mills	2	1	79.7	8.0416	99
2311	Men's & boys' suits & coats	8	5	84.4	2.6233	95
2328	Men's & boys' work clothing	1	1	83.8	1.7229	100
2399	Fabricated textile products n.e.c.	2	1	77.1	6.3394	98
3079	Miscellaneous plastics products	8	5	79.5	.2565	90
4911	*Electric services*	*2*	*2*	*2,430.9*	*2.3391*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*217.4*	*.1514*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*108.5*	*.5587*	*100*
Lake	**All mfg.**	**10**	**3**	**93.2**	**.0043**	**32**
Lauderdale	**All mfg.**	**21**	**12**	**298.9**	**.0138**	**88**
3079	Miscellaneous plastics products	3	2	82.4	.2659	98
Lawrence	**All mfg.**	**27**	**5**	**409.9**	**.0189**	**79**
3524	Lawn & garden equipment	1	1	58.3	4.2595	100
3751	Motorcycles, bicycles, & parts	1	1	160.8	11.1931	100
Lewis	**All mfg.**	**8**	**3**	**64.9**	**.0030**	**84**
Lincoln	**All mfg.**	**17**	**9**	**338.3**	**.0156**	**85**
2335	Women's & misses' dresses	4	4	81.8	1.9527	100
3585	Refrigeration & heating equipment	1	1	126.9	.8834	100
Loudon	**All mfg.**	**18**	**9**	**335.8**	**.0155**	**93**
3714	Motor-vehicle parts & accessories	1	1	147.2	.2719	100
McMinn	**All mfg.**	**45**	**25**	**648.6**	**.0300**	**92**
2621	Paper mills, except building paper	1	1	216.1	.9016	100
McNairy	**All mfg.**	**18**	**9**	**159.1**	**.0073**	**90**
2321	Men's & boys' shirts & nightwear	6	4	38.1	.9793	94
Macon	**All mfg.**	**10**	**4**	**67.4**	**.0031**	**71**
Madison	**All mfg.**	**69**	**24**	**953.2**	**.0440**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*64.7*	*.0450*	*100*
Marion	**All mfg.**	**16**	**8**	**130.7**	**.0060**	**74**
Marshall	**All mfg.**	**26**	**12**	**302.5**	**.0140**	**80**
3585	Refrigeration & heating equipment	2	1	122.5	.8528	95
3952	Lead pencils & art goods	3	3	39.6	11.8883	100
Maury	**All mfg.**	**53**	**14**	**735.2**	**.0340**	**65**
Meigs	**All mfg.**	**5**	**2**	**11.9**	**.0005**	**62**
Monroe	**All mfg.**	**22**	**6**	**113.4**	**.0052**	**62**
Montgomery	**All mfg.**	**28**	**12**	**465.6**	**.0215**	**88**
3143	Men's nonathletic footwear	1	1	33.6	1.7961	100
3585	Refrigeration & heating equipment	1	1	216.6	1.5079	100
Moore	**All mfg.**	**2**	**1**	**71.7**	**.0033**	**98**
Morgan	**All mfg.**	**6**	**4**	**72.9**	**.0034**	**93**
Obion	**All mfg.**	**27**	**9**	**675.9**	**.0312**	**92**
3011	Tires & inner tubes	1	1	380.0	3.4163	100
Overton	**All mfg.**	**8**	**3**	**35.4**	**.0016**	**38**
Perry	**All mfg.**	**6**	**3**	**38.3**	**.0018**	**81**
Pickett	**All mfg.**	**6**	**2**	**27.5**	**.0013**	**68**
Polk	**All mfg.**	**5**	**2**	**132.9**	**.0061**	**92**
Putnam	**All mfg.**	**58**	**19**	**494.3**	**.0228**	**74**
Rhea	**All mfg.**	**19**	**12**	**258.0**	**.0119**	**96**
Roane	**All mfg.**	**19**	**5**	**206.7**	**.0095**	**69**
2251	Women's full- & knee-length hosiery	2	2	64.7	4.4630	100
Robertson	**All mfg.**	**23**	**10**	**221.7**	**.0102**	**72**
Rutherford	**All mfg.**	**72**	**30**	**1,639.0**	**.0757**	**92**
3011	Tires & inner tubes	1	1	157.5	1.4159	100
3711	Motor vehicles & passenger-car bodies	1	1	771.6	.5999	100
8062	*General medical & surgical hospitals*	*3*	*2*	*74.8*	*.0521*	*97*
Scott	**All mfg.**	**7**	**3**	**27.1**	**.0017**	**75**
Sequatchie	**All mfg.**	**6**	**1**	**26.1**	**.0012**	**42**
Sevier	**All mfg.**	**20**	**5**	**169.6**	**.0078**	**73**
Shelby	**All mfg.**	**538**	**134**	**7,084.5**	**.3272**	**78**
2011	Meat-packing plants	6	4	341.7	.7445	92
2051	Bread, cake, & related products	11	5	100.0	.7421	85
2511	Wood household furniture	5	3	78.5	1.1679	94
2643	Bags, except textile bags	3	3	252.5	3.7031	100
2647	Sanitary paper products	2	1	429.3	4.0936	98
2711	Newspapers	5	1	88.1	.3650	89
2834	Pharmaceutical preparations	2	1	248.4	1.3017	98
3523	Farm machinery & equipment	5	2	202.2	2.1739	96
3714	Motor-vehicle parts & accessories	8	3	184.1	.3401	83
3931	Musical instruments & parts	2	2	53.8	4.3370	100
4931	*Electric & other services combined*	*1*	*1*	*981.3*	*1.6782*	*100*
5063	*Electrical-power-equipment wholesalers*	*17*	*4*	*456.6*	*1.1827*	*63*
6025	*National banks, federal reserve system*	*5*	*4*	*412.4*	*.3938*	*99*
7011	*Hotels, motels, & tourist courts*	*24*	*6*	*832.1*	*5.0870*	*97*
8062	*General medical & surgical hospitals*	*11*	*10*	*597.5*	*.4160*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*74.6*	*.3842*	*93*
Smith	**All mfg.**	**8**	**5**	**101.8**	**.0047**	**90**
Stewart	**All mfg.**	**1**		**2.8**	**.0001**	**0**
4911	*Electric services*	*1*	*1*	*412.6*	*.3970*	*100*
Sullivan	**All mfg.**	**70**	**28**	**3,175.3**	**.1467**	**96**
2821	Plastics materials & synthetic resins	1	1	360.0	1.7456	100
2823	Cellulosic man-made fibers	1	1	840.3	47.0335	100
2834	Pharmaceutical preparations	1	1	203.6	1.0670	100
2869	Industrial organic chemicals n.e.c.	1	1	856.8	2.0370	100
3483	Ammunition, except small-arms, n.e.c.	2	1	78.5	5.7012	98
3662	Radio & TV communication equipment	1	1	199.9	.5362	100
8062	*General medical & surgical hospitals*	*4*	*3*	*106.1*	*.0739*	*98*
Sumner	**All mfg.**	**53**	**23**	**712.8**	**.0329**	**71**
Tipton	**All mfg.**	**15**	**6**	**119.4**	**.0055**	**72**
Trousdale	**All mfg.**	**9**	**6**	**69.6**	**.0032**	**93**
Unicoi	**All mfg.**	**9**	**6**	**137.6**	**.0064**	**90**
Union	**All mfg.**	**6**	**2**	**65.0**	**.0030**	**84**
Van Buren	**All mfg.**	**6**	**3**	**35.8**	**.0017**	**61**
Warren	**All mfg.**	**28**	**14**	**433.9**	**.0200**	**89**
3585	Refrigeration & heating equipment	1	1	158.5	1.1034	100
Washington	**All mfg.**	**64**	**27**	**1,115.7**	**.0515**	**88**
3622	Industrial controls	1	1	62.5	1.3452	100
3661	Telephone & telegraph apparatus	1	1	238.5	1.3064	100
8062	*General medical & surgical hospitals*	*3*	*2*	*83.9*	*.0584*	*97*
Wayne	**All mfg.**	**11**	**8**	**81.2**	**.0038**	**94**
Weakley	**All mfg.**	**21**	**10**	**199.6**	**.0092**	**84**
White	**All mfg.**	**20**	**7**	**202.8**	**.0094**	**84**
Williamson	**All mfg.**	**31**	**9**	**275.9**	**.0127**	**68**
Wilson	**All mfg.**	**40**	**12**	**460.4**	**.0213**	**76**
STATE TOTAL	**All mfg.**	**3,216**	**1,154**	**47,674.4**	**2.2021**	**84**

TEXAS

Anderson	**All mfg.**	**19**	**6**	**395.1**	**.0183**	**41**
Andrews	**All mfg.**	**3**	**1**	**27.7**	**.0013**	**83**
Angelina	**All mfg.**	**42**	**18**	**833.9**	**.0385**	**87**
2621	Paper mills, except building paper	1	1	190.1	.7931	100
3321	Gray-iron foundries	2	2	104.3	1.0813	100
Aransas	**All mfg.**	**3**	**1**	**17.1**	**.0008**	**58**
Armstrong	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Atascosa	**All mfg.**	**2**		**7.3**	**.0003**	**0**
Austin	**All mfg.**	**18**	**1**	**125.8**	**.0058**	**10**
Bailey	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Bandera	**All mfg.**	**1**	**1**	**5.1**	**.0002**	**100**
Bastrop	**All mfg.**	**8**	**2**	**47.3**	**.0022**	**44**
Baylor	**All mfg.**	**2**	**1**	**7.8**	**.0004**	**73**
Bee	**All mfg.**	**5**		**13.8**	**.0006**	**0**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bell	**All mfg.**	**63**	**19**	**638.5**	**.0295**	**75**
2531	Public-building & related furniture	5	4	71.8	4.5101	97
3079	Miscellaneous plastics products	4	4	87.2	.2813	100
3573	Electronic computing equipment	1	1	214.1	.4627	100
8062	*General medical & surgical hospitals*	*5*	*5*	*204.2*	*.1422*	*100*
Bexar	**All mfg.**	**359**	**111**	**4,563.3**	**.2108**	**74**
1422	*Crushed- & broken-limestone quarrying*	*5*	*4*	*109.3*	*2.3575*	*97*
1611	*Highway & street construction*	*11*	*3*	*174.5*	*.7811*	*85*
1622	*Bridge & tunnel construction*	*1*	*1*	*261.7*	*3.4555*	*100*
1623	*Pipe- & utility-line construction*	*7*	*1*	*148.3*	*1.8945*	*91*
1629	*Heavy construction n.e.c.*	*5*	*1*	*213.2*	*.6747*	*86*
2011	Meat-packing plants	9	7	812.6	1.7706	96
2051	Bread, cake, & related products	8	5	83.9	.6226	91
2311	Men's & boys' suits & coats	3	2	47.7	1.4826	95
2339	Women's & misses' outerwear n.e.c.	4	1	122.9	2.6180	92
2711	Newspapers	6	2	89.0	.3687	88
3272	Concrete products n.e.c.	13	4	58.2	1.7198	65
3441	Fabricated structural metal	11	4	92.2	.9614	75
3479	Metal coating & allied services n.e.c.	2	1	68.0	2.8057	95
3573	Electronic computing equipment	4	3	243.6	.5264	97
3585	Refrigeration & heating equipment	5	4	164.0	1.1417	95
3721	Aircraft	4	2	227.1	.6604	94
6025	*National banks, federal reserve system*	*19*	*7*	*324.2*	*.3096*	*88*
7011	*Hotels, motels, & tourist courts*	*22*	*4*	*81.1*	*.4958*	*66*
8062	*General medical & surgical hospitals*	*20*	*17*	*914.2*	*.6365*	*99*
Blanco	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Bosque	**All mfg.**	**11**	**5**	**85.5**	**.0039**	**76**
Bowie	**All mfg.**	**81**	**13**	**690.7**	**.0314**	**46**
Brazoria	**All mfg.**	**77**	**24**	**5,811.0**	**.2684**	**91**
2812	Alkalies & chlorine	2	2	89.4	5.3050	100
2819	Industrial inorganic chemicals n.e.c.	5	2	169.2	1.2360	87
2821	Plastics materials & synthetic resins	3	2	300.0	1.4546	94
2869	Industrial organic chemicals n.e.c.	6	3	2,568.4	6.1062	96
2911	Petroleum refining	4	3	2,207.6	1.1786	92
Brazos	**All mfg.**	**37**	**7**	**254.2**	**.0117**	**47**
Brewster	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Brooks	**All mfg.**	**2**		**9.1**	**.0004**	**0**
Brown	**All mfg.**	**19**	**7**	**208.3**	**.0096**	**75**
Burleson	**All mfg.**	**3**	**2**	**22.5**	**.0010**	**84**
Burnet	**All mfg.**	**12**		**23.5**	**.0011**	**0**
Caldwell	**All mfg.**	**7**	**3**	**40.1**	**.0019**	**62**
Calhoun	**All mfg.**	**17**	**4**	**468.4**	**.0216**	**78**
3334	Primary aluminum	1	1	219.5	3.1781	100
Callahan	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Cameron	**All mfg.**	**90**	**31**	**1,325.5**	**.0612**	**71**
2328	Men's & boys' work clothing	2	2	61.6	1.2665	100
3533	Oil-field machinery	2	2	188.5	1.9415	100
8062	*General medical & surgical hospitals*	*5*	*5*	*79.8*	*.0556*	*100*
Camp	**All mfg.**	**9**	**1**	**92.8**	**.0043**	**73**
Carson	**All mfg.**	**2**		**74.5**	**.0034**	**0**
Cass	**All mfg.**	**8**	**3**	**63.5**	**.0029**	**64**
Castro	**All mfg.**	**2**	**1**	**49.1**	**.0023**	**63**
Chambers	**All mfg.**	**5**	**1**	**456.2**	**.0211**	**63**
Cherokee	**All mfg.**	**45**	**6**	**235.5**	**.0109**	**38**
8062	*General medical & surgical hospitals*	*3*	*3*	*83.8*	*.0583*	*100*
Childress	**All mfg.**	**2**	**1**	**30.5**	**.0014**	**91**
Clay	**All mfg.**	**4**	**1**	**33.3**	**.0015**	**59**
Coleman	**All mfg.**	**5**		**13.3**	**.0006**	**0**
Collin	**All mfg.**	**68**	**21**	**499.8**	**.0231**	**53**
Collingsworth	**All mfg.**	**1**		**6.6**	**.0003**	**0**
Colorado	**All mfg.**	**13**	**4**	**82.6**	**.0038**	**66**
Comal	**All mfg.**	**32**	**11**	**235.6**	**.0109**	**63**
Comanche	**All mfg.**	**9**	**3**	**66.1**	**.0031**	**68**
Cooke	**All mfg.**	**24**	**6**	**220.5**	**.0102**	**66**
Coryell	**All mfg.**	**5**		**14.2**	**.0007**	**0**
Crane	**All mfg.**	**5**		**15.8**	**.0007**	**0**
Crockett	**All mfg.**	**1**		**3.3**	**.0002**	**0**
Crosby	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Culberson	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Dallam	**All mfg.**	**1**		**4.9**	**.0002**	**0**
Dallas	**All mfg.**	**1,346**	**351**	**16,187.4**	**.7477**	**74**
1311	*Crude petroleum & natural gas*	*113*	*6*	*2,458.4*	*5.2339*	*25*
1381	*Oil- & gas-well drilling services*	*24*	*3*	*180.3*	*4.1170*	*68*
1382	*Oil- & gas-field exploration services*	*60*	*4*	*229.6*	*8.8498*	*42*
1611	*Highway & street construction*	*8*	*5*	*193.0*	*.8639*	*89*
1623	*Pipe- & utility-line construction*	*18*	*4*	*98.9*	*1.2634*	*53*
1629	*Heavy construction n.e.c.*	*16*	*8*	*209.7*	*.6636*	*77*
2013	Sausages & other prepared meats	11	3	153.4	1.3883	65
2026	Fluid milk	8	4	187.8	1.0825	75
2051	Bread, cake, & related products	10	4	127.5	.9462	84
2099	Food preparations n.e.c.	14	4	169.8	1.7245	66
2335	Women's & misses' dresses	31	17	226.0	5.3951	87
2641	Paper coating & glazing	11	2	153.3	2.4761	66
2653	Corrugated & solid fiber boxes	19	8	201.5	1.6812	63
2711	Newspapers	12	4	155.0	1.0564	88
2731	Book publishing	5	2	121.3	1.5082	92
2751	Letterpress commercial printing	44	6	82.4	1.5446	45
2752	Lithographic commercial printing	14	4	135.7	.8105	58
2841	Soap & other detergents	11	2	368.3	3.8541	68
2844	Toilet preparations	8	4	164.1	1.7625	83
2851	Paints & allied products	20	4	194.5	2.0456	56
3079	Miscellaneous plastics products	57	11	336.6	1.0860	56
3272	Concrete products n.e.c.	9	4	54.8	1.6193	83
3441	Fabricated structural metal	11	2	79.5	.8290	60
3443	Fabricated plate work (boiler shops)	20	7	187.6	1.6858	69
3444	Sheet-metal work	39	2	103.0	1.5451	14
3532	Mining machinery	7	3	82.3	3.9613	87
3533	Oil-field machinery	9	7	551.2	5.6773	98
3559	Special-industry machinery n.e.c.	10	2	78.2	1.5449	78
3573	Electronic computing equipment	39	13	893.2	1.9303	79
3585	Refrigeration & heating equipment	11	4	412.2	2.8696	90
3599	Machinery, except electrical, n.e.c.	20	2	63.5	.6284	33
3661	Telephone & telegraph apparatus	9	5	278.8	1.5272	91
3662	Radio & TV communication equipment	33	11	1,118.7	3.0008	90
3674	Semiconductors & related devices	11	6	1,351.3	9.1107	99
3679	Electronic components n.e.c.	21	4	166.2	1.0557	73
3691	Storage batteries	7	6	135.0	4.2655	97
3714	Motor-vehicle parts & accessories	9	6	197.6	.3650	91
3721	Aircraft	5	3	1,325.0	3.8531	99
3728	Aircraft equipment n.e.c.	6	4	87.1	.8403	94
4911	*Electric services*	*17*	*11*	*4,505.4*	*4.3353*	*98*
4923	*Gas transmission & distribution*	*3*	*1*	*525.2*	*3.1681*	*96*
5063	*Electrical-power-equipment wholesalers*	*34*	*3*	*576.4*	*1.4930*	*28*
5065	*Electronic-parts wholesalers*	*32*	*3*	*814.5*	*3.6735*	*42*
5081	*Commercial-equipment wholesalers*	*25*	*3*	*230.9*	*1.2509*	*36*
5084	*Industrial-machinery distributors*	*61*	*2*	*583.7*	*1.4171*	*17*
5085	*Industrial-supply distributors*	*56*	*2*	*582.6*	*1.5608*	*18*
6025	*National banks, federal reserve system*	*34*	*5*	*1,039.9*	*.9930*	*89*
7011	*Hotels, motels, & tourist courts*	*67*	*17*	*308.1*	*1.8836*	*73*
7372	*Computer programming & software*	*19*	*8*	*518.5*	*4.9352*	*94*
7374	*Data-processing services*	*20*	*6*	*289.1*	*5.1501*	*89*
8062	*General medical & surgical hospitals*	*37*	*29*	*936.0*	*.6517*	*97*
Dawson	**All mfg.**	**4**	**1**	**25.9**	**.0012**	**42**
Deaf Smith	**All mfg.**	**13**	**1**	**167.2**	**.0077**	**44**
Delta	**All mfg.**	**1**		**2.3**	**.0001**	**0**
Denton	**All mfg.**	**49**	**16**	**545.5**	**.0252**	**75**
3662	Radio & TV communication equipment	2	1	127.2	.3412	93
8221	*Colleges & universities n.e.c.*	*2*	*2*	*48.4*	*.2492*	*100*
De Witt	**All mfg.**	**8**	**2**	**52.4**	**.0024**	**41**
Dickens	**All mfg.**	**2**		**4.7**	**.0002**	**0**
Dimmit	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Donley	**All mfg.**	**1**		**1.0**	**.0000**	**0**
Eastland	**All mfg.**	**18**	**3**	**114.9**	**.0053**	**64**
Ector	**All mfg.**	**113**	**17**	**979.5**	**.0452**	**59**
3443	Fabricated plate work (boiler shops)	14	3	105.5	.9480	53
3533	Oil-field machinery	17	4	193.1	1.9889	54
Edwards	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Ellis	**All mfg.**	**61**	**18**	**526.1**	**.0243**	**66**
El Paso	**All mfg.**	**219**	**98**	**4,448.3**	**.2055**	**90**
2321	Men's & boys' shirts & nightwear	5	5	67.6	1.7375	100
2327	Men's & boys' separate trousers	11	9	154.5	6.7981	98
2328	Men's & boys' work clothing	12	11	381.5	7.8435	100
2339	Women's & misses' outerwear n.e.c.	2	2	50.0	1.0651	100
3143	Men's nonathletic footwear	7	4	48.2	2.5766	87
3331	Primary copper	2	2	394.1	6.9903	100
4922	*Natural-gas transmission*	*2*	*1*	*1,436.2*	*7.2468*	*99*
8062	*General medical & surgical hospitals*	*17*	*10*	*331.1*	*.2305*	*93*
Erath	**All mfg.**	**10**	**5**	**142.9**	**.0066**	**80**
Falls	**All mfg.**	**6**	**1**	**36.0**	**.0017**	**62**
Fannin	**All mfg.**	**12**	**6**	**223.0**	**.0103**	**92**
Fayette	**All mfg.**	**14**	**3**	**101.0**	**.0047**	**42**
Fisher	**All mfg.**	**1**	**1**	**19.0**	**.0009**	**100**
Floyd	**All mfg.**	**2**		**12.8**	**.0006**	**0**
Foard	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Fort Bend	**All mfg.**	**57**	**22**	**1,300.1**	**.0601**	**88**
3494	Valves & pipe fittings	4	2	96.0	.9662	89
3573	Electronic computing equipment	2	1	288.8	.6241	96
3674	Semiconductors & related devices	1	1	221.8	1.4954	100
Franklin	**All mfg.**	**1**		**3.7**	**.0002**	**0**
Freestone	**All mfg.**	**3**		**7.4**	**.0003**	**0**
Frio	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Gaines	**All mfg.**	**2**		**10.0**	**.0005**	**0**
Galveston	**All mfg.**	**55**	**19**	**7,049.1**	**.3256**	**95**
2821	Plastics materials & synthetic resins	2	2	480.0	2.3274	100
2911	Petroleum refining	4	3	5,761.6	3.0759	97
3731	Ship building & repairing	4	3	101.1	1.1179	98
8062	*General medical & surgical hospitals*	*5*	*5*	*222.4*	*.1548*	*100*
Gillespie	**All mfg.**	**7**	**1**	**44.3**	**.0020**	**61**
Gonzales	**All mfg.**	**9**	**4**	**162.3**	**.0075**	**37**
Gray	**All mfg.**	**13**	**4**	**416.2**	**.0192**	**89**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
TEXAS (cont.)						
Grayson	**All mfg.**	**71**	**30**	**1,308.6**	**.0558**	**84**
3674	Semiconductors & related devices	1	1	221.8	1.4954	100
3842	Surgical appliances & supplies	1	1	78.3	1.5022	100
8062	*General medical & surgical hospitals*	*3*	*3*	*56.0*	*.0390*	*100*
Gregg	**All mfg.**	**112**	**29**	**1,429.3**	**.0660**	**78**
2869	Industrial organic chemicals n.e.c.	1	1	393.3	.9350	100
3532	Mining machinery	1	1	49.2	2.3681	100
8062	*General medical & surgical hospitals*	*4*	*3*	*59.9*	*.0417*	*98*
Grimes	**All mfg.**	**11**	**4**	**90.5**	**.0042**	**69**
Guadalupe	**All mfg.**	**19**	**5**	**243.1**	**.0112**	**84**
3651	Radio & TV receiving sets	1	1	110.4	1.3533	100
Hale	**All mfg.**	**19**	**3**	**322.4**	**.0149**	**80**
Hall	**All mfg.**	**1**		**6.1**	**.0003**	**0**
Hamilton	**All mfg.**	**3**		**10.6**	**.0005**	**0**
Hardeman	**All mfg.**	**3**	**2**	**44.7**	**.0021**	**98**
Hardin	**All mfg.**	**11**	**4**	**622.2**	**.0287**	**72**
2421	General sawmills & planing mills	5	2	92.1	.7010	84
2631	Paperboard mills	1	1	323.3	2.5450	100
Harris	**All mfg.**	**1,601**	**424**	**32,733.6**	**1.5120**	**84**
1311	*Crude petroleum & natural gas*	*202*	*15*	*5,754.1*	*12.2503*	*37*
1381	*Oil- & gas-well drilling services*	*67*	*17*	*832.8*	*19.0163*	*80*
1382	*Oil- & gas-field exploration services*	*150*	*8*	*510.0*	*19.6577*	*27*
1611	*Highway & street construction*	*21*	*8*	*418.2*	*1.8719*	*89*
1622	*Bridge & tunnel construction*	*7*	*3*	*764.6*	*10.0957*	*98*
1623	*Pipe- & utility-line construction*	*55*	*13*	*547.3*	*6.9917*	*75*
1629	*Heavy construction n.e.c.*	*74*	*34*	*6,205.1*	*19.6375*	*87*
2044	Rice milling	5	5	609.7	23.7200	100
2051	Bread, cake, & related products	12	6	159.1	1.1807	85
2095	Roasted coffee	3	3	455.8	7.4285	100
2611	Pulp mills	1	1	168.6	4.6048	100
2621	Paper mills, except building paper	2	2	345.8	1.4427	100
2653	Corrugated & solid fiber boxes	11	5	138.0	1.1514	71
2711	Newspapers	7	3	213.2	.8632	93
2751	Letterpress commercial printing	35	9	88.2	1.6533	67
2752	Lithographic commercial printing	18	1	126.4	.7550	25
2812	Alkalies & chlorine	5	4	190.5	11.3043	98
2813	Industrial gases	18	2	92.7	7.3021	59
2819	Industrial inorganic chemicals n.e.c.	18	6	278.5	2.0344	79
2821	Plastics materials & synthetic resins	23	16	1,790.5	8.6817	95
2822	Synthetic rubber	4	3	367.0	10.0658	98
2851	Paints & allied products	20	1	162.5	1.7091	19
2865	Cyclic crudes & intermediates	10	4	704.3	8.0466	88
2869	Industrial organic chemicals n.e.c.	31	13	2,395.6	5.6953	85
2899	Chemical preparations n.e.c.	21	3	206.6	3.1126	50
2911	Petroleum refining	8	5	11,541.9	6.4618	98
3079	Miscellaneous plastics products	71	12	360.6	1.1635	51
3272	Concrete products n.e.c.	15	3	48.5	1.4332	48
3273	Ready-mixed concrete	26	1	88.7	1.2699	10
3293	Gaskets, packing, & sealing devices	15	3	76.5	3.8744	56
3317	Steel pipe & tubes	14	6	161.2	4.1987	88
3441	Fabricated structural metal	29	7	214.5	2.2366	66
3443	Fabricated plate work (boiler shops)	55	18	501.3	4.5048	70
3444	Sheet-metal work	34	5	135.6	2.0341	40
3448	Prefabricated metal buildings	18	9	261.2	9.7744	88
3449	Miscellaneous metal work	16	5	126.5	5.1719	66
3452	Bolts, nuts, rivets, & washers	18	4	117.8	2.4639	57
3462	Iron & steel forgings	6	3	112.7	2.6661	86
3463	Nonferrous forgings	1	1	250.0	19.3603	100
3471	Plating & polishing	16	3	39.5	1.7722	47
3479	Metal coating & allied services n.e.c.	20	6	194.1	8.0087	78
3494	Valves & pipe fittings	69	21	830.9	8.3626	75
3498	Fabricated pipe & fittings	22	7	265.9	8.6955	75
3519	Internal-combustion engines n.e.c.	7	2	165.2	1.3869	80
3533	Oil-field machinery	90	40	2,534.7	26.1072	87
3561	Pumps & pumping equipment	22	4	134.1	2.2460	46
3564	Blowers & exhaust & ventilation fans	11	3	51.0	2.8258	64
3573	Electronic computing equipment	13	7	390.6	.8441	92
3599	Machinery, except electrical, n.e.c.	43	5	156.4	1.5478	38
3662	Radio & TV communication equipment	8	3	130.3	.3495	81
3731	Ship building & repairing	12	6	141.3	1.5624	89
3811	Engineering & scientific instruments	10	2	58.9	1.8779	74
3823	Industrial process-control instruments	20	3	95.4	2.3921	46
4911	*Electric services*	*1*	*1*	*2,490.0*	*2.3960*	*100*
4922	*Natural-gas transmission*	*73*	*17*	*4,548.7*	*22.9519*	*82*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% in Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
5051	*Metals service centers & sales offices*	*62*	*10*	*2,676.1*	*4.6716*	*68*
5063	*Electrical-power-equipment wholesalers*	*30*	*1*	*444.9*	*1.1024*	*11*
5081	*Commercial-equipment wholesalers*	*25*	*2*	*235.4*	*1.2753*	*30*
5084	*Industrial-machinery distributors*	*127*	*10*	*1,973.0*	*4.7899*	*45*
5085	*Industrial-supply distributors*	*93*	*1*	*914.8*	*2.4509*	*13*
6025	*National banks, federal reserve system*	*37*	*7*	*1,284.3*	*1.2262*	*91*
7011	*Hotels, motels, & tourist courts*	*62*	*12*	*230.5*	*1.4091*	*60*
7372	*Computer programming & software*	*27*	*5*	*116.8*	*1.1308*	*54*
7374	*Data-processing services*	*25*	*3*	*94.2*	*1.6781*	*61*
8062	*General medical & surgical hospitals*	*51*	*45*	*1,540.5*	*1.0725*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*95.9*	*.6938*	*92*
Harrison	**All mfg.**	**42**	**12**	**422.8**	**.0195**	**66**
Hays	**All mfg.**	**18**	**3**	**122.7**	**.0057**	**42**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.0*	*.3450*	*100*
Hemphill	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Henderson	**All mfg.**	**14**	**4**	**61.2**	**.0028**	**63**
Hidalgo	**All mfg.**	**70**	**23**	**726.3**	**.0335**	**68**
2033	Canned fruits & vegetables	6	6	131.1	1.3296	100
2327	Men's & boys' separate trousers	2	2	42.8	1.8832	100
8062	*General medical & surgical hospitals*	*4*	*3*	*59.0*	*.0411*	*94*
Hill	**All mfg.**	**14**	**4**	**115.8**	**.0053**	**72**
Hockley	**All mfg.**	**4**		**23.9**	**.0011**	**0**
Hood	**All mfg.**	**3**		**23.7**	**.0011**	**0**
Hopkins	**All mfg.**	**18**	**5**	**230.5**	**.0106**	**55**
Houston	**All mfg.**	**23**	**9**	**213.0**	**.0098**	**66**
Howard	**All mfg.**	**25**	**6**	**1,173.1**	**.0542**	**92**
8062	*General medical & surgical hospitals*	*6*	*4*	*76.3*	*.0531*	*93*
Hunt	**All mfg.**	**34**	**16**	**716.0**	**.0331**	**90**
2341	Women's & children's underwear	3	3	76.2	2.8705	100
3721	Aircraft	2	2	280.2	.8148	100
Hutchinson	**All mfg.**	**15**	**3**	**740.0**	**.0342**	**89**
Jack	**All mfg.**	**4**		**8.7**	**.0004**	**0**
Jasper	**All mfg.**	**11**	**4**	**98.5**	**.0045**	**80**
Jefferson	**All mfg.**	**112**	**50**	**22,292.6**	**1.0297**	**99**
2822	Synthetic rubber	3	3	234.2	6.4235	100
2869	Industrial organic chemicals n.e.c.	10	7	1,628.8	3.8723	97
2911	Petroleum refining	6	6	19,289.7	10.2981	100
3731	Ship building & repairing	2	2	123.2	1.3623	100
4911	*Electric services*	*3*	*3*	*723.3*	*.6960*	*100*
8062	*General medical & surgical hospitals*	*7*	*7*	*181.9*	*.1266*	*100*
Jim Wells	**All mfg.**	**8**	**1**	**33.7**	**.0016**	**11**
Johnson	**All mfg.**	**46**	**13**	**346.9**	**.0160**	**67**
Jones	**All mfg.**	**6**	**2**	**42.2**	**.0019**	**36**
Karnes	**All mfg.**	**6**	**1**	**46.0**	**.0021**	**45**
Kaufman	**All mfg.**	**30**	**9**	**167.9**	**.0078**	**54**
8062	*General medical & surgical hospitals*	*3*	*1*	*74.8*	*.0521*	*92*
Kendall	**All mfg.**	**2**	**1**	**16.2**	**.0007**	**75**
Kerr	**All mfg.**	**12**	**5**	**106.2**	**.0049**	**84**
8062	*General medical & surgical hospitals*	*3*	*2*	*58.8*	*.0409*	*98*
Kimble	**All mfg.**	**2**	**1**	**16.7**	**.0008**	**48**
Kleberg	**All mfg.**	**4**		**12.5**	**.0006**	**0**
Lamar	**All mfg.**	**24**	**11**	**498.2**	**.0230**	**89**
Lamb	**All mfg.**	**2**	**1**	**32.1**	**.0015**	**83**
Lampasas	**All mfg.**	**5**		**22.1**	**.0010**	**0**
Lavaca	**All mfg.**	**23**	**7**	**181.1**	**.0084**	**36**
Lee	**All mfg.**	**3**	**1**	**21.9**	**.0010**	**65**
Leon	**All mfg.**	**2**	**1**	**69.9**	**.0032**	**87**
Liberty	**All mfg.**	**20**	**5**	**263.0**	**.0121**	**73**
Limestone	**All mfg.**	**11**	**6**	**85.0**	**.0039**	**78**
Live Oak	**All mfg.**	**3**	**1**	**169.3**	**.0078**	**11**
Llano	**All mfg.**	**2**		**1.5**	**.0001**	**0**
Lubbock	**All mfg.**	**97**	**26**	**1,317.6**	**.0609**	**77**
3574	Calculating & accounting machines	1	1	245.4	12.1781	100
3674	Semiconductors & related devices	1	1	110.9	.7477	100
8062	*General medical & surgical hospitals*	*7*	*6*	*121.0*	*.0842*	*98*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*53.1*	*.2734*	*96*
McCulloch	**All mfg.**	**7**	**1**	**36.8**	**.0017**	**73**
McLennan	**All mfg.**	**144**	**45**	**1,486.4**	**.0687**	**77**
3011	Tires & inner tubes	1	1	204.4	1.8376	100
3221	Glass containers	1	1	112.5	2.4360	100
8062	*General medical & surgical hospitals*	*4*	*3*	*141.3*	*.0984*	*98*
McMullen	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Madison	**All mfg.**	**3**	**1**	**25.3**	**.0012**	**72**
Marion	**All mfg.**	**4**		**14.6**	**.0007**	**0**
Martin	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Matagorda	**All mfg.**	**8**	**5**	**240.3**	**.0111**	**97**
Maverick	**All mfg.**	**7**	**3**	**110.7**	**.0051**	**58**
2328	Men's & boys' work clothing	3	3	64.1	1.3179	100
Medina	**All mfg.**	**4**	**2**	**71.9**	**.0033**	**83**
Midland	**All mfg.**	**32**	**8**	**304.3**	**.0141**	**71**
1311	*Crude petroleum & natural gas*	*134*	*2*	*2,140.8*	*4.5577*	*8*
1381	*Oil- & gas-well drilling services*	*29*	*5*	*164.3*	*3.7517*	*54*
1382	*Oil- & gas-field exploration services*	*46*	*2*	*110.9*	*3.0455*	*29*
3674	Semiconductors & related devices	1	1	110.9	.7477	100

1984 ([redacted] Est.)

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
TEXAS (cont.)						
Milam	**All mfg.**	9	3	376.3	.0174	92
3334	Primary aluminum	1	1	329.3	4.7679	100
Mills	**All mfg.**	2		4.3	.0002	0
Montague	**All mfg.**	15	5	58.4	.0027	59
Montgomery	**All mfg.**	36	8	321.6	.0149	59
Moore	**All mfg.**	11	3	734.7	.0339	91
Morris	**All mfg.**	16	4	742.1	.0343	94
3312	Blast furnaces & steel mills	1	1	651.7	1.4777	100
Nacogdoches	**All mfg.**	23	9	282.8	.0131	77
Navarro	**All mfg.**	29	11	289.6	.0134	67
Newton	**All mfg.**	4	1	106.2	.0049	88
Nolan	**All mfg.**	12	6	127.2	.0059	86
Nueces	**All mfg.**	97	27	4,613.3	.2131	89
2911	Petroleum refining	7	5	3,597.8	1.9207	95
4911	*Electric services*	*2*	*1*	*419.0*	*.4032*	*98*
8062	*General medical & surgical hospitals*	*8*	*7*	*203.9*	*.1420*	*98*
Oldham	**All mfg.**	3	1	45.2	.0021	64
Orange	**All mfg.**	34	11	1,502.5	.0694	88
2821	Plastics materials & synthetic resins	4	2	735.6	3.5668	96
2822	Synthetic rubber	3	2	216.5	5.9380	97
3317	Steel pipe & tubes	1	1	100.3	2.6125	100
3731	Ship building & repairing	3	1	132.9	1.4695	94
Palo Pinto	**All mfg.**	23	9	134.9	.0064	68
Panola	**All mfg.**	8	4	62.2	.0029	76
Parker	**All mfg.**	16	2	70.9	.0033	35
Parmer	**All mfg.**	2	1	433.0	.0200	99
2011	Meat-packing plants	1	1	429.7	.9363	100
Pecos	**All mfg.**	2		6.2	.0003	0
Polk	**All mfg.**	6	5	107.9	.0050	94
Potter	**All mfg.**	88	18	1,873.4	.0865	87
2011	Meat-packing plants	4	2	871.3	1.8985	94
3483	Ammunition, except small-arms, n.e.c.	2	1	52.2	3.7911	98
4911	*Electric services*	*1*	*1*	*617.8*	*.5945*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*131.8*	*.0918*	*100*
Rains	**All mfg.**	4		14.5	.0007	0
Randall	**All mfg.**	9	1	69.7	.0032	44
Red River	**All mfg.**	14	5	86.5	.0040	73
Reeves	**All mfg.**	4		26.5	.0012	0
Robertson	**All mfg.**	7	1	87.2	.0040	13
Rockwall	**All mfg.**	8	1	99.6	.0046	64
Runnels	**All mfg.**	11	2	100.3	.0046	26
Rusk	**All mfg.**	23	3	181.9	.0084	27
Sabine	**All mfg.**	1	1	23.5	.0011	100
San Augustine	**All mfg.**	2		8.2	.0004	0
San Jacinto	**All mfg.**	1		1.8	.0001	0
San Patricio	**All mfg.**	22	6	596.8	.0276	29
San Saba	**All mfg.**	3		5.2	.0002	0
Scurry	**All mfg.**	7	1	29.7	.0014	14
Shackelford	**All mfg.**	3		11.0	.0005	0
Shelby	**All mfg.**	12	4	220.4	.0102	87
Sherman	**All mfg.**	2		8.2	.0004	0
Smith	**All mfg.**	69	18	1,909.0	.0882	90
3011	Tires & inner tubes	2	2	454.5	4.0860	100
3321	Gray-iron foundries	1	1	176.5	1.8298	100
3585	Refrigeration & heating equipment	2	2	343.5	2.3914	100
8062	*General medical & surgical hospitals*	*3*	*2*	*73.6*	*.0512*	*97*
Stephens	**All mfg.**	8	3	82.0	.0038	75
Swisher	**All mfg.**	7	1	35.2	.0016	19
Tarrant	**All mfg.**	706	171	11,374.1	.5254	77
1311	*Crude petroleum & natural gas*	*37*	*3*	*1,177.6*	*2.5071*	*57*
2451	Mobile homes	11	4	177.3	3.3455	69
2711	Newspapers	7	3	134.2	.5559	86
3069	Fabricated rubber products n.e.c.	10	2	58.3	.9859	70
3079	Miscellaneous plastics products	38	9	216.5	.6985	51
3325	Steel foundries n.e.c.	1	1	119.9	3.4129	100
3411	Metal cans	4	3	168.7	1.7528	95
3441	Fabricated structural metal	14	5	86.2	.8988	61
3443	Fabricated plate work (boiler shops)	14	3	95.8	.8609	56
3444	Sheet-metal work	21	5	85.7	1.2856	47
3483	Ammunition, except small-arms, n.e.c.	1	1	57.8	4.1978	100
3573	Electronic computing equipment	8	5	234.1	.5059	92
3585	Refrigeration & heating equipment	22	7	341.7	2.3788	78
3661	Telephone & telegraph apparatus	3	2	123.1	.6743	93
3662	Radio & TV communication equipment	6	2	214.2	.5746	90
3679	Electronic components n.e.c.	9	3	69.6	.4421	77
3711	Motor vehicles & passenger-car bodies	3	1	1,818.1	1.4136	98
3714	Motor-vehicle parts & accessories	8	1	167.4	.3092	66
3721	Aircraft	4	3	2,988.5	8.6906	100
3728	Aircraft equipment n.e.c.	7	5	122.8	1.1847	93
4011	*Line-haul-operating railroads*	*3*	*3*	*70.9*	*.4511*	*100*
4911	*Electric services*	*6*	*3*	*1,174.6*	*1.1303*	*97*
6025	*National banks, federal reserve system*	*18*	*3*	*322.7*	*.3081*	*80*
7011	*Hotels, motels, & tourist courts*	*22*	*3*	*46.8*	*.2861*	*45*
8062	*General medical & surgical hospitals*	*21*	*13*	*430.7*	*.2999*	*95*
Taylor	**All mfg.**	67	13	722.6	.0334	45
8062	*General medical & surgical hospitals*	*3*	*3*	*71.4*	*.0497*	*100*
Terry	**All mfg.**	4	1	72.1	.0033	81
Throckmorton	**All mfg.**	1		3.0	.0001	0
Titus	**All mfg.**	12	6	164.0	.0076	58
Tom Green	**All mfg.**	36	12	504.6	.0233	66
3842	Surgical appliances & supplies	1	1	125.3	2.4039	100
Travis	**All mfg.**	187	28	2,038.1	.0941	69
3573	Electronic computing equipment	7	2	393.3	.8500	94
3579	Office machines n.e.c.	1	1	328.3	5.7373	100
3662	Radio & TV communication equipment	8	3	182.6	.4898	81
3674	Semiconductors & related devices	3	2	163.6	1.1030	98
6025	*National banks, federal reserve system*	*9*	*4*	*177.6*	*.1696*	*91*
8062	*General medical & surgical hospitals*	*9*	*9*	*298.1*	*.2075*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*97.7*	*.5031*	*94*
Trinity	**All mfg.**	5	1	171.0	.0079	6
Tyler	**All mfg.**	9	1	73.8	.0034	30
Upshur	**All mfg.**	5	2	30.8	.0014	59
Uvalde	**All mfg.**	7	2	28.8	.0013	50
Val Verde	**All mfg.**	6	2	109.0	.0050	88
Van Zandt	**All mfg.**	12	4	84.0	.0039	62
Victoria	**All mfg.**	18	6	429.3	.0198	88
2821	Plastics materials & synthetic resins	1	1	264.0	1.2801	100
Walker	**All mfg.**	14	1	86.2	.0040	32
Waller	**All mfg.**	5	2	49.0	.0023	60
Ward	**All mfg.**	2		8.6	.0004	0
Washington	**All mfg.**	22	5	188.2	.0050	54
Webb	**All mfg.**	26	6	211.1	.0098	55
Wharton	**All mfg.**	12	4	104.1	.0048	53
Wheeler	**All mfg.**	1		22.0	.0010	0
Wichita	**All mfg.**	83	31	1,041.8	.0481	78
1311	*Crude petroleum & natural gas*	*75*		*1,042.7*	*2.2199*	*0*
3211	Flat glass	1	1	74.3	3.8384	100
3533	Oil-field machinery	12	3	160.7	1.6552	62
8062	*General medical & surgical hospitals*	*5*	*4*	*148.1*	*.1031*	*99*
Wilbarger	**All mfg.**	6	3	54.8	.0025	56
Willacy	**All mfg.**	5	2	35.5	.0016	53
Williamson	**All mfg.**	46	10	312.9	.0145	61
Wilson	**All mfg.**	3	1	13.2	.0006	30
Winkler	**All mfg.**	1		1.6	.0001	0
Wise	**All mfg.**	14	1	40.7	.0019	19
Wood	**All mfg.**	12	3	149.5	.0069	23
Yoakum	**All mfg.**	2		10.6	.0005	0
Young	**All mfg.**	9	3	76.5	.0035	60
Zavala	**All mfg.**	2	1	94.8	.0044	73
STATE TOTAL	**All mfg.**	7,911	2,183	153,580.8	7.0941	82

UTAH

Beaver	**All mfg.**	1		1.7	.0001	0
Box Elder	**All mfg.**	14	6	439.9	.0203	94
3764	Space-propulsion units & parts	1	1	310.7	13.2880	100
Cache	**All mfg.**	38	14	898.1	.0415	85
2022	Natural & processed cheese	5	4	411.5	4.2022	94
Carbon	**All mfg.**	5	2	14.5	.0007	70
1211	*Bituminous coal & lignite mining*	*8*	*4*	*142.5*	*.6546*	*79*
Davis	**All mfg.**	56	14	1,189.3	.0549	42
Duchesne	**All mfg.**	2		5.8	.0003	0
Emery	**All mfg.**	1		4.1	.0002	0
Garfield	**All mfg.**	1	1	17.2	.0008	100
Grand	**All mfg.**	2	1	14.7	.0007	88
Iron	**All mfg.**	7	1	38.5	.0018	12
Juab	**All mfg.**	4	2	31.6	.0015	91
Kane	**All mfg.**	1		3.5	.0002	0
Millard	**All mfg.**	6		27.5	.0013	0
Morgan	**All mfg.**	5	1	34.9	.0016	72
Piute	**All mfg.**	1	1	10.4	.0005	100
Rich	**All mfg.**	1		6.6	.0003	0
Salt Lake	**All mfg.**	466	103	6,214.3	.2870	77
1021	*Copper-ore mining*	*3*	*3*	*200.7*	*9.3878*	*100*
2331	Women's & misses' blouses	2	2	60.4	2.0201	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
2341	Women's & children's underwear	4	3	33.6	1.2657	96
2711	Newspapers	6	3	96.1	.3981	89
3331	Primary copper	1	1	556.4	9.8691	100
3441	Fabricated structural metal	26	4	133.7	1.3941	44
3573	Electronic computing equipment	8	3	545.8	1.1795	95
3662	Radio & TV communication equipment	8	4	212.8	.5708	92
3679	Electronic components n.e.c.	11	3	90.9	.5774	79
3764	Space-propulsion units & parts	1	1	362.4	15.4991	100
3841	Surgical & medical instruments	5	3	194.9	5.5019	96
4911	*Electric services*	*1*	*1*	*793.3*	*.7634*	*100*
4922	*Natural-gas transmission*	*3*	*1*	*416.3*	*2.1006*	*91*
6025	*National banks, federal reserve system*	*3*	*3*	*378.4*	*.3613*	*100*
7011	*Hotels, motels, & tourist courts*	*20*	*6*	*236.8*	*1.4477*	*89*
8062	*General medical & surgical hospitals*	*9*	*7*	*294.2*	*.2048*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*162.3*	*.8358*	*98*
San Juan	**All mfg.**	**6**	**1**	**34.8**	**.0016**	**15**
Sanpete	**All mfg.**	**10**	**2**	**65.8**	**.0030**	**59**
Sevier	**All mfg.**	**8**	**1**	**102.8**	**.0047**	**18**
Summit	**All mfg.**	**6**		**21.0**	**.0010**	**0**
Tooele	**All mfg.**	**11**		**41.5**	**.0019**	**0**
Uintah	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Utah	**All mfg.**	**101**	**27**	**1,186.5**	**.0548**	**73**
3312	Blast furnaces & steel mills	1	1	488.8	1.1084	100
8062	*General medical & surgical hospitals*	*4*	*4*	*97.3*	*.0677*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*155.5*	*.8008*	*99*
Wasatch	**All mfg.**	**5**		**23.1**	**.0011**	**0**
Washington	**All mfg.**	**8**	**2**	**46.8**	**.0022**	**58**
Weber	**All mfg.**	**76**	**29**	**924.3**	**.0427**	**73**
8062	*General medical & surgical hospitals*	*3*	*3*	*87.3*	*.0608*	*100*
STATE TOTAL	**All mfg.**	**844**	**208**	**11,404.8**	**.5268**	**72**
	VERMONT					
Addison	**All mfg.**	**19**	**10**	**261.3**	**.0121**	**84**
Bennington	**All mfg.**	**45**	**15**	**351.0**	**.0162**	**70**
Caledonia	**All mfg.**	**26**	**6**	**169.0**	**.0078**	**56**
Chittenden	**All mfg.**	**71**	**23**	**976.1**	**.0451**	**79**
3484	Small arms	1	1	156.9	12.1902	100
3679	Electronic components n.e.c.	4	2	258.1	1.6395	98
8062	*General medical & surgical hospitals*	*2*	*2*	*103.4*	*.0720*	*100*
Essex	**All mfg.**	**5**	**4**	**72.4**	**.0033**	**99**
Franklin	**All mfg.**	**33**	**10**	**373.2**	**.0172**	**70**
Grand Isle	**All mfg.**	**2**	**1**	**7.7**	**.0004**	**90**
Lamoille	**All mfg.**	**15**	**1**	**36.7**	**.0017**	**30**
Orange	**All mfg.**	**19**	**5**	**122.3**	**.0056**	**49**
Orleans	**All mfg.**	**17**	**4**	**138.4**	**.0064**	**49**
Rutland	**All mfg.**	**45**	**11**	**481.2**	**.0222**	**78**
3724	Aircraft engines & engine parts	2	1	253.2	1.5400	96
Washington	**All mfg.**	**59**	**8**	**172.6**	**.0080**	**45**
3281	Cut stone & stone products	28	4	31.9	8.1858	48
8062	*General medical & surgical hospitals*	*2*	*2*	*54.2*	*.0377*	*100*
Windham	**All mfg.**	**46**	**16**	**489.1**	**.0226**	**81**
Windsor	**All mfg.**	**46**	**14**	**394.9**	**.0182**	**77**
3541	Metal-cutting machine tools	4	4	192.8	4.1169	100
STATE TOTAL	**All mfg.**	**448**	**128**	**4,045.9**	**.1869**	**73**
	VIRGINIA					
Accomack	**All mfg.**	**22**	**6**	**278.1**	**.0128**	**75**
2016	Poultry-dressing plants	2	2	163.3	1.7070	100
Albemarle	**All mfg.**	**14**	**5**	**298.2**	**.0138**	**89**
2522	Metal office furniture	1	1	158.4	4.2007	100
Alexandria city	**All mfg.**	**51**	**8**	**384.5**	**.0178**	**65**
2731	Book publishing	1	1	115.6	1.4373	100
8062	*General medical & surgical hospitals*	*3*	*3*	*84.8*	*.0590*	*100*
Alleghany	**All mfg.**	**1**	**1**	**29.3**	**.0014**	**100**
Amelia	**All mfg.**	**6**	**1**	**20.2**	**.0009**	**25**
Amherst	**All mfg.**	**13**	**2**	**76.4**	**.0035**	**69**
Appomattox	**All mfg.**	**7**	**3**	**59.7**	**.0028**	**80**
Arlington	**All mfg.**	**29**	**6**	**163.6**	**.0076**	**55**
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*42.4*	*.2592*	*41*
7372	*Computer programming & software*	*6*	*4*	*89.2*	*.8490*	*90*
8062	*General medical & surgical hospitals*	*3*	*3*	*102.2*	*.0712*	*100*
Augusta	**All mfg.**	**20**	**7**	**229.2**	**.0106**	**68**
Bath	**All mfg.**	**2**		**3.5**	**.0002**	**0**
Bedford	**All mfg.**	**6**	**2**	**105.6**	**.0049**	**69**
Bedford city	**All mfg.**	**16**	**5**	**214.5**	**.0099**	**72**
3069	Fabricated rubber products n.e.c.	1	1	71.8	1.2142	100
Bland	**All mfg.**	**2**	**2**	**18.4**	**.0008**	**100**
Botetourt	**All mfg.**	**10**	**4**	**73.0**	**.0034**	**81**
Bristol city	**All mfg.**	**40**	**22**	**577.0**	**.0267**	**90**
Brunswick	**All mfg.**	**11**	**3**	**65.3**	**.0030**	**38**
Buchanan	**All mfg.**	**6**		**18.1**	**.0008**	**0**

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
	1984 (Est.)					
1211	*Bituminous-coal & lignite mining*	*36*	*8*	*994.9*	*4.5704*	*84*
Buckingham	**All mfg.**	**4**	**1**	**11.7**	**.0005**	**69**
Buena Vista city	**All mfg.**	**10**	**5**	**94.5**	**.0044**	**80**
Campbell	**All mfg.**	**16**	**11**	**425.5**	**.0197**	**97**
2492	Particleboard	1	1	83.4	12.7523	100
Caroline	**All mfg.**	**13**	**1**	**46.5**	**.0021**	**12**
Carroll	**All mfg.**	**11**	**4**	**109.1**	**.0050**	**86**
Charlotte	**All mfg.**	**9**	**3**	**89.6**	**.0041**	**80**
Charlottesville city	**All mfg.**	**32**	**15**	**520.2**	**.0240**	**91**
3662	Radio & TV communication equipment	1	1	114.2	.3063	100
8062	*General medical & surgical hospitals*	*3*	*3*	*128.2*	*.0893*	*100*
Chesapeake city	**All mfg.**	**36**	**9**	**313.6**	**.0145**	**61**
4011	*Line-haul-operating railroads*	*1*	*1*	*244.4*	*1.5551*	*100*
Chesterfield	**All mfg.**	**16**	**3**	**379.0**	**.0175**	**88**
Clarke	**All mfg.**	**3**	**3**	**68.8**	**.0032**	**100**
Clifton Forge city	**All mfg.**	**2**		**9.6**	**.0004**	**0**
Colonial Heights city	**All mfg.**	**11**	**2**	**67.3**	**.0031**	**49**
Covington city	**All mfg.**	**8**	**4**	**582.7**	**.0269**	**98**
2631	Paperboard mills	1	1	323.3	2.5450	100
2819	Industrial inorganic chemicals n.e.c.	2	1	206.0	1.5048	98
Craig	**All mfg.**	**1**	**1**	**5.9**	**.0003**	**100**
Culpeper	**All mfg.**	**13**	**6**	**108.1**	**.0050**	**74**
Danville city	**All mfg.**	**41**	**18**	**996.2**	**.0460**	**92**
2211	Cotton-weaving mills	1	1	141.0	2.5708	100
3011	Tires & inner tubes	1	1	272.0	2.4453	100
3524	Lawn & garden equipment	1	1	46.6	3.4047	100
8062	*General medical & surgical hospitals*	*1*	*1*	*54.1*	*.0377*	*100*
Dickenson	**All mfg.**	**2**	**1**	**14.6**	**.0007**	**79**
1211	*Bituminous-coal & lignite mining*	*10*	*3*	*224.0*	*1.0290*	*83*
Dinwiddie	**All mfg.**	**39**	**13**	**1,005.9**	**.0465**	**90**
2111	Cigarettes	1	1	712.7	4.9215	100
8062	*General medical & surgical hospitals*	*2*	*2*	*116.3*	*.0810*	*100*
Emporia city	**All mfg.**	**17**	**9**	**124.6**	**.0058**	**82**
Essex	**All mfg.**	**5**	**2**	**33.7**	**.0016**	**68**
Fairfax	**All mfg.**	**98**	**32**	**944.1**	**.0436**	**72**
7372	*Computer programming & software*	*21*	*9*	*204.1*	*1.9427*	*84*
Fairfax city	**All mfg.**	**16**	**4**	**187.2**	**.0086**	**66**
1629	*Heavy construction n.e.c.*	*1*	*1*	*153.4*	*.4855*	*100*
3662	Radio & TV communication equipment	5	3	115.9	.3109	94
Falls Church city	**All mfg.**	**12**	**4**	**163.0**	**.0075**	**81**
6025	*National banks, federal reserve system*	*1*	*1*	*352.6*	*.3367*	*100*
Fauquier	**All mfg.**	**11**	**1**	**43.5**	**.0020**	**13**
Floyd	**All mfg.**	**6**	**3**	**42.7**	**.0020**	**78**
Fluvanna	**All mfg.**	**3**	**1**	**37.2**	**.0017**	**68**
Franklin	**All mfg.**	**25**	**11**	**305.8**	**.0141**	**84**
Franklin city	**All mfg.**	**17**	**7**	**436.0**	**.0201**	**88**
2492	Particleboard	1	1	36.3	5.5505	100
2621	Paper mills, except building paper	1	1	216.1	.9016	100
Frederick	**All mfg.**	**7**	**2**	**110.6**	**.0051**	**90**
Fredericksburg city	**All mfg.**	**5**		**19.8**	**.0009**	**0**
Galax city	**All mfg.**	**20**	**8**	**203.9**	**.0094**	**74**
2511	Wood household furniture	3	3	74.6	1.1099	100
Giles	**All mfg.**	**10**	**4**	**179.0**	**.0083**	**88**
2823	Cellulosic man-made fibers	1	1	142.8	7.9923	100
Gloucester	**All mfg.**	**11**		**37.9**	**.0018**	**0**
Goochland	**All mfg.**	**2**		**5.8**	**.0003**	**0**
Grayson	**All mfg.**	**10**	**3**	**76.7**	**.0035**	**72**
Halifax	**All mfg.**	**5**	**3**	**32.0**	**.0015**	**83**
Hampton city	**All mfg.**	**46**	**10**	**388.4**	**.0179**	**55**
8062	*General medical & surgical hospitals*	*3*	*3*	*112.4*	*.0783*	*100*
Hanover	**All mfg.**	**30**	**2**	**127.3**	**.0059**	**26**
Harrisonburg city	**All mfg.**	**40**	**15**	**398.0**	**.0184**	**75**
Henrico	**All mfg.**	**9**	**3**	**253.3**	**.0117**	**88**
Henry	**All mfg.**	**18**	**12**	**709.7**	**.0328**	**97**
2211	Cotton-weaving mills	1	1	51.2	.9335	100
2253	Knit-outerwear mills	1	1	95.3	3.0638	100
2511	Wood household furniture	4	3	463.9	6.9018	100
Highland	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Hopewell city	**All mfg.**	**13**	**8**	**1,918.0**	**.0886**	**99**
2824	Noncellulosic synthetic organic fibers	2	2	486.5	4.0419	100
2869	Industrial organic chemicals n.e.c.	2	2	1,061.7	2.5241	100
Isle of Wight	**All mfg.**	**7**	**3**	**718.0**	**.0332**	**96**
2011	Meat-packing plants	2	2	677.7	1.4767	100
James City	**All mfg.**	**5**	**2**	**40.6**	**.0019**	**75**
King and Queen	**All mfg.**	**3**		**20.3**	**.0009**	**0**
King George	**All mfg.**	**5**	**2**	**102.3**	**.0047**	**87**
King William	**All mfg.**	**4**	**1**	**162.4**	**.0075**	**86**
Lancaster	**All mfg.**	**19**		**80.8**	**.0037**	**0**
Lee	**All mfg.**	**6**	**2**	**39.2**	**.0018**	**48**
Lexington city	**All mfg.**	**3**		**9.3**	**.0004**	**0**
Loudoun	**All mfg.**	**22**	**4**	**113.0**	**.0052**	**25**
Louisa	**All mfg.**	**10**	**4**	**78.9**	**.0036**	**84**
Lunenburg	**All mfg.**	**16**	**7**	**110.3**	**.0051**	**73**

VIRGINIA (cont.)

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts (1984 ($ Mil.))	% Of U.S. Ship./ Recpt.	% In Large Estab.
Lynchburg city	**All mfg.**	**86**	**32**	**1,[illegible]**	**.0718**	**87**
2819	Industrial inorganic chemicals n.e.c.	1	1	118.5	.8656	100
3321	Gray-iron foundries	2	2	164.5	1.7054	100
3662	Radio & TV communication equipment	1	1	456.8	1.2253	100
Madison	**All mfg.**	**5**	**1**	**25.1**	**.0012**	**55**
Martinsville city	**All mfg.**	**40**	**22**	**1,375.1**	**.0635**	**96**
2253	Knit-outerwear mills	3	3	84.7	2.7230	100
2321	Men's & boys' shirts & nightwear	1	1	66.2	1.7015	100
2492	Particleboard	1	1	50.8	7.7676	100
2511	Wood household furniture	4	4	90.4	1.3450	100
2824	Noncellulosic synthetic organic fibers	1	1	763.2	6.3408	100
Mathews	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Mecklenburg	**All mfg.**	**26**	**14**	**279.0**	**.0129**	**85**
Middlesex	**All mfg.**	**7**		**28.0**	**.0013**	**0**
Montgomery	**All mfg.**	**34**	**11**	**258.1**	**.0119**	**78**
Nelson	**All mfg.**	**6**	**1**	**14.4**	**.0007**	**31**
New Kent	**All mfg.**	**5**		**25.1**	**.0012**	**0**
Newport News city	**All mfg.**	**46**	**20**	**2,065.5**	**.0954**	**95**
3731	Ship building & repairing	2	2	1,553.0	17.1722	100
8062	*General medical & surgical hospitals*	*4*	*4*	*109.8*	*.0764*	*100*
Norfolk city	**All mfg.**	**121**	**32**	**1,476.2**	**.0682**	**74**
1629	*Heavy construction n.e.c.*	*7*	*3*	*119.8*	*.3791*	*72*
2711	Newspapers	2	1	83.7	.3467	94
3711	Motor vehicles & passenger-car bodies	1	1	397.9	.3094	100
3731	Ship building & repairing	9	5	179.0	1.9793	94
4011	*Line-haul-operating railroads*	*2*	*1*	*64.0*	*.4072*	*97*
6025	*National banks, federal reserve system*	*4*	*3*	*999.5*	*.9544*	*100*
8062	*General medical & surgical hospitals*	*7*	*6*	*266.6*	*.1856*	*100*
Northampton	**All mfg.**	**12**	**7**	**127.8**	**.0059**	**87**
Northumberland	**All mfg.**	**13**	**1**	**111.5**	**.0052**	**44**
Norton city	**All mfg.**	**6**	**1**	**54.0**	**.0025**	**52**
Nottoway	**All mfg.**	**14**	**6**	**83.3**	**.0038**	**63**
Orange	**All mfg.**	**18**	**6**	**187.9**	**.0087**	**81**
Page	**All mfg.**	**12**	**6**	**233.4**	**.0108**	**91**
2328	Men's & boys' work clothing	2	1	86.8	1.7846	95
Patrick	**All mfg.**	**7**	**5**	**66.1**	**.0031**	**91**
Petersburg city	**All mfg.**	**2**		**7.7**	**.0004**	**0**
Pittsylvania	**All mfg.**	**12**	**7**	**206.5**	**.0095**	**86**
Poquoson city	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Portsmouth city	**All mfg.**	**41**	**15**	**680.6**	**.0314**	**77**
3651	Radio & TV receiving sets	1	1	331.3	4.0611	100
8062	*General medical & surgical hospitals*	*3*	*3*	*214.0*	*.1490*	*100*
Powhatan	**All mfg.**	**5**		**14.8**	**.0007**	**0**
Prince Edward	**All mfg.**	**8**	**4**	**63.0**	**.0029**	**86**
Prince George	**All mfg.**	**4**		**17.7**	**.0008**	**0**
Prince William	**All mfg.**	**22**	**4**	**389.4**	**.0180**	**85**
3679	Electronic components n.e.c.	1	1	120.2	.7635	100
Pulaski	**All mfg.**	**24**	**11**	**299.6**	**.0138**	**86**
2511	Wood household furniture	3	2	113.6	1.6901	98
Radford city	**All mfg.**	**17**	**8**	**505.4**	**.0233**	**93**
2892	Explosives	1	1	330.6	27.4813	100
Rappahannock	**All mfg.**	**3**	**2**	**23.2**	**.0011**	**79**
Richmond	**All mfg.**	**6**	**1**	**36.0**	**.0017**	**46**
Richmond city	**All mfg.**	**284**	**87**	**8,170.4**	**.3774**	**89**
1211	*Bituminous-coal & lignite mining*	*1*	*1*	*150.1*	*.6895*	*100*
2111	Cigarettes	1	1	4,117.5	28.4330	100
2643	Bags, except textile bags	6	4	169.0	2.4785	88
2751	Letterpress commercial printing	11	2	33.9	.6355	71
2752	Lithographic commercial printing	14	2	129.4	.7729	50
2824	Noncellulosic synthetic organic fibers	2	1	566.6	4.7074	98
2834	Pharmaceutical preparations	3	2	187.2	.9810	97
3079	Miscellaneous plastics products	8	2	148.4	.4788	82
3443	Fabricated plate work (boiler shops)	4	4	93.3	.8384	100
3661	Telephone & telegraph apparatus	2	2	137.2	.7515	100
4011	*Line-haul-operating railroads*	*5*	*3*	*587.7*	*3.7395*	*100*
4931	*Electric & other services combined*	*1*	*1*	*2,486.4*	*4.2523*	*100*
5081	*Commercial-equipment wholesalers*	*14*	*2*	*232.0*	*1.2569*	*65*
6025	*National banks, federal reserve system*	*7*	*4*	*448.7*	*.4285*	*97*
7011	*Hotels, motels, & tourist courts*	*14*	*1*	*36.2*	*.2213*	*44*
8062	*General medical & surgical hospitals*	*13*	*11*	*540.4*	*.3762*	*99*
Roanoke	**All mfg.**	**5**	**3**	**110.6**	**.0051**	**89**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County / SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts (1984 ($ Mil.))	% Of U.S. Ship./ Recpt.	% In Large Estab.
Roanoke city	**All mfg.**	**110**	**32**	**1,168.9**	**.0540**	**75**
2511	Wood household furniture	2	2	71.8	1.0682	100
4011	*Line-haul-operating railroads*	*1*	*1*	*444.1*	*2.8258*	*100*
4911	*Electric services*	*1*	*1*	*1,364.4*	*1.3129*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*233.7*	*.2232*	*94*
7011	*Hotels, motels, & tourist courts*	*7*	*1*	*123.7*	*.7562*	*93*
8062	*General medical & surgical hospitals*	*4*	*2*	*128.6*	*.0895*	*95*
Rockbridge	**All mfg.**	**5**	**3**	**148.0**	**.0068**	**96**
Rockingham	**All mfg.**	**21**	**13**	**505.4**	**.0233**	**95**
2016	Poultry-dressing plants	4	4	200.8	2.0990	100
Russell	**All mfg.**	**5**	**2**	**31.6**	**.0015**	**71**
1211	*Bituminous-coal & lignite mining*	*11*	*2*	*621.5*	*2.8551*	*91*
Salem city	**All mfg.**	**29**	**13**	**621.9**	**.0287**	**93**
3622	Industrial controls	1	1	243.5	5.2408	100
8062	*General medical & surgical hospitals*	*2*	*2*	*107.6*	*.0749*	*100*
Scott	**All mfg.**	**7**	**4**	**67.8**	**.0031**	**72**
Shenandoah	**All mfg.**	**31**	**9**	**280.5**	**.0130**	**71**
Smyth	**All mfg.**	**33**	**18**	**352.9**	**.0163**	**89**
8062	*General medical & surgical hospitals*	*3*	*2*	*63.5*	*.0442*	*97*
Southampton	**All mfg.**	**8**	**2**	**79.1**	**.0037**	**58**
South Boston city	**All mfg.**	**16**	**9**	**234.5**	**.0108**	**87**
Spotsylvania	**All mfg.**	**32**	**9**	**221.9**	**.0102**	**67**
Stafford	**All mfg.**	**3**		**8.5**	**.0004**	**0**
Staunton city	**All mfg.**	**12**	**1**	**68.8**	**.0032**	**36**
8062	*General medical & surgical hospitals*	*3*	*2*	*94.3*	*.0657*	*96*
Suffolk city	**All mfg.**	**40**	**5**	**353.9**	**.0163**	**54**
2065	Confectionery products	4	2	158.5	2.3197	92
Surry	**All mfg.**	**3**		**30.0**	**.0014**	**0**
Sussex	**All mfg.**	**8**	**3**	**43.4**	**.0020**	**61**
Tazewell	**All mfg.**	**21**	**4**	**127.3**	**.0059**	**51**
1211	*Bituminous-coal & lignite mining*	*13*	*1*	*145.7*	*.6693*	*57*
Virginia Beach city	**All mfg.**	**35**	**8**	**234.8**	**.0108**	**58**
8062	*General medical & surgical hospitals*	*1*	*1*	*51.3*	*.0357*	*100*
Warren	**All mfg.**	**11**	**5**	**283.9**	**.0131**	**94**
2823	Cellulosic man-made fibers	1	1	140.0	7.8361	100
Washington	**All mfg.**	**18**	**8**	**164.5**	**.0076**	**80**
Waynesboro city	**All mfg.**	**24**	**8**	**821.7**	**.0380**	**94**
2824	Noncellulosic synthetic organic fibers	2	2	553.5	4.5986	100
3613	Switchgear & switchboard apparatus	2	1	147.4	3.0009	97
Westmoreland	**All mfg.**	**17**	**3**	**119.2**	**.0055**	**48**
Williamsburg city	**All mfg.**	**8**	**3**	**291.9**	**.0135**	**93**
8062	*General medical & surgical hospitals*	*2*	*2*	*72.0*	*.0501*	*100*
Winchester city	**All mfg.**	**50**	**21**	**666.0**	**.0308**	**81**
Wise	**All mfg.**	**8**	**2**	**194.2**	**.0090**	**87**
1211	*Bituminous-coal & lignite mining*	*26*	*9*	*361.3*	*1.6598*	*70*
3312	Blast furnaces & steel mills	1	1	162.9	.3694	100
Wythe	**All mfg.**	**19**	**8**	**128.5**	**.0059**	**79**
York	**All mfg.**	**5**	**1**	**527.0**	**.0243**	**98**
STATE TOTAL	**All mfg.**	**2,522**	**847**	**41,991.3**	**1.9396**	**84**

WASHINGTON

Adams	**All mfg.**	**3**	**1**	**80.6**	**.0037**	**94**
Asotin	**All mfg.**	**2**		**10.8**	**.0005**	**0**
Benton	**All mfg.**	**23**	**9**	**279.6**	**.0129**	**78**
4912	*Nuclear power*	*3*	*2*	*676.5*	*2.8832*	*98*
Chelan	**All mfg.**	**31**	**9**	**440.0**	**.0203**	**78**
3334	Primary aluminum	2	1	230.4	3.3359	95
Clallam	**All mfg.**	**22**	**5**	**308.5**	**.0142**	**70**
Clark	**All mfg.**	**58**	**18**	**1,631.2**	**.0753**	**90**
2621	Paper mills, except building paper	2	2	712.9	2.9743	100
3334	Primary aluminum	1	1	384.2	5.5628	100
8062	*General medical & surgical hospitals*	*4*	*3*	*76.6*	*.0533*	*99*
Columbia	**All mfg.**	**1**	**1**	**9.8**	**.0005**	**100**
Cowlitz	**All mfg.**	**42**	**15**	**1,302.4**	**.0602**	**89**
2421	General sawmills & planing mills	3	1	165.3	1.2582	91
2621	Paper mills, except building paper	2	2	269.5	1.1244	100
2631	Paperboard mills	1	1	215.5	1.6964	100
3334	Primary aluminum	1	1	219.5	3.1781	100
Douglas	**All mfg.**	**1**	**1**	**25.8**	**.0012**	**100**
Ferry	**All mfg.**	**3**		**17.0**	**.0008**	**0**
Franklin	**All mfg.**	**9**	**6**	**345.2**	**.0159**	**98**
2037	Frozen fruits & vegetables	2	2	111.4	2.1103	100
Grant	**All mfg.**	**15**	**4**	**428.9**	**.0198**	**89**
Grays Harbor	**All mfg.**	**49**	**18**	**1,154.1**	**.0533**	**92**
2411	Logging camps & contractors	5	3	562.4	8.9489	96
2611	Pulp mills	2	2	202.3	5.5252	100
Island	**All mfg.**	**4**	**1**	**19.8**	**.0009**	**48**
Jefferson	**All mfg.**	**4**	**2**	**102.8**	**.0047**	**93**
King	**All mfg.**	**761**	**169**	**13,227.5**	**.6110**	**84**
1629	*Heavy construction n.e.c.*	*24*	*2*	*145.0*	*.4589*	*33*
2026	Fluid milk	6	4	232.7	1.3413	91
2051	Bread, cake, & related products	11	7	151.9	1.1273	94
2086	Bottled & canned soft drinks	8	2	165.0	.9440	74

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2091	Canned & cured seafoods	9	4	193.5	7.0170	77
2329	Men's & boys' clothing n.e.c.	8	6	37.8	2.5527	92
2711	Newspapers	16	4	240.8	.9976	87
2751	Letterpress commercial printing	23	2	38.2	.7161	36
3273	Ready-mixed concrete	11	4	95.8	1.3715	76
3312	Blast furnaces & steel mills	2	2	263.0	.5964	100
3444	Sheet-metal work	16	2	56.7	.8506	48
3573	Electronic computing equipment	4	3	148.8	.3216	97
3599	Machinery, except electrical, n.e.c.	34	3	106.0	1.0490	35
3662	Radio & TV communication equipment	11	4	956.4	2.5655	97
3693	X-ray apparatus & tubes	6	3	227.3	5.8525	93
3713	Truck & bus bodies	5	1	59.5	1.8806	88
3721	Aircraft	5	4	4,231.6	12.3056	100
3728	Aircraft equipment n.e.c.	16	3	242.2	2.3365	79
3731	Ship building & repairing	9	5	297.4	3.2885	96
3732	Boat building & repairing	9	2	82.3	3.7602	85
3743	Railroad equipment	1	1	130.1	3.2980	100
3761	Guided missiles & space vehicles	2	2	1,170.3	11.4360	100
3769	Space-vehicle equipment n.e.c.	2	2	337.2	18.8149	100
4911	*Electric services*	*5*	*2*	*564.3*	*.5430*	*92*
5084	*Industrial-machinery distributors*	*38*	*2*	*384.9*	*.9344*	*26*
6025	*National banks, federal reserve system*	*8*	*4*	*1,899.8*	*1.8141*	*99*
7011	*Hotels, motels, & tourist courts*	*29*	*4*	*57.4*	*.3509*	*42*
7372	*Computer programming & software*	*18*	*3*	*83.8*	*.7976*	*51*
8062	*General medical & surgical hospitals*	*22*	*18*	*450.9*	*.3139*	*98*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*95.5*	*.4918*	*95*
Kitsap	**All mfg.**	13	4	101.4	.0047	65
Kittitas	**All mfg.**	9	4	133.3	.0062	75
Klickitat	**All mfg.**	7	4	237.2	.0110	94
Lewis	**All mfg.**	43	16	554.8	.0256	78
Lincoln	**All mfg.**	1	1	11.1	.0005	100
Mason	**All mfg.**	12	3	197.5	.0091	82
2661	Building-paper & building-board mills	1	1	145.1	14.9788	100
Okanogan	**All mfg.**	14	2	169.4	.0078	52
2421	General sawmills & planing mills	3	2	90.2	.6866	97
Pacific	**All mfg.**	10	2	133.9	.0062	45
Pend Oreille	**All mfg.**	4	1	52.3	.0024	65
Pierce	**All mfg.**	176	46	2,313.3	.1069	70
2421	General sawmills & planing mills	5	2	149.2	1.1356	92
3731	Ship building & repairing	3	3	109.3	1.2086	100
8062	*General medical & surgical hospitals*	*13*	*11*	*340.1*	*.2368*	*99*
San Juan	**All mfg.**	2		3.8	.0002	0
Skagit	**All mfg.**	29	10	2,025.7	.0936	96
Skamania	**All mfg.**	4	3	57.3	.0026	87
Snohomish	**All mfg.**	126	30	2,468.7	.1140	85
2037	Frozen fruits & vegetables	4	2	145.3	2.7525	96
2421	General sawmills & planing mills	10	4	172.2	1.3107	88
2431	Millwork	6	1	68.4	1.2906	77
2647	Sanitary paper products	1	1	351.6	3.3527	100
3721	Aircraft	2	1	853.4	2.4817	99
3825	Electricity-measuring instruments	1	1	146.6	2.2321	100
8062	*General medical & surgical hospitals*	*5*	*4*	*85.1*	*.0592*	*95*
Spokane	**All mfg.**	148	31	2,135.6	.0986	79
3334	Primary aluminum	1	1	329.3	4.7679	100
3353	Aluminum sheet, plate, & foil	1	1	710.8	7.6697	100
4931	*Electric & other services combined*	*3*	*1*	*392.9*	*.6719*	*95*
8062	*General medical & surgical hospitals*	*11*	*8*	*246.4*	*.1715*	*98*
Stevens	**All mfg.**	15	4	170.0	.0079	70
Thurston	**All mfg.**	36	8	291.0	.0134	71
Wahkiakum	**All mfg.**	1	1	76.7	.0035	100
Walla Walla	**All mfg.**	22	6	287.6	.0133	81
8062	*General medical & surgical hospitals*	*4*	*4*	*55.8*	*.0388*	*100*
Whatcom	**All mfg.**	48	14	2,088.7	.0965	91
2611	Pulp mills	1	1	168.6	4.6048	100
Whitman	**All mfg.**	2		6.9	.0003	0
Yakima	**All mfg.**	85	15	724.8	.0335	53
2033	Canned fruits & vegetables	10	5	212.0	2.1501	93
8062	*General medical & surgical hospitals*	*6*	*3*	*78.8*	*.0549*	*86*
STATE TOTAL	**All mfg.**	1,825	464	33,625.0	1.5532	83

WEST VIRGINIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Barbour	**All mfg.**	6		17.8	.0008	0
Berkeley	**All mfg.**	23	10	454.1	.0210	96
3714	Motor-vehicle parts & accessories	2	2	154.4	.2852	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.3*	*.0580*	*100*
Boone	**All mfg.**	2		6.6	.0003	0
1211	*Bituminous-coal & lignite mining*	*12*	*7*	*387.4*	*1.7797*	*88*
Braxton	**All mfg.**	4	1	16.2	.0007	44
Brooke	**All mfg.**	16	8	360.7	.0167	87
Cabell	**All mfg.**	59	19	1,249.2	.0577	86
3221	Glass containers	1	1	124.8	2.7023	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	534.9	13.4719	100
8062	*General medical & surgical hospitals*	*7*	*6*	*198.9*	*.1385*	*99*
Calhoun	**All mfg.**	2	1	10.8	.0005	94
Clay	**All mfg.**	1		2.2	.0001	0
Doddridge	**All mfg.**	1		2.4	.0001	0
Fayette	**All mfg.**	8	2	188.9	.0086	92
1211	*Bituminous-coal & lignite mining*	*10*	*5*	*333.5*	*1.5321*	*93*
3313	Electrometallurgical products	1	1	155.6	17.5462	100
Gilmer	**All mfg.**	2	1	14.6	.0007	88
Grant	**All mfg.**	6	1	30.8	.0014	15
Greenbrier	**All mfg.**	19	5	94.6	.0044	42
Hampshire	**All mfg.**	3		9.2	.0004	0
Hancock	**All mfg.**	28	12	1,845.8	.0853	96
3262	Vitreous china food utensils	1	1	63.7	20.7966	100
3312	Blast furnaces & steel mills	1	1	1,109.7	2.5163	100
Hardy	**All mfg.**	4	2	39.2	.0018	90
Harrison	**All mfg.**	33	11	376.7	.0174	74
3229	Pressed & blown glass n.e.c.	2	2	66.7	1.7674	100
4923	*Gas transmission & distribution*	*2*	*2*	*489.0*	*2.9498*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*52.1*	*.0369*	*100*
Jackson	**All mfg.**	3	1	716.2	.0331	99
3353	Aluminum sheet, plate, & foil	1	1	710.8	7.6697	100
Jefferson	**All mfg.**	8	4	95.4	.0044	88
Kanawha	**All mfg.**	89	21	2,563.1	.1184	88
1211	*Bituminous-coal & lignite mining*	*20*	*6*	*353.0*	*1.6216*	*80*
2812	Alkalies & chlorine	1	1	89.5	5.3109	100
2824	Noncellulosic synthetic organic fibers	1	1	324.4	2.6952	100
2869	Industrial organic chemicals n.e.c.	5	3	1,406.5	3.3438	97
4922	*Natural-gas transmission*	*2*	*1*	*775.3*	*3.9120*	*97*
6025	*National banks, federal reserve system*	*9*	*4*	*186.8*	*.1784*	*86*
8062	*General medical & surgical hospitals*	*8*	*6*	*213.0*	*.1483*	*97*
Lewis	**All mfg.**	7	4	77.9	.0036	90
Logan	**All mfg.**	15	2	59.7	.0028	33
1211	*Bituminous-coal & lignite mining*	*21*	*13*	*615.6*	*2.8280*	*90*
McDowell	**All mfg.**	2		8.0	.0004	0
1211	*Bituminous-coal & lignite mining*	*20*	*14*	*696.8*	*3.2010*	*95*
Marion	**All mfg.**	32	6	362.8	.0168	79
1211	*Bituminous-coal & lignite mining*	*10*	*8*	*446.1*	*2.0493*	*98*
3641	Electric lamps	1	1	141.5	5.7911	100
Marshall	**All mfg.**	14	4	301.5	.0139	80
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*204.6*	*.9399*	*95*
Mason	**All mfg.**	11	4	274.4	.0127	86
Mercer	**All mfg.**	26	7	151.6	.0070	58
8062	*General medical & surgical hospitals*	*3*	*3*	*51.4*	*.0358*	*100*
Mineral	**All mfg.**	8	2	48.8	.0023	49
Mingo	**All mfg.**	10		28.1	.0013	0
1211	*Bituminous-coal & lignite mining*	*16*	*4*	*170.9*	*.7851*	*61*
Monongalia	**All mfg.**	29	10	252.1	.0116	77
1211	*Bituminous-coal & lignite mining*	*9*	*5*	*285.0*	*1.3092*	*94*
8062	*General medical & surgical hospitals*	*2*	*2*	*90.8*	*.0632*	*100*
Monroe	**All mfg.**	1	1	17.0	.0008	100
Morgan	**All mfg.**	6	2	40.5	.0019	62
Nicholas	**All mfg.**	15	4	114.0	.0053	70
1211	*Bituminous-coal & lignite mining*	*9*	*3*	*145.7*	*.6693*	*74*
Ohio	**All mfg.**	34	11	311.6	.0144	71
3547	Rolling-mill machinery	2	2	81.2	13.4727	100
8062	*General medical & surgical hospitals*	*1*	*1*	*75.0*	*.0522*	*100*
Pendleton	**All mfg.**	4	1	20.6	.0010	71
Pleasants	**All mfg.**	2	2	631.4	.0292	100
Pocahontas	**All mfg.**	3	1	17.9	.0008	62
Preston	**All mfg.**	8	2	54.9	.0025	36
Putnam	**All mfg.**	8	2	36.2	.0017	70
Raleigh	**All mfg.**	27	3	110.2	.0051	39
1211	*Bituminous-coal & lignite mining*	*24*	*14*	*563.0*	*2.5863*	*90*
8062	*General medical & surgical hospitals*	*5*	*5*	*93.9*	*.0654*	*100*
Randolph	**All mfg.**	22	5	100.1	.0046	45
Ritchie	**All mfg.**	10	3	59.3	.0027	44
Roane	**All mfg.**	7	3	88.2	.0041	85
Summers	**All mfg.**	3	1	11.1	.0005	45
Taylor	**All mfg.**	7	5	61.4	.0028	94
Tucker	**All mfg.**	6	2	66.6	.0031	71
Tyler	**All mfg.**	2	1	210.9	.0097	98
Upshur	**All mfg.**	7	3	90.3	.0042	86
Wayne	**All mfg.**	16	5	206.7	.0095	80
Webster	**All mfg.**	2		6.4	.0003	0
Wetzel	**All mfg.**	11	5	317.1	.0146	95
Wirt	**All mfg.**	1		1.1	.0001	0
Wood	**All mfg.**	53	18	1,396.3	.0645	88
2821	Plastics materials & synthetic resins	3	3	811.1	3.9328	100
3229	Pressed & blown glass n.e.c.	3	3	75.8	2.0086	100
3423	Hand & edge tools n.e.c.	1	1	109.5	3.3316	100
8062	*General medical & surgical hospitals*	*2*	*2*	*74.2*	*.0517*	*100*
Wyoming	**All mfg.**	4		7.9	.0004	0
1211	*Bituminous-coal & lignite mining*	*13*	*11*	*772.6*	*3.5492*	*98*
STATE TOTAL	**All mfg.**	730	218	13,634.1	.6298	86

1984 (Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
WISCONSIN						
Adams	**All mfg.**	5	1	34.4	.0016	66
Ashland	**All mfg.**	11	4	93.7	.0043	73
Barron	**All mfg.**	34	11	344.4	.0159	69
Bayfield	**All mfg.**	3	1	18.0	.0008	62
Brown	**All mfg.**	134	43	3,370.1	.1557	88
2621	Paper mills, except building paper	4	4	757.1	3.1588	100
2647	Sanitary paper products	7	5	1,063.3	10.1391	97
3554	Paper-industries machinery	6	3	110.5	7.5458	91
4931	*Electric & other services combined*	*1*	*1*	*651.1*	*1.1135*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*105.4*	*.0734*	*100*
Buffalo	**All mfg.**	1		12.3	.0006	0
Burnett	**All mfg.**	9	1	23.4	.0015	17
Calumet	**All mfg.**	27	6	539.6	.0249	73
3519	Internal-combustion engines n.e.c.	1	1	242.7	2.0375	100
Chippewa	**All mfg.**	35	12	361.4	.0167	78
Clark	**All mfg.**	24	2	159.8	.0074	21
Columbia	**All mfg.**	42	10	258.5	.0119	55
Crawford	**All mfg.**	10	3	175.2	.0081	86
Dane	**All mfg.**	176	53	3,502.9	.1618	87
2011	Meat-packing plants	1	1	1,322.1	2.8807	100
2439	Structural wood members n.e.c.	4	2	42.1	4.8497	92
3692	Dry & wet primary batteries	1	1	117.0	9.2461	100
4931	*Electric & other services combined*	*2*	*2*	*808.6*	*1.3829*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*304.1*	*.2117*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*78.5*	*.4042*	*100*
Dodge	**All mfg.**	54	20	582.9	.0269	79
3524	Lawn & garden equipment	1	1	64.2	4.6906	100
Door	**All mfg.**	14	7	239.5	.0111	93
3731	Ship building & repairing	2	2	146.4	1.6188	100
Douglas	**All mfg.**	16	5	467.2	.0216	86
Dunn	**All mfg.**	10	2	59.7	.0028	55
Eau Claire	**All mfg.**	40	12	849.4	.0392	82
3011	Tires & inner tubes	1	1	214.8	1.9311	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.3*	*.0580*	*100*
Florence	**All mfg.**	1		3.9	.0002	0
Fond du Lac	**All mfg.**	70	22	981.9	.0454	77
3519	Internal-combustion engines n.e.c.	2	1	222.7	1.8696	96
8062	*General medical & surgical hospitals*	*4*	*3*	*52.9*	*.0368*	*94*
Forest	**All mfg.**	2	2	19.1	.0009	100
Grant	**All mfg.**	13		74.5	.0034	0
Green	**All mfg.**	24	9	306.2	.0141	54
Green Lake	**All mfg.**	29	6	155.6	.0072	58
Iowa	**All mfg.**	9		22.9	.0015	0
Iron	**All mfg.**	3	1	33.3	.0015	65
Jackson	**All mfg.**	8	1	63.3	.0029	23
Jefferson	**All mfg.**	74	24	1,083.2	.0500	80
3079	Miscellaneous plastics products	7	2	71.1	.2294	80
3585	Refrigeration & heating equipment	1	1	105.7	.7359	100
Juneau	**All mfg.**	17	5	160.0	.0074	69
Kenosha	**All mfg.**	55	17	4,003.7	.1849	97
3423	Hand & edge tools n.e.c.	1	1	68.5	2.0842	100
3711	Motor vehicles & passenger-car bodies	2	1	3,199.0	2.4872	100
8062	*General medical & surgical hospitals*	*2*	*2*	*72.0*	*.0501*	*100*
Kewaunee	**All mfg.**	18	4	155.3	.0072	59
La Crosse	**All mfg.**	53	14	761.7	.0352	83
3585	Refrigeration & heating equipment	1	1	211.3	1.4710	100
8062	*General medical & surgical hospitals*	*2*	*2*	*96.3*	*.0670*	*100*
Lafayette	**All mfg.**	2		25.9	.0012	0
Langlade	**All mfg.**	18	6	123.4	.0057	61
Lincoln	**All mfg.**	26	10	369.9	.0171	84
Manitowoc	**All mfg.**	81	28	1,043.5	.0482	84
3361	Aluminum foundries	4	4	112.9	3.3430	100
3469	Metal stampings n.e.c.	4	1	102.1	1.4036	88
3585	Refrigeration & heating equipment	2	2	132.1	.9196	100
3822	Environmental controls	1	1	43.6	2.3678	100
3842	Surgical appliances & supplies	1	1	141.1	2.7071	100
4912	*Nuclear power*	*4*	*4*	*666.6*	*2.8326*	*100*
Marathon	**All mfg.**	73	29	1,419.4	.0656	84
2022	Natural & processed cheese	6	2	412.2	4.2094	78
2435	Hardwood veneer & plywood	1	1	59.0	3.1906	100
2621	Paper mills, except building paper	3	3	294.0	1.2266	100
3621	Motors & generators	1	1	65.7	.9561	100
Marinette	**All mfg.**	32	14	771.9	.0357	93
2621	Paper mills, except building paper	3	2	181.3	.7564	96
Marquette	**All mfg.**	4	1	31.2	.0014	43
Menominee	**All mfg.**	1	1	34.3	.0016	100
Milwaukee	**All mfg.**	865	287	14,827.3	.6849	86
2011	Meat-packing plants	5	2	343.9	.7493	87
2051	Bread, cake, & related products	6	5	94.9	.7043	96
2082	Malt beverages	2	2	1,261.0	10.3485	100
2086	Bottled & canned soft drinks	4	3	141.1	.8072	92
2531	Public-building & related furniture	7	3	71.1	4.4661	87
2641	Paper coating & glazing	3	1	150.4	2.4293	89
2653	Corrugated & solid fiber boxes	9	6	147.6	1.2315	93
2711	Newspapers	3	1	83.8	.3422	95
2752	Lithographic commercial printing	21	5	225.1	1.3445	63
3079	Miscellaneous plastics products	25	6	217.5	.7018	67
3111	Leather tanning & finishing	16	9	143.7	9.3658	85
3143	Men's nonathletic footwear	1	1	33.6	1.7961	100
3317	Steel pipe & tubes	1	1	59.0	1.5367	100
3321	Gray-iron foundries	8	5	118.6	1.2295	94
3325	Steel foundries n.e.c.	11	9	184.2	5.2432	97
3411	Metal cans	4	4	355.3	3.6916	100
3429	Hardware n.e.c.	3	1	117.6	1.6642	92
3443	Fabricated plate work (boiler shops)	19	7	182.3	1.6382	78
3444	Sheet-metal work	12	2	65.1	.9766	63
3448	Prefabricated metal buildings	2	2	82.9	3.1022	100
3462	Iron & steel forgings	4	3	332.9	7.8754	100
3469	Metal stampings n.e.c.	13	4	94.9	1.3046	73
3511	Turbines & turbine-generator set units	3	2	58.9	2.0963	94
3519	Internal-combustion engines n.e.c.	6	4	1,115.4	9.3641	99
3523	Farm machinery & equipment	1	1	298.9	3.2136	100
3531	Construction machinery	16	10	499.8	3.5760	94
3532	Mining machinery	4	3	168.7	8.1199	98
3536	Hoists, industrial cranes, & monorails	11	3	139.7	12.1225	88
3541	Metal-cutting machine tools	8	3	153.7	3.2820	92
3544	Special dies, tools, jigs, & fixtures	22	4	45.9	1.1341	53
3566	Speed changers, drives, & gears	3	3	251.2	16.1918	100
3569	General industrial machinery n.e.c.	13	6	103.3	2.7912	85
3599	Machinery, except electrical, n.e.c.	30	7	145.1	1.4360	62
3613	Switchgear & switchboard apparatus	7	3	74.5	1.5168	85
3621	Motors & generators	9	3	65.1	.9474	72
3622	Industrial controls	12	8	602.6	12.9697	97
3662	Radio & TV communication equipment	6	2	332.8	.8927	92
3693	X-ray apparatus & tubes	3	2	532.7	13.7159	97
3714	Motor-vehicle parts & accessories	5	2	925.1	1.7088	99
3751	Motorcycles, bicycles, & parts	1	1	217.6	15.1469	100
3822	Environmental controls	4	4	78.2	4.2468	100
3993	Signs & advertising displays	13	5	37.4	2.1749	74
4911	*Electric services*	*1*	*1*	*1,164.6*	*1.1206*	*100*
4924	*Natural-gas distribution*	*6*	*3*	*380.8*	*2.0629*	*84*
5084	*Industrial-machinery distributors*	*27*	*1*	*314.0*	*.7623*	*16*
5085	*Industrial-supply distributors*	*35*		*330.8*	*.8862*	*0*
6025	*National banks, federal reserve system*	*13*	*4*	*695.5*	*.6641*	*96*
7011	*Hotels, motels, & tourist courts*	*12*	*2*	*50.2*	*.3069*	*75*
8062	*General medical & surgical hospitals*	*22*	*20*	*903.7*	*.6292*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*3*	*66.8*	*.4470*	*91*
Monroe	**All mfg.**	15	5	118.0	.0055	64
8062	*General medical & surgical hospitals*	*3*	*3*	*65.3*	*.0435*	*100*
Oconto	**All mfg.**	27	7	216.2	.0100	58
Oneida	**All mfg.**	9	4	227.7	.0105	89
Outagamie	**All mfg.**	93	34	1,929.7	.0891	90
2259	Knitting mills n.e.c.	1	1	24.5	27.2222	100
2621	Paper mills, except building paper	6	5	686.6	2.8646	100
2641	Paper coating & glazing	2	1	244.4	3.9475	99
3623	Electric welding apparatus	1	1	107.1	5.7291	100
8062	*General medical & surgical hospitals*	*4*	*2*	*68.7*	*.0478*	*92*
Ozaukee	**All mfg.**	87	30	845.5	.0391	72
3524	Lawn & garden equipment	2	2	62.9	4.5956	100
3621	Motors & generators	3	3	125.5	1.8263	100
Pepin	**All mfg.**	4	1	25.3	.0012	39
Pierce	**All mfg.**	8	5	84.7	.0039	76
Polk	**All mfg.**	30	7	160.1	.0074	59
Portage	**All mfg.**	27	13	388.6	.0179	84
Price	**All mfg.**	12	6	191.1	.0088	93
Racine	**All mfg.**	167	53	1,993.6	.0921	80
2731	Book publishing	2	1	109.7	1.3639	93
2842	Polishes & sanitation goods	2	1	237.8	5.1527	99
3523	Farm machinery & equipment	3	1	112.9	1.2138	93
3531	Construction machinery	5	3	173.1	1.2385	97
3568	Power-transmission equipment n.e.c.	1	1	63.8	3.2125	100
3621	Motors & generators	9	6	86.0	1.2515	89
8062	*General medical & surgical hospitals*	*5*	*4*	*132.3*	*.0921*	*98*
Richland	**All mfg.**	14	4	98.8	.0046	65
Rock	**All mfg.**	173	54	2,099.1	.0970	89
3143	Men's nonathletic footwear	1	1	33.6	1.7961	100
3519	Internal-combustion engines n.e.c.	1	1	242.7	2.0375	100
3554	Paper-industries machinery	1	1	159.9	10.9191	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3711	Motor vehicles & passenger-car bodies	1	1	915.3	.7116	100
3951	Pens & mechanical pencils	1	1	115.1	11.5806	100
8062	*General medical & surgical hospitals*	*5*	*4*	*114.2*	*.0795*	*99*
Rusk	**All mfg.**	**13**	**3**	**85.9**	**.0060**	**61**
St. Croix	**All mfg.**	**25**	**9**	**176.4**	**.0081**	**67**
Sauk	**All mfg.**	**39**	**11**	**447.6**	**.0307**	**77**
3482	Small-arms ammunition	2	1	86.1	9.6471	97
Sawyer	**All mfg.**	**4**		**19.3**	**.0009**	**0**
Shawano	**All mfg.**	**18**	**5**	**263.5**	**.0122**	**65**
Sheboygan	**All mfg.**	**117**	**41**	**1,667.2**	**.0770**	**81**
2022	Natural & processed cheese	4	3	449.4	4.5893	98
3431	Metal sanitary ware	1	1	125.8	20.7968	100
3519	Internal-combustion engines n.e.c.	1	1	148.4	1.2459	100
8062	*General medical & surgical hospitals*	*3*	*3*	*52.7*	*.0367*	*100*
Taylor	**All mfg.**	**10**	**7**	**111.0**	**.0051**	**94**
Trempealeau	**All mfg.**	**17**	**2**	**93.4**	**.0043**	**52**
Vernon	**All mfg.**	**6**		**24.9**	**.0012**	**0**
Vilas	**All mfg.**	**7**	**1**	**39.7**	**.0018**	**43**
Walworth	**All mfg.**	**75**	**18**	**505.9**	**.0234**	**61**
Washburn	**All mfg.**	**4**		**7.1**	**.0003**	**0**
Washington	**All mfg.**	**80**	**20**	**951.9**	**.0440**	**78**
3523	Farm machinery & equipment	4	2	90.0	.9676	93
3634	Electric housewares & fans	2	2	230.1	5.7093	100
Waukesha	**All mfg.**	**341**	**70**	**2,715.8**	**.1254**	**68**
2752	Lithographic commercial printing	5	2	168.6	1.0070	73
3519	Internal-combustion engines n.e.c.	2	1	245.6	2.0619	99
3531	Construction machinery	4	2	152.4	1.0904	95
3599	Machinery, except electrical, n.e.c.	22	2	63.6	.6294	47
3612	Transformers	3	1	65.5	2.1167	94
8062	*General medical & surgical hospitals*	*7*	*5*	*117.6*	*.0819*	*94*
Waupaca	**All mfg.**	**52**	**13**	**891.9**	**.0412**	**77**
2013	Sausages & other prepared meats	1	1	138.7	1.2553	100
Waushara	**All mfg.**	**8**		**29.4**	**.0014**	**0**
Winnebago	**All mfg.**	**141**	**41**	**2,283.7**	**.1055**	**85**
2431	Millwork	6	3	66.4	1.2529	91
2621	Paper mills, except building paper	8	6	671.1	2.7999	97
2653	Corrugated & solid fiber boxes	4	2	137.3	1.1456	91
2732	Book printing	1	1	133.9	4.4641	100
3321	Gray-iron foundries	2	2	144.4	1.4970	100
3713	Truck & bus bodies	2	2	46.2	1.4603	100
8062	*General medical & surgical hospitals*	*3*	*3*	*99.8*	*.0695*	*100*
Wood	**All mfg.**	**46**	**18**	**1,184.4**	**.0533**	**83**
2621	Paper mills, except building paper	3	3	605.7	2.5271	100
8062	*General medical & surgical hospitals*	*3*	*3*	*85.0*	*.0592*	*100*
STATE TOTAL	**All mfg.**	**3,682**	**1,135**	**57,429.6**	**2.6527**	**83**

WYOMING

Albany	**All mfg.**	**15**	**1**	**63.4**	**.0029**	**23**
Big Horn	**All mfg.**	**9**	**1**	**64.0**	**.0030**	**40**
Campbell	**All mfg.**	**4**		**8.2**	**.0004**	**0**
1211	*Bituminous-coal & lignite mining*	*16*	*6*	*301.5*	*1.3850*	*72*
Carbon	**All mfg.**	**4**	**1**	**371.2**	**.0171**	**98**
Converse	**All mfg.**	**3**		**80.1**	**.0037**	**0**
Crook	**All mfg.**	**2**		**7.5**	**.0003**	**0**
Fremont	**All mfg.**	**16**	**1**	**86.5**	**.0040**	**15**
Goshen	**All mfg.**	**3**	**1**	**26.2**	**.0012**	**87**
Hot Springs	**All mfg.**	**1**	**1**	**12.5**	**.0006**	**100**
Johnson	**All mfg.**	**3**		**7.2**	**.0003**	**0**
Laramie	**All mfg.**	**28**	**8**	**1,044.6**	**.0483**	**92**
8062	*General medical & surgical hospitals*	*4*	*4*	*59.0*	*.0411*	*100*
Lincoln	**All mfg.**	**8**	**1**	**84.9**	**.0039**	**40**
Natrona	**All mfg.**	**40**	**6**	**2,019.5**	**.0933**	**58**
1311	*Crude petroleum & natural gas*	*33*	*1*	*631.4*	*1.3442*	*13*
1381	*Oil- & gas-well drilling services*	*27*	*2*	*136.4*	*3.1146*	*31*
Niobrara	**All mfg.**	**2**		**15.4**	**.0007**	**0**
Park	**All mfg.**	**9**	**1**	**309.9**	**.0143**	**80**
Platte	**All mfg.**	**2**		**4.1**	**.0002**	**0**
Sheridan	**All mfg.**	**15**	**2**	**136.7**	**.0063**	**54**
Sublette	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Sweetwater	**All mfg.**	**8**	**5**	**150.9**	**.0070**	**94**
Teton	**All mfg.**	**6**		**13.0**	**.0006**	**0**
Uinta	**All mfg.**	**3**		**6.4**	**.0003**	**0**
Washakie	**All mfg.**	**10**	**2**	**135.4**	**.0063**	**68**
Weston	**All mfg.**	**6**		**278.6**	**.0129**	**0**
STATE TOTAL	**All mfg.**	**198**	**31**	**4,928.6**	**.2277**	**65**
NATIONAL TOTAL	**All mfg.**	**151,809**	**42,220**	**2,164,912.5**	**100.0000**	**81**

BOARD OF EDITORS
Robert H. Albert, Editor & Associate Publisher
Editorial Director: **Richard Kern**
Art and Production Editor: **Tom Loria.** Associate Production Managers: **Daisy May, Mick Andreano.** Reader Services: **Bristol Voss,** 212-986-4800. Copy Editor: **Adeline Cippoletti.** Assistant Editors: **Pearl Reid, Joanne McDonald.**

SUBSCRIPTIONS
Edward M. Strauss III, Director of Circulation; **Frank Curcio,** Art Production Director; **Lynn C. Bushell,** Fulfillment Manager; **Edward Murray,** Subscription Sales Manager; **Mary Ann Jurkovic,** Manager of Customer Service and Group Subscription Sales; Subscription/Customer Services Department: **212-986-4800.**

SALES BUILDERS DIV.
Robert H. Albert, Editor-in-Chief; **Edward M. Strauss III,** Director of Marketing and Operations; **Frank Curcio,** Director of Manufacturing and Creative Services; **Lynn C. Bushell,** Fulfillment Manager; **Edward Murray,** Manager of Marketing Operations; **Jill Lerner,** Art/Production Coordinator; **Mary Ann Jurkovic,** Manager of Order Processing and Customer Service.

BUSINESS STAFF
Ken Reiss, Publisher
Don Mates, National Advertising Manager; **Joseph J. Furey,** Business Manager; **Daisy May,** Associate Production Manager; **Andrea Hase,** Promotion Manager; **Frank Curcio,** Promotion Art Director; **Judi Haar,** Assistant to the Publisher; **Cheryl V. Green, Nancy Matjasich, Terry Miles, Jeanine Queich,** Staff Assistants. S&MM Expo Postcard Mailer: **Sherry Cohen,** Manager.

LOCATION OF SALES OFFICES & REPRESENTATIVES
East: 633 Third Ave., New York, NY 10164-0563. Phone 212-986-4800; **Don Mates,** National Advertising Manager; **Bob Benson, Andrew Desidero, Scott Parmalee.**
Midwest: 307 N. Michigan Ave., Chicago, IL 60601. Phone 312-782-1266. **Tom Galligan, Blayne Long.**
West: (Includes Hawaii & Mexico) 2081 Business Center Dr., Suite 180, Irvine, CA 92715. Phone 714-752-1456. **Bob Hoffmann.**
South: 18 Perimeter Park, Suite 100, Atlanta, GA 30341. Phone 404-451-0770. **Patrick Toal.**
Canada: American Publishers Representatives Ltd., 41 Britain St., Suite 303, Toronto, Ontario, M5A 1R7. Phone 416-363-1388. **Alan Gosbee, Alex Kinninmont, Bill Williams.**
Great Britain: Greg Davis Associates, DSB House, 30 High St., Beckenham, Kent, BR3 1AY England. Phone 0-1-658-5723. **Greg Davis.**

William J. Carmichael, Market Manager—Newspapers, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662.

BILL COMMUNICATIONS OFFICERS
John W. Hartman, Chairman of the Board; **Morgan T. Browne,** President; **Irwin Levine,** Treasurer; **Donald A. Karas, Bernard Kovach,** Senior Vice Presidents; **Robert H. Albert, Chris Ayers, Jeffrey P. Berlind, Murray Elman, John S. Fragale, David Glazer, Raymond Lewis, Ken Reiss, Malcolm Riley, Stanley J. Romaine, Edward J. Spar,** Vice Presidents. Other Bill publications and divisions include Incentive Marketing, Industrial Chemical News, Institutional Distribution, Jobber Retailer, Modern Tire Dealer, Plastics Technology, Restaurant Business, Restaurant and Hotel Design, Successful Meetings, Foodservice Research Center, Market Statistics, Sales Builders, SM Data Bank.

STATEMENT OF PURPOSE
Sales & Marketing Management is published for all executives responsible for the profitable sale and marketing of their companies' products and services.
Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563.

ADVERTISERS' INDEX

This index is provided as an additional reader's service. The Publisher does not assume any liability for errors or omissions.

American Management Assn. 25,31,65,75
American Management Assn./S&MM 69
American Map 67
American Marketing Assn. 41
American Motors ..... Cover IV
AT&T Gift Certificates 16-18
Audiscan 47
Bell & Howell 23
Beveridge Business Systems 48
Bill Communications 107
CompuServe Interchange 43
Eastman Kodak 50
Fleet Leasing of America 52
Gerald Fried 53
Friden Alcatel 26
GTE Telemessager 2
Harvard Business School 24
JVC 39
Machine Design 45
Market Statistics 63
MCI Mail 29
Nomadic Structures 22
Panasonic 9,11
Penton/IPC Education 48
Ridgeway Clocks 13
Ritz-Carlton/Atlanta 12
Sales Consultants 21
Scottsdale/Seabrook Resorts 15
SITE 61
SRDS 91
Texas Instruments ..... Cover III
Thomas Register 34
Tony Lama Boots 27
Toshiba America 33
Toyota ..... Cover II-1
Trinet 4-5
Westin Oaks-Galleria 20

S&MM
SALES & MARKETING MANAGEMENT
MAY 13, 1985
A BILL PUBLICATION
FIVE DOLLARS

SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814
SMO20907-307170117 AVAL- DEC96

3 MARKET OR PERISH!

Page 50.

Inside the Wrangler lap-top experiment

Pulling together: Co-op advertising Special Section

S&MM ESTABLISHED 1918

MAY 13,1985

SALES MANAGEMENT

18 S&MM follow-up
Once again, Epson questions its distributors

18 New markets
Evans furs find a place in the sun

19 Turnaround
Knogo boosts commissions, then sales

19 Business videotex
Ailing Honeywell bets on videotex

MARKETING MANAGEMENT

22 New products
Appliance marketers cut the cord

22 Marketer at the top
Wiley has the spirit

22 Licensing
Psst! Want to buy Halley's Comet?

28 Sports marketing
Marketing with a knuckleduster

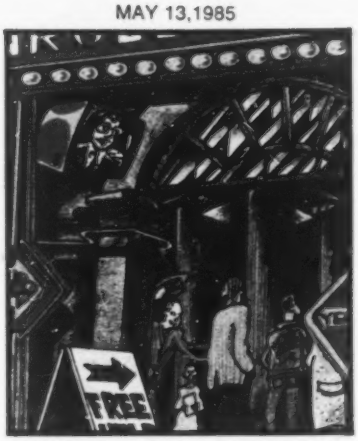
32 Leisure markets
Schwinn: Peddling bikes

32 Market highlight
Hi-tech industries: The action spreads across the map

32 Market expansion
Ice cream market heats up

FEATURES

50 Market or perish!
With fewer applicants, college admissions officers evolve into slick marketers.



COVER: The ivy-covered halls of today's colleges have turned into the bright lights of competitive selling to attract students. Direct mail, mailing lists, and telemarketing are techniques that have become necessities with colleges a buyer's market.

54 The Wrangler lap-top experiment
Sales force computerization is changing the way the garment industry sells.

59 S&MM Roundtable: When sales meets marketing
Three top executives discuss the role of the salesperson in marketing, motivation, and compensation.

69 Wholesale clubs: Selling by the forklift
Retailers offering wholesale prices will do $4 billion in sales this year.

74 Subcarriers for sale
A recent FCC ruling opens up a multitude of financially rewarding possibilities for broadcasters.

76 Lynch's waiting game
Lynch Communications learns that patience is a virtue.

SPECIAL SECTION

81 Cooperative advertising: Pulling together
- A force in the field
- Found: One effective marketing tool
- Who should control co-op?

NEWSLETTERS

48 Industrial newsletter
141 International newsletter
47 Marketing newsletter

DEPARTMENTS

144 Advertisers' index
132 Books
67 Changes in the news
113 Computer in sales & marketing
27 Corporate travel
16 Demographics in action
6 Editor's side pocket
108 Ideas you can use
10 Jaundiced eye
8 Letters to S&MM
66 Marketers, et cetera
122 Meetings
142 On the road
43 Reader's postscript
21 S&MM Predicts
13 S&MM Viewpoint
144 Sales mart
127 Sales strategies
146 Significant trends
149 Worth writing for

Cover illustration by Eric Cartier

VOL. 134, NO. 7 S&MM [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S.A. and Canada ($50 US). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright S&MM [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP BPA ABC

Metro wars

Gang wars. Holy wars. Gas wars. Price wars. Star wars. All battles for supremacy. Fighting to be No. 1. Nations do it. Businesses do it. Even educated fleas do it. It all really boils down to just one thing: competition; man's inherent need to be the best.

In today's more civilized world, where the marketplace is one of the bloodiest battlefields, a reasonable alternative now exists: metro area rankings. When slaughtering your next door neighbor has become tediously old-fashioned; when looting and sacking the camps of the opposition has lost its attraction, there is still the option of damaging the collective ego of your geographic rivals with embarrassing demographic data.

What state has the lowest average SAT scores in its high schools? Don't ask anyone in Arizona; they haven't figured it out yet. Who ranks first in suicides? It's Nevada—but that's probably because, aside from losing all your money gambling, there's nothing much else to do out there. How about the greatest number of bowling lanes per capita? Who says those people in Green Bay don't know how to have fun? The least crime? Wheeling, WV, naturally. Know why? There's nobody there to rob. There's nobody there period. Once you know the answers, a certain logic begins to emerge—along with enough material to keep Johnny Carson's writers in business for the rest of the year.

All of these wacky facts were culled from the newest edition of Rand McNally's *Places Rated Almanac*, a book that has been getting miles of press for its ratings of 329 U.S. metro areas in a number of different categories. Climate, housing, crime, transportation, education, and other quality-of-life information has been gathered from a wide selection of sources, and an overall rating system shows us who's No. 1 (and also who's No. 329). For those metros high in the ranks, the positive PR mileage gained from this kind of publication is looked on with some reverence. For those at the bottom, pronouncements concerning the family lineage of the publishers is a more common reaction.

S&MM, in its *Survey of Buying Power*, has published annual metro market rankings for more than 40 years. Chambers of commerce, newspapers, and radio & TV stations are all heavy users of this data—of any data—that will show them in a good light. The fifth largest metro, the greatest number of households, the most retail sales—these are the things that local advertising and PR people dream about when they go to sleep at night.

As seen by the Survey

Before and after taxes: Places Rated Almanac vs. Survey of Buying Power

Highest average household incomes*		Highest average household EBIs**	
Metro	Household income	Metro	Household EBI
Anchorage, AK	$51,601	Nassau-Suffolk, NY	$41,462
San Francisco	47,967	Bridgeport-Stamford-Norwalk-Danbury, CT	41,091
Bridgeport-Stamford-Norwalk-Danbury, CT	47,258	Lake County, IL	39,926
Midland, TX	46,458	Anchorage, AK	38,159
Casper, WY	43,388	Middlesex-Somerset-Hunterdon, NJ	37,100

*—Average household income is defined as per-capita personal income multiplied by the average number of persons in a household (2.8) for the metro in question.
**—Average household EBI, or effective buying income, is calculated by dividing a metro's total EBI by the number of households. EBI is roughly equivalent to disposable, or after-tax, income.
Sources: U.S. Bureau of Economic Analysis, *Survey of Current Business*, April 1984. S&MM *Survey of Buying Power Data Service*, 1984.
*Sales & Marketing Management.

Metro or megalo?

So when the *Places Rated Almanac* hit the streets with the earth-shaking news that Pittsburgh was the most desirable place to live in the U.S., people sat up and took note. Of course, the people that took the most notice were the people in Pittsburgh. But for every No. 1, there's got to be a No. 329, and the people of last-place Yuba City, CA, got their fair share of press too. Each time Pittsburgh found its way into print, Yuba City was right there with it.

Other metros have made use of flattering data to help promote themselves, and for just about any ranking that says it's so, there's another that says it's not. For example, last year the Census Bureau published a table that ranked the top 50 metropolitan areas in terms of population. Just days after the release of this information, Florida's *Orlando Sentinel* ran a story that proclaimed, "762,000 Say Orlando is a Top-50 City"—technically correct. In the bureau's table, consolidated areas, or CMSAs, were included as metros, since they were, technically speaking, metropolitan markets. The reality of the situation is that CMSAs are actually made up of contiguous groups of metros, forming the large megalopolitan areas like New York-Northern New Jersey-Long Island or San Francisco-Oakland-San Jose. Naturally, on the bureau's list of the top 50 markets, all of the consolidated areas came first, followed by the regular metros. And with places like Oakland, Newark, and Nassau-Suffolk already eliminated, Orlando easily skated to a 49th-place finish.

S&MM's rankings, on the other hand, show Orlando as the 60th-largest metro, because all metros are listed equally and individually. But you certainly can't blame Orlando for using the list that makes it look the best. The truth is, everybody does it. Just about any metro can find something to proclaim themselves "No. 1" in. The real question is, when you've discovered that you're "the nation's biggest producer of sausages and other prepared meats," do you really want to advertise it?

By Richard Kern,
Editorial Director, S&MM Surveys

WWF characters for a children's TV series this fall.

Will success spoil Vince MacMahon and the WWF? At this point, it's too early to tell.

"Am I a marketer or a promoter?" asks MacMahon. "As a kid, I put up the rings. Then I learned the business. Am I this or am I that? — I don't know. I don't stop to think about it."

LEISURE MARKETS

Peddling bikes

Schwinn Bicycle Co., in business since 1895, is rolling out a new lightweight line and a $2 million national print and TV advertising campaign this spring in 26 cities.

Schwinn, like other bicycle companies, is getting set to capitalize on the recent resurgence in cycling. The Chicago-based company's specific goal is to increase its market share by 10%, to 20% of the U.S. market.

"Business is finally picking up for the industry," says Bill Austin, group vice president in charge of marketing, sales, and distribution. "Today's consumers are looking to move up in both quality and service, two areas we feel we're well equipped to handle."

Schwinn goes for the hard sell to push its new lightweight line.

Schwinn now has a complete line of quality lightweight bikes available at premium prices ranging from $300 to $800, and the company feels that offering this type of line should help overcome a perception that Schwinn bikes are heavier and not as well built as other brands—particularly the imports.

"We've completely restyled and repositioned our lightweight line," says Austin. "We are now very competitive and very state of the art."

In addition, Schwinn still sells only through authorized dealers and not through big companies like Sears or J.C. Penney. As a result, Schwinn says its customers get better service for their bikes.

With demand up noticeably this year, Schwinn dealers are once again placing heavy orders to keep pace with a public eager to get back on the road. Not that the public has anything on company execs: president and chief operating officer, Edward R. Schwinn, Jr., great-grandson of founder Ignaz Schwinn, is a regular rider—a fourth generation biker.

MARKET HIGHLIGHT

Hi-tech industries: the action spreads across the map

The millions of dollars spent by have-not states to attract hi-tech industries may be paying off, according to a S&MM analysis of data provided by the American Electronics Assn. (AEA), which maintains a proprietary data base of such companies.

While the U.S. total of hi-tech companies rose 12.7% to 13,215 between March 1984 and January 1985, according to AEA data, the comparative gain in the 10 leading states trailed at 11.4%. As a result, the leading states' share slipped from 74.9% to 74.1%. More revealing is the fact that the top three states' share fell more sharply, from 50.7% to 49.3%.

The top 10 hi-tech states

1985 Rank	State	No. of Firms 1/85	Increase 3/84-1/85	Share of U.S. Total 1/85	Change 3/84-1/85
1.	California	4,451	397	33.7%	−0.9
2.	Massachusetts	1,033	96	7.8	−0.2
3.	New York	1,031	83	7.8	−0.3
4.	New Jersey	640	85	4.8	+0.1
5.	Texas	574	129	4.3	+0.5
6.	Illinois	487	29	3.7	−0.2
7.	Minnesota	427	58	3.2	+0.1
8.	Pennsylvania	389	38	2.9	−0.1
9.	Oregon	386	48	2.9	N.C.
10.	Florida	373	39	2.8	N.C.
	10-state total	9,791	1,902	74.1%	-0.8
	U.S.	13,215	1,499	100.0%	N.C.

N.C. No change.
Note: Details may not add to totals due to rounding.
Source: American Electronics Assn.
*Sales & Marketing Management.

MARKET EXPANSION

Ice cream market heats up

Kraft, the venerable giant in the food industry, has moved into the gourmet ice cream business, hoping its presence will heat up the competition. Kraft is mum about its plans

Marketing managers no strangers to the PC

Marketing personnel, at least in larger companies, may be taking to PCs more widely than is popularly believed, suggests a new survey by Trinet, the Parsippany, NJ, subsidiary of Control Data. More than half, 53%, of the marketing and advertising managers at Fortune 1500 companies use PCs in their offices, according to the Trinet survey of a random sampling of 200 marketing and advertising managers in large corporations.

Roughly one-fifth of the managers, 23%, use their PCs to access on-line company data bases on a daily basis. Another 47% of the marketers surveyed do so several times weekly, says Laurel Saville, Trinet's marketing communications specialist.

But the computer still ranks very low as an information source. Compared to the 23% who tap into it daily for information, internal memos are used every day by 54%; business/financial publications, 50%; industry/specialized periodicals, 36%; internal reports, 32%; news clippings, 30%; customers/prospects, 28%; radio, 28%, and TV, 25%.

One out of five managers said they also use a PC at home. Trinet did not ask them whether this was for office- or personal-related use.

Most popular PC-based applications by marketing, advertising managers

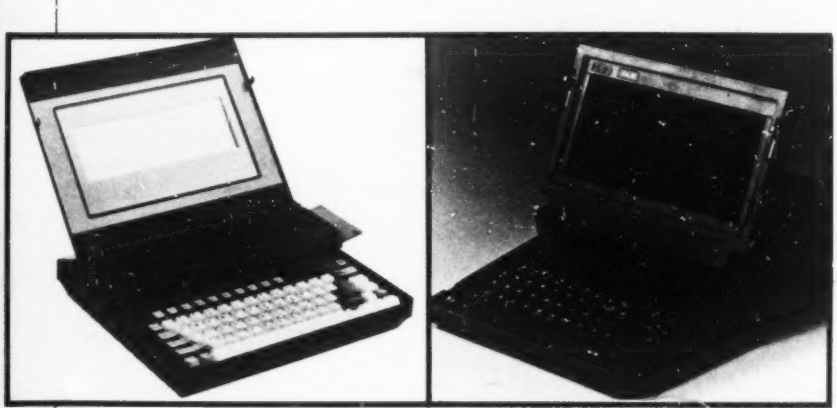
Current marketing intelligence	52%
Current product planning	51%
Financial analysis	46%
Long-range planning	43%
Product information	41%
Personnel matters	13%
Public affairs	9%

Source: Trinet Inc., *Managerial Information Use Report.*
*Sales & Marketing Management.

Grid, Kaypro debut new lap-tops

Sales of lap-top PCs may be sputtering (S&MM, March 11), but that doesn't stop marketers from fielding new entries with which to entice sales force buyers. Last month, Grid Systems, Mountain View, CA, and Kaypro, Solana Beach, CA, unveiled new models aimed at opposite ends of the portable spectrum: Grid at the high end, Kaypro at the low end.

Grid's three new entrants, under the GridCase label, aim at correcting a major weakness of its existing Compass line: lack of IBM-compatibility. Kaypro, too, touts the IBM-compatibility of its new Kaypro 2000. Such compatibility is a strong element because it enables lap-tops to communicate with desktops.



Kaypro and Grid both stress IBM-compatibility of new units.

Grid's new trio drops the bubble memory the Compass line employs, replacing it with a floppy disk drive (720K). Also featured in one of the new models is a gas plasma display that, marketing vice president Alan Lefkof says, "is particularly suited to group presentations." Starting base prices: $2,975 to $3,150.

The Kaypro 2000, with 256K memory and a 25-line screen, is priced at $1,995. Marketing chief David Kay thinks the price will win him sales from what he calls his "two closest competitors"—the Data General/One, priced at $2,895 with only 128K memory, and Hewlett-Packard's H-P 110, priced at $2,995 with only a 16-line screen.

Aaron Goldberg, analyst with International Data Corp.'s (IDC), Santa Monica, CA, office, says neither company brings anything sig-

JD's new guidelines draw some flack

The Justice Department claims otherwise, but its four-month-old vertical restraints guidelines would eliminate brand name discounting if enacted, critics contend. "They amount to a backdoor attempt by the Justice Department to legalize vertical resale price-fixing—exactly what Congress expressly forbade it two years ago from doing," says Charles Price, a Washington, DC, attorney who represents numerous small businesses. He takes exception to the JD's view that the rules are aimed at helping courts screen out "nuisance" antitrust cases of a nonprice nature and won't change current law (S&MM, Feb. 4, page 80).

Price insists the guidelines would permit a supplier to adopt price restraints merely by packaging them as being ancillary to nonprice restrictions. Says Monroe Milstein, CEO of Burlington Coat Factory Warehouse Corp.: "In my industry, nothing would be simpler for a manufacturer than to formulate a system of seemingly neutral vertical restraints that in fact mask a price-fixing arrangement. Indeed, the guidelines appear to encourage such behavior."

What's more, the two contend, the policy would allow intrabrand retail competitors to collectively impose horizontal restraints—a clear antitrust violation—by requesting the manufacturer to do it. "A manufacturer faced with the coercion of large retailers could well use the guidelines to create a sham distributional program with an ancillary price-fixing element inserted at the behest of full-price retailers," Milstein laments.

The two are members of a coalition that is asking Congress to reprimand the JD for its bold new interpretation of antitrust law, just as it did to block advocacy of resale price maintenance. At presstime, however, no serious effort had been launched to counter the rules.

Meanwhile, in its first invocation of the guidelines, the Antitrust Division has said it won't block a distribution plan devised by Tom's Foods, a Columbus, GA, snack foods maker, that confers exclusive territories on independent distributors, requires minimum and annually increasing purchases, and regulates use of its trademarks.

Loose lips sink chips

A lot of irresponsible talk about the demise of the home market for computers has erupted in the wake of IBM's decision to stop production of its PCjr. The PCjr was a flawed product from the beginning and marked one of the few times IBM's planning expertise failed to properly gauge a market. As Edward Poshkus, president of Creative Strategies, observes, "The PCjr was too high-priced for the home market."

Projections of unit shipments for 1985 by four leading researchers show a continuing uptrend for home computer sales:

	1985 (millions of units)	% Change vs. 1984
Link Resources	5.0	+11.1%
Future Computing	5.4	+12.5%
Dataquest	5.6	+40.0%
InfoCorp[1]	2.3	No change

[1]Less than $6,000; end-user sales

If 1985 growth won't match the heady pace of earlier years, it's because the market has entered a transition period. A recent household survey by Dataquest, says industry analyst Peter Teige, reveals that consumers "are looking for a PC more in line with that of a basic business machine and with a ceiling price of $1,000."

Computers are now in 10% of all households and they're being put to a variety of tasks, says Andy Bose, director of microcomputer marketing analysis, Link Resources. While education and entertainment functions still lead, he adds, 60% of computer owners use them for filing and managing information, 40% for word processing, and even 20% for electronic spread sheets.

A Future Computing survey of 70,000 households finds the home market "alive and doing well," says analyst Hilda Uribe, with dollar sales surging 47% to $2.5 billion in 1984.

It may also be noted that home computers compete against other leisure-time products. Right now, VCRs and microwave ovens are the hot electronic products, and it's a matter of debate how much hi-tech gadgetry the typical family can take on at one time.

If Atari and Commodore succeed in bringing to the market a Macintosh-like product at half the price, the sales tempo will turn brisk and the PCjr's demise will be a mere blip in the steady expansion of the home computer market.

S&MM
SALES & MARKETING MANAGEMENT
JULY 1, 1985
A BILL PUBLICATION
FIVE DOLLARS

SMO20615S-30525017 AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

Xerox's sales force learns a new game

The copier giant's 4,000-plus salespeople all shift to selling the entire line in a multimillion-dollar shake-up. Page 48.

What you can and can't say about your competitors

The marketing education of Hercules' Kevin Jenkins

An S&MM Special Section: Meetings!

S&MM ESTABLISHED 1918

JULY 1,1985

SALES MANAGEMENT

30 New ideas
IDI, a computer graphics equalizer

30 In-home selling
Tupperware cooks up a remedy

31 Survey preview
SBP to contain new Census of Retail Trade data

31 Fleet cars
Fleet managers get more respect

33 Market expansion
Dataproducts makes a second charge at retail

MARKETING MANAGEMENT

34 Health care marketing
Republic Health gets specific

34 Customer relations
Doubletree likes to see STARs

35 Building a brand
Lovable woos local markets

36 Washington
Some cherished perks will be taxed

38 Product strategies
Tootsie is on a roll

38 Electronics marketing
Zenith thinks big (and in stereo)

FEATURES

41 A meeting of sales and marketing minds
Highlights from last month's S&MM/AMA conference.

48 Xerox's sales force learns a new game
The company has embarked on a five-year plan to have its 4,000 salespeople all selling the same line.

COVER: Looking for a bigger chunk of the office automation market, Xerox scraps its system of dedicated sales forces in favor of a three-tiered organization in which all salespeople sell the entire Xerox line. David R. Myerscough, marketing chief of Xerox's Business Systems Group, tells S&MM how it was done. Page 48.

52 For Kevin Jenkins, failure was a valuable teacher
Some hard-earned lessons in marketing for a 30-year-old millionaire.

56 Watch the words
Salespeople may say things about competitors that could land your company in court.

60 Missouri metro-mandering
How two Missouri metros side-stepped Census Bureau policymakers.

64 Postal Service gets serious about selling
Post Office sales managers seek training to do battle with the likes of Federal Express.

66 When your sales team yells, 'foul!'
Adding new distribution channels is fine—except when it's at the expense of your salespeople.

SPECIAL SECTION

73 Meetings!
- Details that can make or break a meeting
- Carrier gets the show on the road
- K-mart's M*A*S*H hit
- Putting incentive travel to work
- Meeting on a fast track
- It's all in the game

NEWSLETTERS

46 Industrial newsletter
135 International newsletter
45 Marketing newsletter

DEPARTMENTS

139 Advertisers' index
132 Books
71 Changes in the news
122 Computer in sales & marketing
36 Corporate travel
27 Demographics in action
6 Editor's side pocket
120 Ideas you can use
12 Jaundiced eye
10 Letters to S&MM
70 Marketers, et cetera
136 On the road
33 S&MM Predicts
16 S&MM Viewpoint
138 Sales mart
128 Sales promotion
140 Significant trends
143 Worth writing for

S&MM's cover photo by George Platteter

VOL. 135, NO. 1 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S. Canada ($50 U.S.). Foreign, $65.

Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP BPA ABC MPA

The graining of America

You remember the late 1960s—natural foods, natural fibers, natural hairstyles, and, naturally, a lot of things we now find, in retrospect, kind of embarrassing. Almost 20 years later, what's become of it all? Well, the revolution lives, but now it lives at Wendy's and Burger King.

It seems the only real survivor of all of the radical ideas and ideals around during those years—the only thing that really took hold—was the concern with health foods and general nutrition. Everything else has become just a memory, but natural foods awareness in the U.S. has been irrevocably raised. And how do we measure whether or not something has finally become ingrained into the American consciousness? We do what everybody else does—we watch TV.

Perhaps you've seen them, commercials that open with a shot of a beautiful, young, fresh-faced model clad in skin-tight jeans, lounging suggestively against a stark, white backdrop. Calvin Klein? Bon Jour? Gitano, maybe? Nope. Wendy's. The burger meisters are going after the you-can-never-be-too-rich-or-too-thin crowd. But in addition to rich and thin, they've now added healthy.

Recent statistics show a marked increase in the amount of fresh vegetables Americans now consume. Back in 1962, per-capita consumption of lettuce was 18 lb. per year, cucumbers 2.6 lb., and broccoli 0.3 lb. Twenty years later, these numbers were up to 24 lb., 4.1 lb., and 2 lb. respectively. In roughly the same period, the number of fast-food restaurants in the U.S. increased by nearly 10 times, from 16,036 to 157,888. Since beef consumption—according to USDA figures—is down, it stands to reason that more eating establishments are waking up to the realities of what could be called "fitness food." Ronald P. Fay, president of Wendy's International, says that its introduction of the salad bar into the fast-food environment back in 1979 caused the competition to "recognize that a growing number of consumers were interested in light alternatives to the hamburger-only menus pervasive at most restaurants."

This is not to say that the venerable American symbol—the hamburger—is on its way out. On the contrary, in 1984 it accounted for a hefty 20% of all restaurant sales, a $21 billion slice of the patty, as it were. But there is a very definite shift underway toward a more health-oriented menu, and Wendy's recent introduction of multi-grain buns, pasta salads, and fresh fruit was quickly followed by a remarkably similar campaign by the people at Burger King. As far as increased competition is concerned, Fay prefers to think of it as a necessary evil. "Marketing strategies [have become] almost as important as the products," he says. But what about the purity of the burger image? Will it withstand this onslaught of negative publicity? Have people simply had enough of hamburgers?

Burger King's director of public relations, John Weir, puts it this way: "The problem," he says, "is not saturation, but maturation." Talk to any of the nation's burger barons and you'll get pretty much the same answer. They say that it's simply a question of following the market, reacting to changes, and giving the people what they want. What they want right now is something that fits in with the health and fitness craze that's sweeping America. And since most of the country's fitness addicts are in their 30s and 40s, fast-food is planning on being right there with them. After all, everyone knows that the single largest market segment—don't make me say the "Y" word—is now entering this age group, and the boys down at the front office at Wendy's, Burger King, McDonald's, and all the others know it.

The winds of change have already blown away the neon-festooned drive-in, with its roller skating waitresses and window trays. Now, Ronald McDonald has been deemed a bit too childish for burgers' target audience. As America grows up and becomes more affluent, today's models, too, shall pass. There is one consolation, however, amidst all of the hype, the trendy commercials, and the multi-grain buns. If you ever want to know what a real burger used to taste like, remember, there will always be a White Castle.

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey

Stuffing your face: The top 10 countries in eating and drinking place sales

Metro	1984 Sales ($000)	Metro	1984 Sales ($000)
Los Angeles	$5,299,974	Los Angeles-Long Beach	$1,736,544
New York	4,445,185	Dallas	1,732,211
Chicago	3,240,000	Atlanta	1,582,662
Philadelphia	2,227,000	Houston	1,411,000
Detroit	2,000,000	Seattle	1,400,000
San Francisco	1,900,000	Miami	1,300,000
Boston	1,800,000	Minneapolis	1,200,000
Washington, D.C.	1,700,000	Cleveland	1,100,000
Pittsburgh	1,600,000	Phoenix	1,000,000
St. Louis	1,500,000	Denver	900,000

Source: *S&MM's 1985 Survey of Buying Power.*
©Sales & Marketing Management.

By THAYER C. TAYLOR

80% of Hancock agents cite PC for sales gains

Eighty percent of John Hancock Mutual Life Insurance sales agents who bought PCs through the insurance carrier's PASS (Personal Access Support System) program say the machines helped them to boost sales, says Rita Struzziery, consultant-marketing systems in the company's marketing operations department. The program, which began in mid-1983, is designed "to provide those who sell Hancock products with technology-based tools that will improve sales efficiency," Struzziery told a recent seminar on vertical markets sponsored by Future Computing, Dallas, a research firm that specializes in the PC industry. In response to a question from S&MM, Struzziery admitted that Hancock's insurance agents were not asked to elaborate how the PC helped to increase sales.

The program, which passes on to the agents the 24% discounts John Hancock got from IBM, is open to both district agents who sell Hancock policies exclusively and general agents who also sell policies for other carriers. Struzziery said that, among the 300 PC users, general agents outnumbered district agents two-to-one, although district agents account for two-thirds of the 7,000 sales reps who sell Hancock products. She also said there was no way of knowing if the general agents used the PCs to sell other carriers' policies.

Along with machines, PASS also provides a raft of home office- and third party-developed software, the cost of which is partly borne by Hancock. Among the packages: (1) Sales Illustrations for computing premiums and illustrating benefits; (2) Financial Planning for income and estate tax calculations; (3) word processing, including 30 formatted pre-approach letters; (4) spreadsheet/graphics for help in complex and repetitive computations, and (5) client profiles.

In addition, communications software enables the agents to use the PCs to access Hancock's teleprocessing system (HANTEL) for requesting proposals and illustrations not available on the diskettes provided to them, as well as access outside data bases (for which they pay their own subscription fees).

Necessary changes

Based upon its almost two years of experience, Hancock is making several changes in the program, including a name change to Personal Access Sales Support. Emphasis is being shifted to "software and the support needed to help agents make the best use of software," said Struzziery. A survey taken last December, she said, disclosed that, while users overwhelmingly approved of the PC, "many expressed concerns with ease of use for several software packages . . . and suggested that more is needed to simplify the operations of the equipment."

Accordingly, Hancock is working on an easy-to-use menu system, Struzziery said, "so that agents don't have to spend a lot of time learning DOS (disk-operating system) commands." Also underway: simplified backup procedures, enhanced training at field locations,

Managers' use of PC by company size

Application	Total	Small Less than 100 Employees	Medium 100-999 Employees	Large 1,000+ Employees
Financial analysis	79%	79%	79%	79%
Accounting	60	74	59	51
Word processing	59	70	55	52
Administrative record-keeping	58	64	59	53
Sales reporting, tracking, or forecasting	**45**	**47**	**50**	**42**
Communications	32	27	33	36
Graphics	31	17	19	47
Personal record keeping	25	29	28	21
Engineering/scientific analysis	21	18	19	23
Payroll/personnel	19	37	11	7
Instruction/education	11	8	11	14
Games[1]	9	7	12	8
Average number of applications	4.5	4.8	4.3	4.3

[1] Survey asked for in-office and in-home applications.
Source: *Fortune* magazine, "Managing The Purchase and Use of Personal Computers in Business."
[c]*Sales & Marketing Management.*

Sales applications on the PC are most popular among managers in medium-size companies, according to a survey by *Fortune* magazine. Based upon 645 responses, sales ranked fifth among 12 listed applications. A strong correlation between company size and PC presence was indicated. Just more than half, 57%, of small companies reported having a PC, but the ratio jumped to almost three-fourths of medium-size companies, 73%, and more than 9 of 10 large companies, 92%. Variety of software available, cited by 82%, and machine reliability, 81%, were reported as the most important factors influencing PC purchases. Next in order: Manufacturer's overall reputation, 78%; quality of vendor's service and support, 77%; ease of learning to use, 67%; price, 60%; compatibility with other computers in the company, 55%; dealer recommendation, 29%; and portability, 23%.

just a few of the SalesMate modules in a limited number of sales offices. The software is being used in conjunction with Data General's DG/One lap-top.

Apparently, Envoy has slashed prices to stimulate more interest in SalesMate. Participating in a seminar on sales and marketing software at Babson College, Wellesley, MA, industry marketing specialist Michelle Caggiano said current prices averaged $200 per salesperson per month. Last fall, president Kermit L. Stofer quoted a $400 per rep per month (S&MM, Oct. 8, 1984).

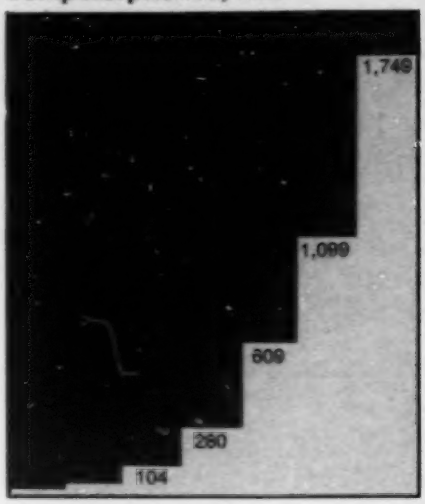
Corporations to marry computer, telephone

Merging of telephone and computer functions will occur among an overwhelming majority of corporations over the next three years, say the findings of a survey by The Conference Board, New York City. Seven out of ten of the 348 survey respondents said they'll make changes in their in-house telephone systems.

"Most often the change will entail upgrading the network into a system than can transmit both voice and data," said senior research associate Nathan Weber. "In effect, such a revision will transform each telephone into a computer component."

Spurring the planned changes, Weber said, are widespread dissatisfaction with the quality of telephone service in the wake of the 1984 AT&T divestiture—more than 80% complained of deteriorating service—and the availability of su-

Installed base of Computerphones, U.S.



Source: Forrester Research, *Professional Automation Report and Bulletin.*
*Sales & Marketing Management.

LEARNING CAN BE A DRAG

(Or it can be FUN!)

It's fun when John Cleese is doing the training! Invite John in and you'll see that training is well, simply *different.*

Make training easy to take!

In the comedy style he made famous in *Monty Python* and *Fawlty Towers*, John takes the "drag" out of training by disarming reluctant audiences with hilarious exaggerations of typical sales situations in the series, "So You Want To Be A Success At Selling," including: *The Preparation, The Presentation, Difficult Customers,* and *Closing the Sale.*

Later, viewers see him handle each sales situation more effectively. The *productive* sales approaches *stay* in salespersons' minds.

Ask one of our Account Executives for details about the full line of over 50 John Cleese Training Films covering Sales Techniques, Customer Relations, Management Training and more. There is no obligation!

CALL TOLL-FREE
800-431-2395
(In N.Y. 914-351-4735
212-389-2676)

XICOM VIDEO ARTS
Sterling Forest Tuxedo, N.Y. 10987

FREE CATALOG WHEN YOU CALL!

©Xicom 1985

"BUSINESS MOVIES THAT MAKE BUSINESS BETTER"

perior new technology.

The survey should cheer vendors of personal workstations that combine telephone and computer because sales to date haven't matched rosy predictions. "Between 30,000 and 50,000 systems were shipped in the U.S.," says George F. Colony, president, Forrester Research, Cambridge, MA, "which was below the expectations of start-up vendors, venture capitalists, and distributors." Causes of slow sales: lack of user applications for computerphones, undeveloped distribution channels, and no clear intersection of voice and data technologies.

Colony, however, expects sales to take off after 1986 once these problems are solved. Also, he says, vendors will be driven to give more attention to computerphones because "they'll be unable to maintain margins selling generic PBX ports in the future."

Electronic mail: Promises and problems

Electronic mail (E-mail), touted as the solution to the telephone tag problem that bedevils salespeople, may be the sleeper appeal that computerizes sales forces because it enables salespeople to leave messages without the recipient being present.

Two research firms flash a green light for the communications system while a third one displays an amber one. The volume handled by computer-based message systems will skyrocket from less than $100 million in 1983 to more than $1 billion by 1988, according to Link Resources, New York City, an International Data Corp. subsidiary.

Corporations are expected to invest $1.9 billion in in-house computerized message systems between 1985 and 1995, predicts Business Communications, Stamford, CT. The research firm sees the number of electronic mail transactions on company in-house systems ballooning from 200 million in 1985 to 40 billion by 1995.

But two potential threats could blunt these rosy predictions, says Kenneth G. Bosomworth, president, International Resource Development, Norwalk, CT, researcher:

(1) Voice mail, which, he says, has two key edges over E-mail: "Keyboarding is not necessary, and the installed base—ordinary telephones—is ubiquitous."

(2) "Mailbox lag," a problem that arises when addressees—such as marketing support experts asked by salespeople for technical help—fail to check their mailboxes to see if messages are waiting. "If a message is not actually read," Bosom-

Sales Manager's Nightmare #6:

"No, no—you're not interrupting. No, no—I'm not busy at all, heh heh."

Tell me how TIGON Touch Service always keeps me in personal touch with all the people I have to talk with—without constant interruptions.

Please send me your free booklet, "How TIGON Touch Service Cures a Sales Manager's Nightmares."

Call toll-free: 1-800-526-7843, ext. 178. Or complete and mail this coupon.

Name _____ Title _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Phone number _____ Best time to call _____

TIGON THE TIGON CORPORATION
300 Broad Street
Stamford, Connecticut 06901

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, p. A5, A7-A10, A14,

A16, A19-A20, A22, A24, A26,

A28-A33, A36, A38, A43-A50,

A54, A56, A58, A61-A62, A65,

B1, B3, B5, B7, B9, B11-B13,

B15-B16, B18-B19, B21-B24,

B27-B29, B31, B33-B35,

B37-B39, B42-B48, C1-C10,

C23-C16, C18-C22, C24, C26,

C28, C30, C32, C34, C36-C42,

C44, C46-C50, C52-C54,

C56-C58, C60-C64, C66-C68,

C70-C72, C74-C92, C94-C98,

C100-C104, C106, C108-C116,

C118-C138, C140, C142-C150,

C152, C154-C160, C162,

C164-C170, C172-C180, C182,

Continued on next page.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

C184-C188, C190, C192-C212,

C214, D1-D16.

C1200-1A

SALES & MARKETING MANAGEMENT

JULY 22, 1985
A BILL PUBLICATION
SIXTY-FIVE DOLLARS

1985 SURVEY OF BUYING POWER

Featuring: Metro Market Statistics on Population, Effective Buying Income, and Retail Sales

Section A: Editorial features and highlight tables with the most up-to-date information on U.S. markets

Section B: National, Regional, and State summaries, and rankings of metropolitan markets

Section C: Metro Area, County, and City data by state. More than 200 pages of demographic and socioeconomic statistics

Section D: Canadian data for all Provinces, Metro Areas, and Counties

See page 5 for more information on this map.

SM020908B-3071701? AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

S&MM

JULY 22, 1985

ESTABLISHED 1918

SECTION A: FEATURES

A-7 **S&MM's Survey of Buying Power: How we do it, and how well**
An examination of the sources of SBP data, the methods behind our estimates, and a discussion of the *Survey's* reliability.

A-22 **Foreign relations: Implementing an Hispanic marketing program**
Establishing an Hispanic public relations & communications program takes commitment and investment in the community, as well as in the company.

A-48 **Sales and marketing with our 4 Surveys:**
A discussion of how S&MM's four *Survey* issues form an integrated marketing information system.

HIGHLIGHTS

A-10 Retail store sales: Survey vs. Census Bureau
A-24 The top 25: Leading Hispanic metros
A-26 SBP introduces three new metros!
A-28 Nuances of regional growth: Everyone except Michigan and DC
A-30 1985 SBP contains new Census of Retail Trade data
A-33 For richer or for poorer: Median household EBI for the top 10 and bottom 10 metros
A-36 Caution on retail sales estimates!
A-50 Shoulder to shoulder: Metros with the highest population density
A-54 The top 25: Leading black metros
A-58 How to calculate your own custom BPI

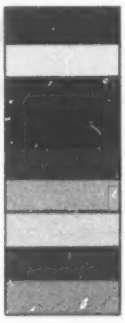
MARKETGRAPHS

A-61 **Asians: East meets West**
A-62 **Old, older, oldest: The maturity market**
A-65 **Service industries: A 70% share of GNP**

SECTION B:

B-3 **U.S., Regional, and State summaries**
B-9 **Metropolitan market rankings**
B-45 Alphabetical listing of metro markets

Regional retail sales in $ millions



New England—$80,104.1
Middle Atlantic—$194,245.7
East North Central—$214,264.8
West North Central—$97,604.7
South Atlantic—$220,144.9
East South Central—$69,946.1
West South Central—$146,827.7
Mountain—$71,362.3
Pacific—$202,159.4

COVER: The U.S. map on the cover of this year's *Survey* shows total retail sales for the nine regions of the U.S. This year's figures reflect new Census of Retail Trade data available for the first time since 1979.

SECTION C:

C-3 Definition of terms used in the *Survey*
C-6 **Metro area, County, and City data listed by states**

SECTION D:

D-1 Canadian Survey of Buying Power
D-2 **Canada's back in business**
A review of Provincial economic growth projected for 1985.

VOL. 135, NO. 2 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S. Canada ($50 U.S.). Foreign, $65.

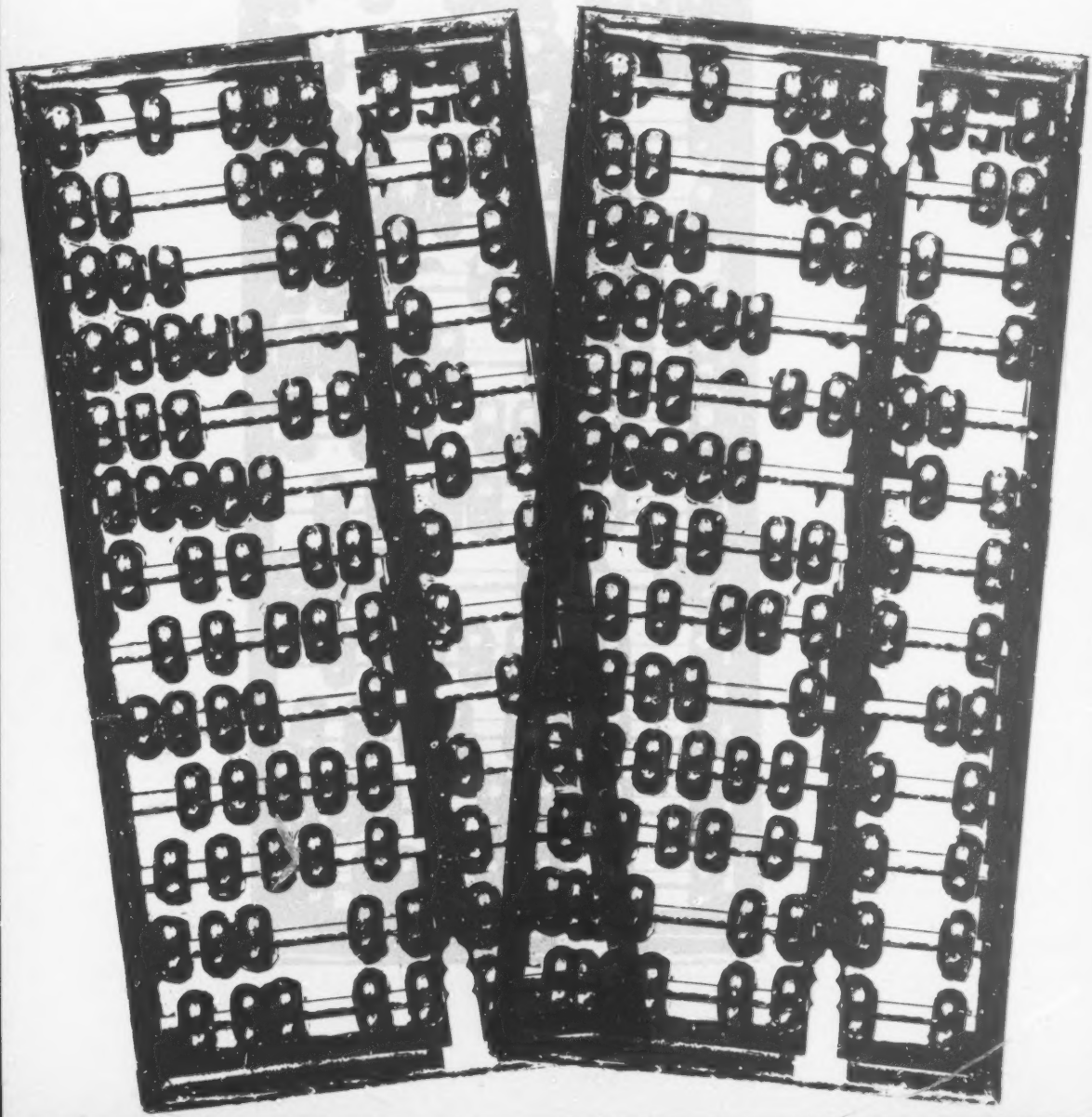
Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP BPA ABC MPA

Section A

HOW WE DO IT, AND HOW WELL

An explanation of the sources of *Survey* data, the methods behind our annual estimates, and the reliability of these statistics.



By RICHARD KERN
Editorial Director, S&MM Surveys

Many of the inquiries directed our way concern the nuts and bolts of *Survey* statistics. Where do they come from? How are they updated? How reliable are they? These are the things *SBP* users want to know. Market Statistics, the Bill Communications' division that produces the data for the *Survey*, is one of the oldest and most well-respected firms dealing with marketing information. In business since 1952, it is the source for *Survey of Buying Power* data, the *SBP Data Service*, and a number of other statistically-oriented publications. In addition, it is a supplier of data to Arbitron, Nielsen, and Audit Bureau of Circulations, just to name a few.

Market Statistics' president Ed Spar and senior vice president Elias Fokas recently reviewed some of the basic procedures involved with the *Survey's* estimates, and provided some insights into why the *Survey of Buying Power* has been able to remain at the top of the statistical heap for so many years. The first part of this article will cover the sources and methodologies involved with *Survey* data, followed by a discussion of the reliability and quality of the information.

Sources and methods

The *Survey of Buying Power* and the *SBP Data Service* both deal with three basic series of data we feel are most useful to marketers: Population, Income, and Retail Sales. Estimates are produced for the 3,137 counties and independent cities in the U.S., with each series containing more specific breakouts relevant to that particular category. For instance, within the Population field, total population, total households, median age, and a number of age group breaks are shown for all metro markets and all counties in the U.S., according to the latest definitions from the Census Bureau. Annual updates in the metropolitan area system are announced every June, and these changes are incorporated into the *Survey* immediately, so that the statistics published each July reflect the most up-to-date information available. Recent changes in the status of metros such as Santa Fe, Kansas City, Naples, FL, and Cheyenne, WY, have all appeared first in the pages of the *Survey*.

In terms of basic methodology, getting a feel for the local dynamics of fertility and migration in a metro or county is of primary importance. The decision to have children or to move is a function of the availability of jobs, space, goods, and services. Population cannot be measured as an isolated entity, but must be seen as an integral part of all the *Survey's* data fields: changes in household income from year to year have to make sense; the amount of dollars spent on retail trade must have consistency; expenditures for durable and nondurable goods should follow fairly regular patterns.

Consequently, by looking at a geographic unit such as a metro or county in this manner, we can put together a comprehensive picture of the dynamics of that area. This, in turn, enables us to refine our annual estimates so that the interrelationships are logical. In other words, we do a lot of crossing over of the three major categories in our estimating procedure. Let us now examine each one

individually to explain, in a very basic sense, what factors are involved, and how they're used to come up with the current numbers published in the *Survey of Buying Power*.

Population. The basis from which all other figures are derived is total population. In order to estimate each county's population, the following information sources are utilized:

1. birth records
2. death records
3. Federal/State cooperative program estimates
4. *Current Population Report* data (Census Bureau)
5. public school and college enrollment figures
6. military installation statistics
7. special and local census figures
8. nursing home data
9. hospital records
10. vital statistics reports
11. special studies conducted by universities and local governments
12. chamber of commerce figures
13. data collected by local newspapers
14. migration data from the IRS.

Primarily, we look at the two major components of population change—migration and natural increase or decrease (fertility and mortality). The first step is to estimate the current fertility rate. Births can then be calculated by multiplying the fertility rate by the 15–44 female age cohort (women of childbearing age). This circuitous approach must be used, since actual birth data collected from state agencies is at least one year behind the times. Then the death rates by county are applied to the previous year's population estimates. The difference between births and deaths yields the natural increase or decrease.

The migration segment is much more complex. Utilizing data from the Bureau of the Census, Federal/State Cooperative Programs, and the IRS, we estimate the amount of migration in each county by subtracting the natural increase or decrease figure we have calculated from the Bureau's estimates. Since we know these estimates are at times subject to fluctuation, we set up a migration trend for each county to allow for any large changes in these figures. A current estimate from this trend is then developed. Once we have our first estimate of migration for the county, we check chamber of commerce, military, newspaper, and other files for indications of any special population movements into or out of a county: about 20% of the counties are readjusted using these "live" data. An independent estimate of household population, utilizing the other files, is also calculated. The migration component of population change is then combined with this natural increase or decrease to yield a total population figure for the county in question. The counties in each state are then summed and compared to Census Bureau estimates of the state's population. If there are wide discrepancies, we will look further into each individual county. We do not proportionally allocate such differences, nor do we estimate any

SURVEY HIGHLIGHT

Retail store sales: Survey vs. Census Bureau

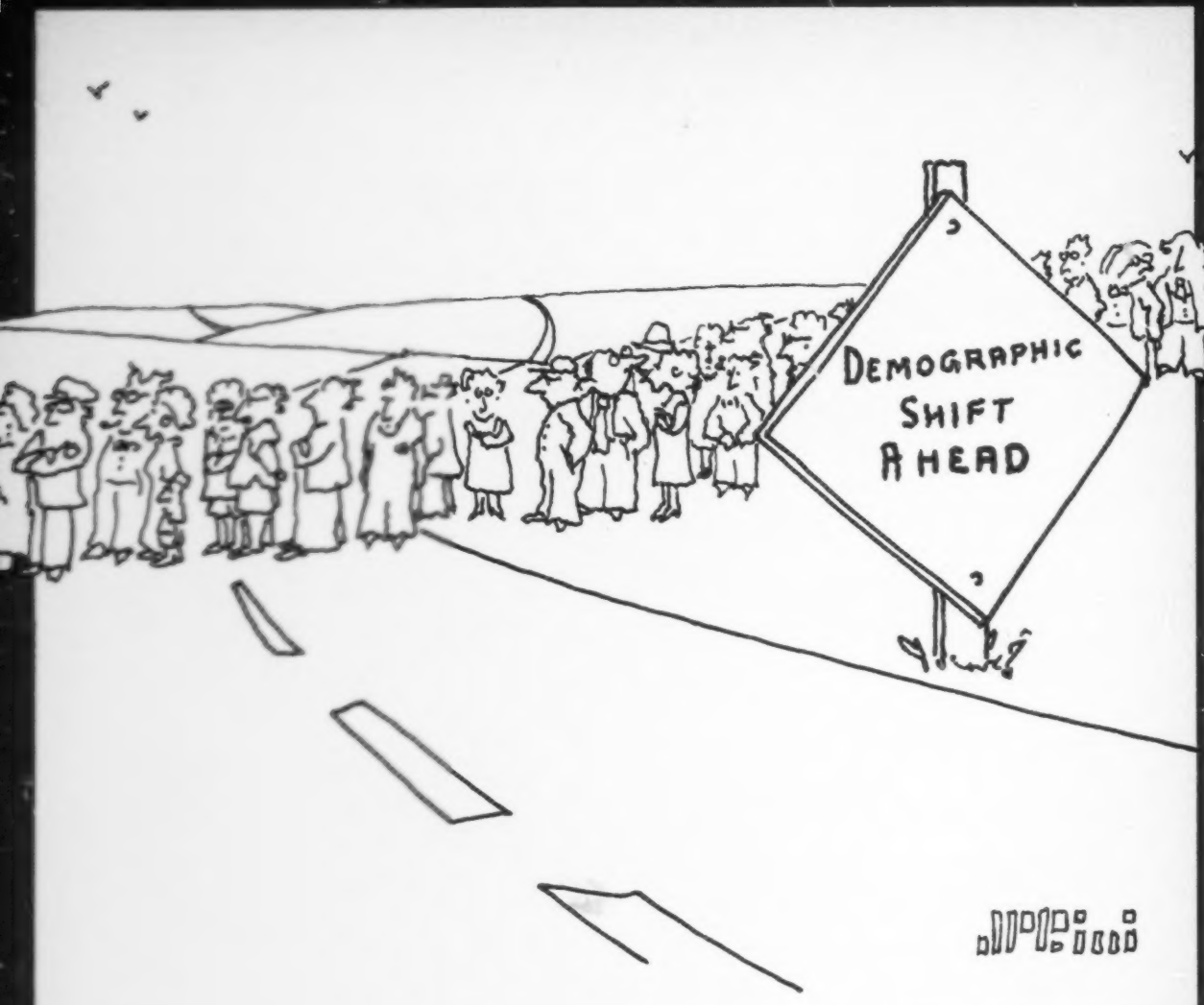
Retail Store Category	1984 Retail Sales As Reported By: Census Bureau ($ Mil.)	Survey of Buying Power ($ Mil.)	1983–84 % Change CB	SBP
Total retail sales	**$1,297,015**	**$1,296,410**	**+10.5%**	**+ 9.3%**
Durable goods	**$ 464,287**	**N.A.**	**+20.5%**	**N.A.**
Building materials, hardware, garden supply, & mobile home dealers	68,703	68,513	+14.7	+15.3
Hardware stores	9,530	N.A.	− 1.6	N.A.
Automotive dealers	277,008	272,756	+25.0	+34.3
Motor vehicle dealers	241,700	N.A.	+27.0	N.A.
Auto & home supply	24,384	N.A.	+13.5	N.A.
Furniture, home furnishings, & equipment	63,581	63,568	+22.8	+21.8
Furniture	22,474	N.A.	+14.6	N.A.
Household, appliance, radio, & TV	24,034	N.A.	+39.0	N.A.
Household appliance	7,899	N.A.	+ 6.5	N.A.
Jewelry	10,272	N.A.	+19.1	N.A.
Nondurable goods	**$ 832,728**	**N.A.**	**+ 5.6%**	**N.A.**
General merchandise	153,642	153,455	+ 7.4	+ 4.1
Department stores	129,284	N.A.	+10.8	N.A.
Misc. general merch.	15,291	N.A.	−11.3	N.A.
Variety stores	9,067	N.A.	− 2.7	N.A.
Food	269,959	270,775	+ 4.0	− 2.8
Grocery	252,936	N.A.	+ 3.7	N.A.
Gasoline service stations	100,997	104,448	− 2.1	− 3.4
Apparel & accessory	66,891	66,842	+23.9	+22.3
Men's and boys' clothing	8,432	N.A.	+ 3.2	N.A.
Women's and girls' clothing	27,899	N.A.	+31.2	N.A.
Family clothing	17,567	N.A.	+47.6	N.A.
Shoes	10,339	N.A.	+11.6	N.A.
Eating & drinking places	124,109	124,015	+ 7.3	+ 4.3
Eating places	114,339	N.A.	+10.0	N.A.
Drinking places	9,770	N.A.	−20.7	N.A.
Drug stores	44,165	44,195	+13.9	+13.0
Liquor stores	19,494	N.A.	− 1.0	N.A.
Nonstore retailers	26,243	N.A.	+11.0	N.A.

N.A.—Not Available.
Sources: Sales & Marketing Management's 1985 *Survey of Buying Power*; Census Bureau, Revised Monthly Retail Sales and Inventories: January 1975 through December 1984, BR-13-85.
*Sales & Marketing Management.

undercounts or illegal (undocumented) aliens not included in census counts.

The next statistic estimated is the number of households per county. Here, two sets of information are available—the most recent Census Bureau counts, and the updated household estimates for states from the *Current Population Reports*. Using the year-to-year state changes, we estimate the rate of change in the size of household. These factors, on a state-by-state basis, are applied to our previous year's household size estimates. These adjusted size figures are in turn divided into the current population estimate to yield an updated estimate of total households. Obviously, with the precipitous decline in household size, we might conceivably generate a set of estimates for a county where the population is declining, but the number of households is increasing and, given our present divorce rate, this is not so uncommon an occurrence. Sales & Marketing Management then sends these data to a sample of daily newspapers. If they feel an estimate is not accurate, we ask them to contact us. If they can produce valid data to support their claim, we will revise our estimates.

The next series of data generated is age-by-sex for each individual age. We produce these data for total population, black population, and Hispanic population. Although the data are estimated for every age, only certain age groups are published, and only the *Data Service* contains male and female breakouts. The ratio of the latest available Census Bureau counts is calculated for each pair of successive ages for both males and females in each county. The resulting figures are then divided and adjusted by corresponding ratios of total U.S. counts to get a set of "relative migration factors" for each county. Each census count (or birth count) is



©Copyright, Sales & Marketing Management

then aged, and death rates are applied as it advances through the life cycle. This figure is also multiplied by the appropriate migration factor (a factor greater than 1 indicates in-migration, a factor of less than 1 shows out-migration).

Because the migration factors are only relative, the resulting distribution for each county still has to be proportioned up or down to account for overall migration. Although this "aging" procedure eliminates the necessity of adjusting for age-specific or sex-specific migration, some counties do receive special adjustments if their migration patterns are known to have changed substantially. The counties for which these special adjustments are made are relatively few, and would include, for example, those with large-scale military-type changes, such as base closings or troop reassignments. Finally, an extra control on all estimates is obtained through the use of state-level age and sex totals derived independently by the Census Bureau.

Income. Population and income are closely related. We develop annual estimates of disposable, or "after-tax," income, referred to as EBI in the *Surveys*. The term EBI—Effective Buying Income—was developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics. Using data from the Census Bureau and the Bureau of Economic Analysis, we "detax" the figures and create a county-by-county distribution. This distribution is updated annually, utilizing employment statistics supplied by each state on a county basis. By calculating the change in the per-employee earnings—relative to changes in per-household income—and applying it to the previous year's disposable income, we can effectively update the series. The final figures are then analyzed on a per-

household and per-capita basis for logical growth, and the state totals are compared to the *Survey of Current Business* estimates if there is an undue change in income levels.

Once the total disposable income has been established, we then estimate the number of households in gross-income groups in thousand-dollar increments. The household incomes in each adjusted gross income (AGI) interval are similarly detaxed in order to estimate the number of households in what then become disposable-income groups. IRS data are also utilized to accomplish this. The basis for the distribution is the Census tabulations of household, unrelated individual, and family-income distributions. Working with the detaxed income-class intervals, new groups are formed based upon the growth in per-household income. As in the case of disposable income, state and local data sources are utilized here. Since we have shifted the income classes, we must interpolate to find how many households now fall within the original thousand-dollar income intervals. Up to this point, the previous year's income distribution has been redistributed based upon the changes in the economy. We then allocate the overall annual change in the number of total households in the county to each respective income class.

'POPULATION, INCOME, AND RETAIL SALES ARE SO INTERTWINED THAT THEY SHOULD BE LOOKED AT AS A SINGLE STATISTICAL ENTITY.'

Retail Sales. Discovering the flow of durable and nondurable goods in a local market is crucial in the fine tuning of a demographic and socioeconomic profile of an area. Utilizing the most recently available *Census of Retail Trade* data as a base, we annually update retail sales for a select number of store groups, as well as calculating an overall total. Our approach makes use of retail-sales tax data collected on county basis. The growth in taxes collected is applied to the previous year's sales, which gives us a measure of retail growth. One note: States don't always tax all items that the Census Bureau defines as a retail sale—food, for example—and some other transactions are not, by the same token, considered retail sales by the Census Bureau, but are taxed by certain states as retail sales nonetheless. For example, a shave or a shampoo are considered services, not retail sales, by the Bureau, but not by some states. Consequently, we feel that an attempt to calculate individual increases for particular store groups is a questionable—if not impossible—task. At the same time, we make use of the *County Business Pattern* data base, as well as current shopping center directories, to spot the openings or closings of establishments. Also, local chamber of commerce information collected on retail locations is crucial here.

Once total retail sales are updated, we allocate the growth to each store group. Obviously, since some kinds of sales—such as food stores—don't change in direct proportion with, say, automotive dealer sales, the allocation of growth must be weighted by the specific store group growth for each state. These data are available from the U.S. Department of Commerce and the various state commerce departments. At each step, we check the relationship between disposable income and retail sales. In 90% of the cases, this relationship is fairly constant. In some counties, however, a situation exists where retail sales are greater than disposable income. In such cases, the county's stores are obviously drawing their customers from the surrounding counties, or they are a center for tourists. This can happen in rural counties where only one shopping mall exists, or in a county with a Disney World-style park. We also track the growth in per-capita retail sales, which provides us with another means to check our population estimate. To repeat, population, income, and retail sales are so intertwined that they should be looked at a single statistical entity.

The final phase of retail sales updating deals with the merchandise lines sold in retail outlets. By estimating these sales, we now have the entire picture of retail trade in balance. The techniques for estimating these sales are similar to our retail-store-group methodology, and the key to developing good estimates for merchandise lines is the proper tracking of the percentage of a store's sales for the specific line in question. This relationship for most goods, such as furniture, apparel, and shoes, remains fairly consistent. We would expect department stores to sell, each year, about the same proportion of various merchandise. However, this is not the case in drug stores. In the 1960s, drugs represented a large percentage of total drug store sales. In the last 10 years, drug stores have become mini-supermarkets, thereby reducing this percentage drastically.

Reliability

Since 1929, when the first *Survey of Buying Power* was published, S&MM has calculated annual estimates of marketer-relevant data. Although some of the areas reported have changed over the years, the basic categories have remained intact. The opportunities this provides in terms of the construction of continuous trend lines are obvious, since it allows marketers to chart growth pat-

TABLE A

How good are the Survey's projections?

By region . . . Geography	Population (Thous.) 1983 Projected	1983 Actual	% Difference
New England	12,849.7	12,499.9	+2.8%
Middle Atlantic	37,673.0	37,141.9	+1.4
East North Central	42,086.5	41,700.3	+0.9
West North Central	17,688.4	17,519.1	+1.0
South Atlantic	37,992.4	39,131.4	−2.9
East South Central	14,912.4	15,068.5	−1.0
West South Central	23,969.0	26,064.2	−8.0
Mountain	11,660.1	12,511.3	−6.8
Pacific	32,159.7	33,887.7	−5.1
. . . biggest states . . .			
California	24,052.1	25,332.3	−5.1%
New York	18,104.5	17,740.7	+2.0
Texas	14,356.0	15,896.8	−9.7
Pennsylvania	11,984.2	11,916.6	+0.6
Illinois	11,525.5	11,511.2	+0.1
Florida	10,117.1	10,815.5	−6.5
Ohio	10,828.8	10,767.4	+0.6
Michigan	9,387.8	9,129.3	+2.8
New Jersey	7,584.3	7,484.6	+1.3
North Carolina	5,992.8	6,120.3	−2.1
. . . and leading metros			
New York	8,432.8	8,241.8	+2.3%
Los Angeles-Long Beach	7,274.4	7,719.1	−5.8
Chicago	5,990.2	6,028.5	−0.6
Philadelphia	4,871.1	4,725.1	+3.1
Detroit	N.A.	4,346.9	N.A.
Boston	3,824.2	3,652.8	+4.7
Washington, DC	N.A.	3,363.0	N.A.
Houston	2,894.9	3,150.8	−8.1
Nassau-Suffolk, NY	2,833.3	2,665.9	+6.3
Atlanta	N.A.	2,320.0	N.A.

Notes: **N.A.**—Data Not Available. **Metros**—All metro definitions have been reconfigured, where possible, to conform to current OMB criteria. Projections for some counties in 1979 were unavailable. **% Difference**—Figures show what percentage projection was above (+) or below (−) the actual 1983 figure.
Sources: Sales & Marketing Management's *1979 Survey of Buying Power—Part II* for 1983 projections, *1984 Survey of Buying Power* for 1983 actuals.
'Sales & Marketing Management.

terns in population, income, or whatever area they need to isolate, on a year-to-year basis.

From time to time, S&MM has published tables highlighting comparisons of *Survey* figures with historical data or with data from the U.S. Census Bureau. These tables usually compare new benchmarks from the *Census of Population*, the *Census of Retail Trade*, *Current Population Reports*, or data from back issues of the *Survey* itself. For example, projections of population from the October 1979 *Survey of Buying Power—Part II* were compared with current population estimates to check the general accuracy of Market Statistics calculations. In the case cited above, the difference between the 5-year projections taken from the 1979 *Survey—Part II* and the 1983 current estimates was, in every instance, well below the plus-or-minus 10% mark (see Table A, above). In all but 6 of the 29 regions, states, and metros where random comparisons were made, the variation was below plus-or-minus 6%. Again, the figures being compared were the 1983 projections of population published in the 1979 edition of the *Survey—Part II* and the current 1983 estimates from the 1984 *Survey of Buying Power*. By looking back at these numbers five years later, we can see just how accurate these projections were. It should also be mentioned that, in 1979, the projections for 1983 were made without benefit of the 1980 Census of Population data, which at that point had yet to be collected. In light of this, the margin of error of less than 10% is even more revealing. Since most marketers consider an "acceptable" margin of error to be 10% from the actual, we find that the *Survey's* figures fall well within that parameter in every case.

The most recent independent analysis of the *Survey's* accuracy was done in 1977 by Charles Waldo and Dennis Fuller, with their results published in the *Journal of Marketing*. Their findings were based on a random sampling of 463 counties, and comparisons were done with the most recent available Census of Population benchmarks—which were at that point, 1970 data. Using *Survey* estimates calculated for the same year, Waldo and Fuller also sampled 152 metro markets and compared the *Survey's* population figures to the Bureau's.

Here's what they found: In the case of counties, the greatest number—297 out of 463, or 64%—showed a

TABLE B

Waldo and Fuller: An independent assessment

463 Counties:

% Variation from Actual	No. of Counties	% of Total
More than + 10%	9	2%
+ 6% to + 9.9%	8	2%
+ 2% to + 5.9%	114	25%
− 1.9% to + 1.9%	297	64%
− 2% to − 5.9%	28	6%
− 6% to − 9.9%	2	0%
More than − 10%	5	1%
Average: + 1.0%	**463**	**100%**

152 Metros:

% Variation from Actual	No. of Counties	% of Total
More than + 5%	9	6%
+ 2% to + 5%	25	16%
− 1.9% to + 1.9%	116	76%
− 2% to − 5%	1	1%
More than − 5%	1	1%
Average: + 3.0%	**152**	**100%**

Source: Journal of Marketing, Oct. 1977 Issue.
*American Marketing Assn.

TABLE C

Retail sales by store group: Comparisons and reliability

Retail Store Category	1984 Retail Sales As Reported By: SBP* ($ Mil.)	CB* ($ Mil.)	% Difference
Food stores	$270,775	$269,959	+0.30%
Eating & drinking places	124,015	124,109	−0.07
General merchandise stores	153,455	153,642	−0.12
Automotive dealers	272,756	277,008	−1.56
Furniture, home furnishings, & appliances	63,568	63,581	−0.02
Drugstores	44,195	44,165	+0.07
Apparel & accessory stores	66,842	66,891	−0.07
Gasoline service stations	104,448	100,997	+3.42
Building materials and hardware stores	68,513	68,703	−0.28
Total retail sales	**$1,296,410**	**$1,297,015**	**−0.05%**

* - SBP: Survey of Buying Power; CB: Census Bureau.
Sources: Sales & Marketing Management's *1985 Survey of Buying Power*; Census Bureau, *Revised Monthly Retail Sales and Inventories: January 1975 through December 1984*, BR-13-85.
†Sales & Marketing Management.

variation of +1.9% to −1.9% from the actual (Census Bureau) figures (Table B, above). The next largest group, 114 counties (25%), was between +2% and +5.9% *above* the actual. The third largest group of 28 counties was on the *minus* side in the same 2% to 5.9% segment. In fact, out of all 463 sampled counties, only 14, or just 3%, were more than 10% away from the Census Bureau's figures.

Out of a random group of 152 metros, the tale was basically the same. Fully 116, or 76%, were in the +1.9% to −1.9% range of variation, with another 25 (16%) in the +2% to +5% group. So, in essence, 92% of the metros sampled were within 5% plus-or-minus of the actual. Waldo and Fuller also calculated an average variation for each of these two groups, with counties showing a margin of +1.0% and metros +3.0%. It is also interesting to note that their findings on the perceived accuracy of the *Survey's* data among respondents was considerably different than the actual variation. Most felt it was within plus-or-minus 10% of Bureau benchmarks (61%), but a whopping 99% of the respondents still felt that *Survey* figures were "close enough to actual to make it a 'highly useful' or 'somewhat useful' data source."

A more recent comparison of the *1985 Survey's* retail sales by store group figures with those from the Bureau's *Revised Monthly Retail Sales and Inventories* show, for the nine store groups listed, a variation of less than 1% plus-or-minus for seven out of nine categories. The remaining two, Automotive dealers and Gasoline service stations, were −1.56% and +3.42% off from the Bureau's year-end 1984 figures respectively (Table C, above).

So what does this tell us about the accuracy of the data in the *Survey of Buying Power?* From all indications, both in-house and independent, comparisons of *Survey* and Census Bureau data show a respectable level of accuracy for both current estimates and projections over a period of 15 years. The method of collection and calculation for these data involve some very sophisticated techniques that allow for extensive cross-checking and fine-tuning. *Survey* users seem to be well aware of this level of accuracy and rely on the *Survey's* consistent quality to provide them with statistics necessary to market identification, targeting, profiling, and territory delineation.

With the number of companies that offer statistical information growing by leaps and bounds, the question has to be asked, "What makes one source better than another?" Longevity aside, the relevancy and reliability of the data contained in the *Survey of Buying Power* is easily documented. As a ready source of marketing data, the *Survey of Buying Power* stands on its own. Its usefulness as a "desk-top data base" is something we can—and do—stake our reputation on, year after year.

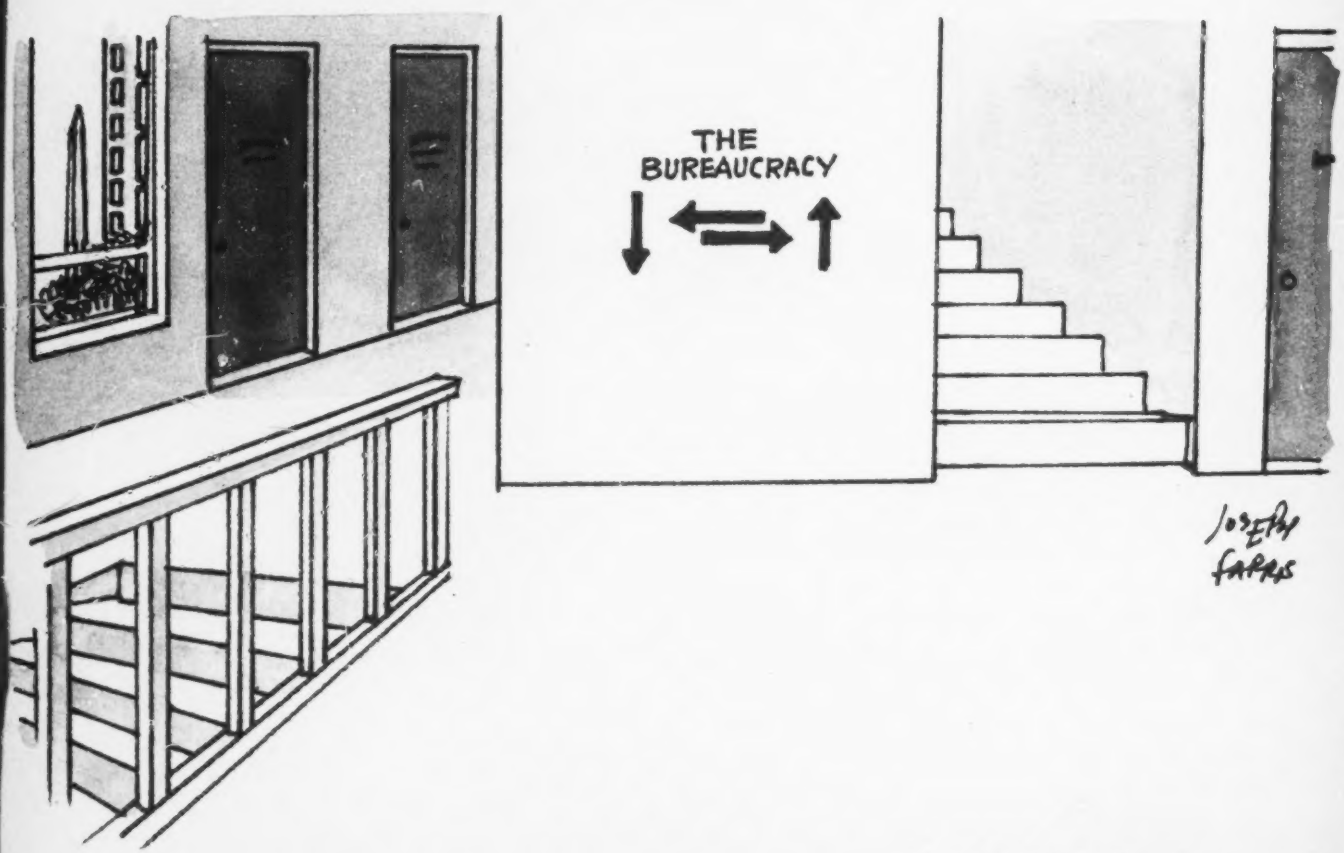
Copies of this report are available at a cost of $3.00 each from S&MM's Sales Builders Div., 633 Third Ave., New York, NY 10017 212-986-4800. Checks should be made payable to Sales Builders. **PAYMENT MUST ACCOMPANY ORDER!**

Foreign relations: Implementing an Hispanic marketing program

By STEVEN MOYA
President,
Hispanic Communications

In recent years, several major corporations have begun to address the vast size and potential of the U.S. Hispanic market and have started to actively pursue this growing consumer group. For example, in Los Angeles alone, estimated expenditures for TV, radio, and print advertising directed at the Hispanic consumer total almost $48 million annually. Campaigns have been successfully implemented across the country for everything from disposable diapers to automobiles. And why not? Those companies insightful enough to identify this important market segment have frequently been the only ones in their particular product category targeting Hispanics. Their singular commercial or print advertising has flourished in an environment free from the clutter of other competitors' information.

Through targeted marketing campaigns, corporate America has, in effect, "tapped" the Hispanic market. In doing so, these companies have used available data and research on Hispanics. However, this information has generally been applied only toward short-term goals using short-term strategies. These strategies have typically concentrated on basic items, rather than more sophisticated upscale products, and



Copyright, Sales & Marketing Management

have generally supported only product categories with a high usage index. They have also relied upon the use of Spanish-language print and electronic media as the primary means of communicating with Hispanic consumers. These strategies have not effectively positioned the companies behind these products, thus, their mission is not complete.

In a short-term framework, this limited approach has been effective in reaching the nation's fastest-growing consumer group. However, the evolving dynamics of the Hispanic market require that companies address several additional marketing realities. First, this mar-

SURVEY HIGHLIGHT

The top 25: Leading Hispanic metros

Metro	1984 Hispanic Pop. (Thous.)	% Of Metro Pop.	Metro	1984 Hispanic Pop. (Thous.)	% Of Metro Pop.
Los Angeles-Long Beach	2,462.5	31.1%	San Jose	271.7	19.7
New York	1,562.1	18.6	Phoenix	242.0	13.9
Miami-Hialeah	729.4	41.5	Dallas	228.6	10.2
San Antonio	608.2	51.1	Oakland	222.6	11.9
Chicago	559.4	9.2	Brownsville-Harlingen	204.5	84.7
Houston	535.8	16.9	Corpus Christi	199.8	55.8
Riverside-San Bernardino	383.0	21.0	San Francisco	191.9	12.6
El Paso	368.3	68.4	Fresno	188.1	33.0
Anaheim-Santa Ana	351.5	16.7	Albuquerque	173.4	37.3
San Diego	347.3	16.6	Denver	172.7	10.7
McAllen-Edinburg-Mission	304.2	89.3	Jersey City	163.0	29.7
			Newark	145.0	7.8
			Oxnard-Ventura	143.7	24.1
			Sacramento	133.4	10.7

Source: Sales & Marketing Management's *1985 Survey of Buying Power.*
Sales & Marketing Management.

"TMS expertise allowed us to start up three sales programs in one year."

"...We weren't certain how to telemarket our maintenance agreements. Our original program with TMS was started up almost immediately with no costly staff increases or lengthy training programs. With TMS we were able to expand the program, and, in fact, were able to start up two additional sales programs the first year."

—Marcia Meaux, Field Service Order Processing Manager, **Texas Instruments Incorporated**

Call TMS now—see how our telemarketing expertise can work for you.

TELEPHONE MARKETING SERVICES, INC.

ATLANTA CHICAGO DALLAS PHILADELPHIA SAN FRANCISCO

Call 1-800-248-1800

SURVEY HIGHLIGHT

SBP introduces three new metros!

This year's *Survey of Buying Power*, in keeping with its policy of providing readers with the most up-to-date statistics available, announces the establishment of three new metropolitan areas, in accordance with recent Office of Management and Budget (OMB) changes. New Metropolitan Statistical Areas (MSAs) established by OMB as of July 1, include **Cheyenne, WY,** (Laramie County), **Jackson, TN,** (Madison County), and **Rapid City, SD,** (Pennington County). In addition, some metro name changes and new central cities were also announced. The former Lafayette, IN, MSA has been re-named Lafayette-West Lafayette with the addition of the second central city. Similarly, additional central cities were added to the Sacramento, CA, MSA (Roseville City) and the Charlotte-Gastonia-Rock Hill, NC, MSA (Kannapolis), although, in these two cases, metro names will remain the same. With last year's reorganization of the St. Louis, East St. Louis-Belleville, and Alton-Granite City metros into the all-encompassing St. Louis MSA (as announced in the Oct. 29, 1984 *Survey of Buying Power - Part II*), the total number of S&MM metro markets now stands at 316.

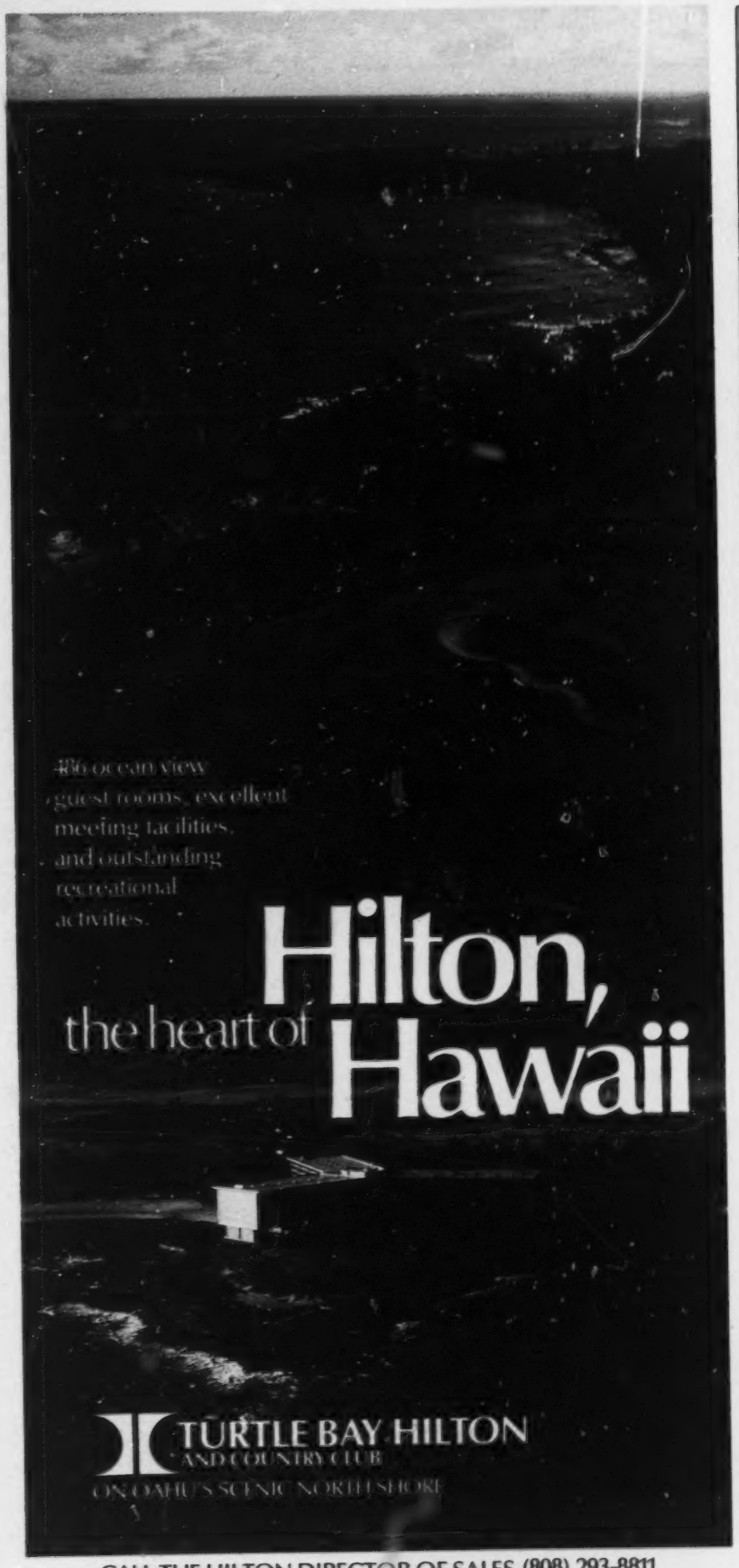
ket segment is becoming increasingly sophisticated. While brief commercial messages—considered very important by a group which has for so long been ignored—will continue to be a major part of the communications mix, they will not work without some additional support. Companies must now respond with greater sophistication in their marketing and communications efforts if they wish to effectively reach this segment. Also, as an emerging consumer group, Hispanics in the U.S. are making decisions about products and services which will help them establish long-term buying patterns. It is critical that companies attempt to influence those decisions.

Hispanics now recognize that they are more than just an ethnic or racial group. They are also a major consumer group, and with this recognition has come a feeling of power—or at least influence. This is a sentiment upon which companies can build significant relationships. The Hispanic market is developing, and with this transition comes natural changes and shifts. A variety of programs directed at these consumers will help keep companies abreast of important changes within this segment. In addition, the Hispanic market is growing six times faster than the U.S. market as a whole. It is worth developing for this reason, if not for any other. With increased educational opportunities and more two-income families, the potential for greater affluence exists, further influencing this consumer group in its purchasing habits.

'THE HISPANIC MARKET IS GROWING SIX TIMES FASTER THAN THE U.S. MARKET AS A WHOLE'

In other areas of statistics, the

(continued on page A-31)



CALL THE HILTON DIRECTOR OF SALES (808) 293-8811
Circle No. 108 on Reader Service Card

SURVEY HIGHLIGHT

Nuances of regional growth: Everyone except Michigan and DC

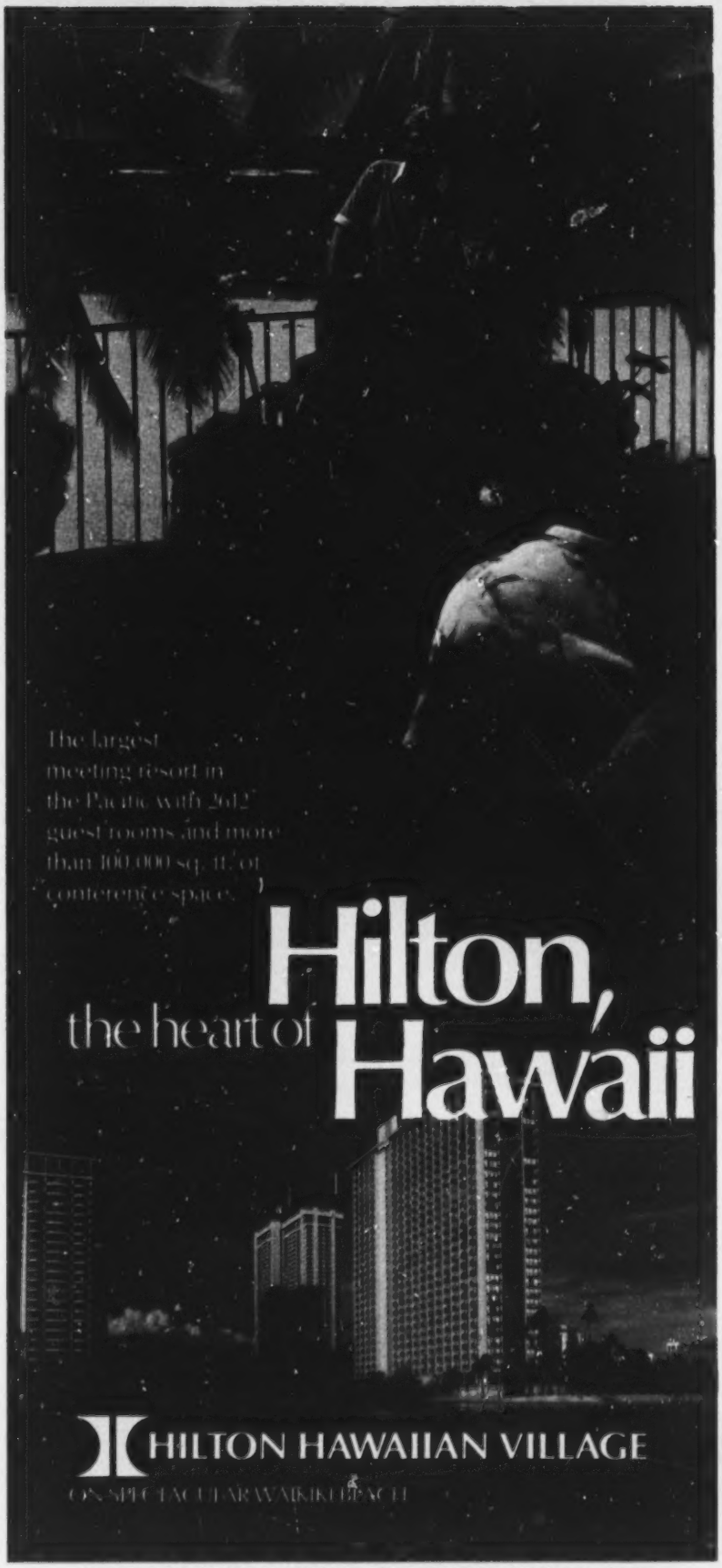
Region/State	1984 Pop. (Thous.)	Net % Change 1980–84
NEW ENGLAND	**12,605.3**	**+ 1.8%**
Connecticut	3,152.8	+ 1.4
Maine	1,165.8	+ 2.8
Massachusetts	5,807.9	+ 1.2
New Hampshire	982.4	+ 5.0
Rhode Island	963.0	+ 1.4
Vermont	533.4	+ 3.2
MIDDLE ATLANTIC	**37,426.7**	**+ 1.7%**
New Jersey	7,545.8	+ 2.2
New York	17,915.5	+ 2.2
Pennsylvania	11,965.4	+ 0.8
EAST NORTH CENTRAL	**41,892.1**	**+ 0.2%**
Illinois	11,552.9	+ 0.9
Indiana	5,556.9	+ 0.8
Michigan	9,180.2	– 1.2
Ohio	10,813.8	N.C.
Wisconsin	4,788.3	+ 1.1
WEST NORTH CENTRAL	**17,645.0**	**+ 2.1%**
Iowa	2,941.0	+ 0.6
Kansas	2,448.0	+ 3.1
Minnesota	4,183.6	+ 1.9
Missouri	5,046.6	+ 2.0
Nebraska	1,619.4	+ 2.5
North Dakota	692.4	+ 5.4
South Dakota	713.7	+ 2.8
SOUTH ATLANTIC	**39,904.5**	**+ 6.5%**
Delaware	615.0	+ 2.6
District of Columbia	618.1	– 1.7
Florida	11,166.0	+11.4
Georgia	5,889.6	+ 6.4
Maryland	4,381.6	+ 3.4
North Carolina	6,215.9	+ 4.8
South Carolina	3,353.4	+ 6.2
Virginia	5,692.4	+ 5.4
West Virginia	1,972.5	+ 0.3
EAST SOUTH CENTRAL	**15,199.2**	**+ 2.7%**
Alabama	4,042.4	+ 3.1
Kentucky	3,769.7	+ 1.9
Mississippi	2,627.2	+ 3.4
Tennessee	4,759.9	+ 2.8
WEST SOUTH CENTRAL	**26,394.7**	**+ 9.5%**
Arkansas	2,377.8	+ 2.9
Louisiana	4,500.7	+ 5.9
Oklahoma	3,348.6	+ 9.4
Texas	16,167.6	+11.7
MOUNTAIN	**12,743.3**	**+ 9.8%**
Arizona	3,106.3	+10.7
Colorado	3,224.7	+ 9.7
Idaho	1,017.1	+ 5.5
Montana	827.6	+ 4.1
Nevada	920.4	+12.0
New Mexico	1,451.1	+ 9.7
Utah	1,680.5	+12.2
Wyoming	515.6	+ 6.9
PACIFIC	**34,463.9**	**+ 6.9%**
Alaska	523.7	+27.2
California	25,006.6	+ 7.3
Hawaii	1,053.9	+ 7.6
Oregon	2,693.3	+ 0.5
Washington	4,386.4	+ 4.6
U.S. TOTAL	**238,274.7**	**+ 4.3%**

Source: Sales & Marketing Management's 1971, 1981, and 1985 Survey of Buying power.

1984	% Of U.S. Pop. 1980	1973
5.2902%	5.4207%	5.7776%
1.3231	1.3606	1.4904
.4893	.4964	.4827
2.4375	2.5126	2.7667
.4123	.4094	.3518
.4041	.4156	.4656
.2239	.2261	.2204
15.7074%	16.0963%	18.1897%
3.1669	3.2299	3.5382
7.5188	7.6702	8.9100
5.0217	5.1962	5.7415
17.5815%	18.2938%	19.7614%
4.8485	5.0122	5.4534
2.3322	2.4127	2.5515
3.8528	4.0647	4.3786
4.5384	4.7324	5.2253
2.0096	2.0718	2.1526
7.4052%	7.5633%	8.0157%
1.2344	1.2798	1.3787
1.0274	1.0394	1.1140
1.7557	1.7959	1.8639
2.1180	2.1655	2.3065
.6797	.6913	.7263
.2905	.2876	.3029
.2995	.3038	.3234
16.7474%	16.4036%	15.1408%
.2582	.2623	.2667
.2594	.2751	.3720
4.6861	4.3878	3.3970
2.4781	2.4230	2.2727
1.8389	1.8542	1.9310
2.6088	2.5955	2.5016
1.4074	1.3819	1.2776
2.3890	2.3628	2.2813
.8278	.8610	.8409
6.3789%	6.4776%	6.3012%
1.6965	1.7164	1.6886
1.5821	1.6186	1.5751
1.1026	1.1117	1.0978
1.9977	2.0309	1.9397
11.0774%	10.5458%	9.5812%
.9979	1.0116	.9480
1.8888	1.8605	1.8049
1.4054	1.3389	1.2646
6.7853	6.3348	5.5637
5.3481%	5.0895%	4.1056%
1.3037	1.2278	.8847
1.3534	1.2869	1.0999
.4269	.4218	.3511
.3473	.3480	.3370
.3862	.3598	.2417
.6090	.5790	.5042
.7052	.6552	.5241
.2164	.2110	.1629
14.4639%	14.1094%	13.1268%
.2198	.1795	.1519
10.8306	10.4945	9.8653
.4423	.4285	.3882
1.1303	1.1722	1.0374
1.8409	1.8347	1.6840
100.0000%	100.0000%	100.0000%

N.C.—No Change.

Sales & Marketing Management.



CALL THE HILTON DIRECTOR OF SALES (808) 949-4321

Circle No. 109 on Reader Service Card

SURVEY HIGHLIGHT

1985 SBP contains new Census of Retail Trade data

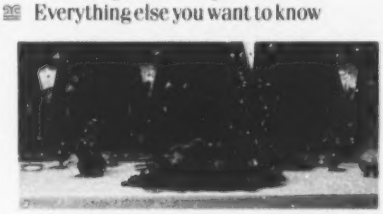
This year's edition of the *Survey of Buying Power* contains retail sales statistics based on newly published benchmark data from the U.S. Census Bureau. The *Survey's* three data fields—population, income, and retail sales—are updated from the most recently available bureau statistics. In the case of retail sales, 1982 figures have finally been released in their entirety, and the necessary changes have been incorporated into *Survey* estimates. One note of caution: Whenever an adjustment is made for new benchmark data, trend lines are often thrown out of whack. Comparisons between 1983 and 1984 calender year data should be made with the proper footnotes explaining any discrepancies in totals.

When making intercensal-year calculations, every attempt is made to produce estimates that will dovetail with new benchmarks when they are released. However, in the world of statistics, there is no such thing as a "sure thing." Consequently, some annual rates of retail growth may suddenly go flat or even reverse themselves. Such occurrences can be chalked up to statistical aberrations rather than to the reality of the market itself.

In terms of accuracy, comparisons between 1982 Census of Retail Trade actuals and 1982 estimates from the 1983 *Survey* show a remarkable consistency. Of the 3,137 counties in the U.S., fully 2,078 showed a margin of error of 5% or less (+ or −) from Bureau benchmarks. This translates to just over 66% of all counties nationwide. Most marketers and statisicians consider a 10% margin of error (+ or −) to be an "acceptable" figure, and *Survey* estimates fall well within this parameter. The next group of counties—721—were between 5% and 10% (+ or −) from the actuals, making a total of 2,799 counties (89%) with a margin of error of 10% or less. Rounding out the remaining 338 counties, 206 fell in the 10%–15% (+ or −) range, 92 in the 15%–25% (+ or −) range, and 40 in the over-25% (+ or −) range. A more in-depth discussion of the *Survey's* accuracy can be found in the article, "SBP: How we do it, and how well," beginning on page A-7.

How to make a big splash on Monterey Bay.

Now there is a hotel that showcases Monterey's keynote attraction—the surrounding sea. This grand hotel on the bay was designed to host "Top Brass" meetings and v. special events. A glittering ballroom . . . eleven expandable Executive Conference Salons. The ladies & gentlemen who attend summit-level meetings will appreciate the private quality of the Monterey Plaza, the Grand Classe elegance of the 290 guest rooms, *alta cucina* dining, and the professional polish of our staff. Everything else you want to know about the grand hotel on Monterey Bay is as close as (408) 646-1700.



MONTEREY PLAZA
THE GRAND HOTEL ON THE BAY

400 Cannery Row, Monterey on the Bay, CA 93940. Reservations/information: Toll free (California) 800-334-3999 (U.S.) 800-631-1339.
Proudly presented by Rossi Hotels.

Hispanic market is, at this point, painfully young. Almost two-thirds of all Hispanics are under the age of 30, and 43% are under age 20. Developing this market now means a direct investment in the future of these consumers. A view toward the future requires that companies begin to broaden their marketing efforts through the implementation of long-term marketing plans. A more sophisticated approach should incorporate two important objectives:

1. Development of the Hispanic market, which will enhance consumer demand for a greater variety of products—especially upscale ones; and
2. The creation of a strong and identifiable consumer base which will provide long-term loyalty for both the product and the company.

To adequately address these factors, companies must make the commitment and investment in a broad range of marketing, advertising, and public relations/communications programs. A discussion of the major points such programs should cover, for those who have been examining this market segment, is outlined below. The step from theory to practice is often the most difficult. Here's how to start the ball rolling.

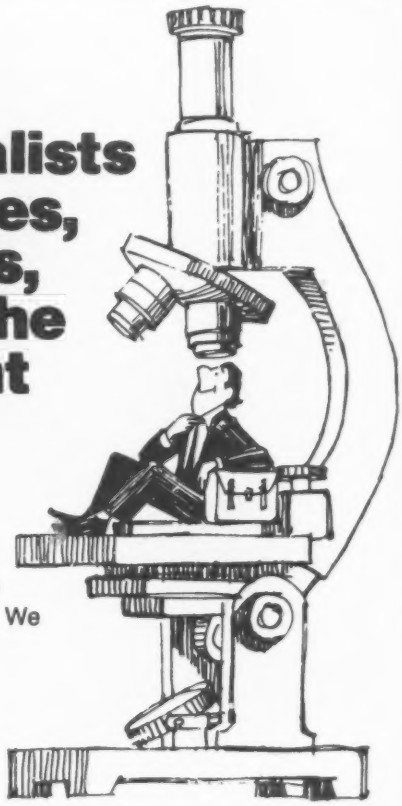
The people

In promoting a company's products, the advertising and marketing units have traditionally been assigned most of the responsibility. These units, however, are often ill-equipped to establish and maintain lasting communications efforts directed at a specific market segment. Herein lies the strength of a comprehensive and well-defined Hispanic public relations and communications program.

The public relations function is charged with creating or modifying a particular opinion, perception, or belief. The same can generally be said about advertising and marketing. There are a few major differences, however. Public relations achieves its goals through two-way communication and the use of a variety of programs, tools, and methods usually unavailable to either advertising or marketing departments. Its function and purpose are uniquely independent in this respect.

In developing any program, management must create an environment conducive to the implementation of an Hispanic public relations/communications program. Broad internal support is essential for such a program, since this effort is a long-range and strategic one. Equally important is the company's rationale for establishing a pro-

With over 500 specialists in 100 offices, in 35 states, we'll find the sales talent you need.



Nobody can find sales talent like Sales Consultants. We save you time and money and locate the kind of experienced sales and sales management people you're looking for. **And you pay no fee until you make the final hiring decision.**

Thousands of client companies, large and small, depend on us to find qualified sales people fast. You should too. Give us a call today.

Look in the White Pages for the Sales Consultants office nearest you.

SALES CONSULTANTS®
Finding sales and sales management talent is our only business.®

Circle No. 118 on Reader Service Card

gram. It must be clearly defined, since this corporate philosophy will bind all other activities into a comprehensive and effective Hispanic public relations program. The company should also review its internal resources, in terms of how the Hispanic community could benefit from its products or services. Find out which staff members are familiar with the Hispanic market and its needs, and take into account any previous relations with Hispanic organizations.

There are several audiences in the mainstream community with whom a company communicates. The Hispanic community is no different. In reaching the Hispanic market, whether local, regional, or national, there are a few basic groups to consider. Generally speaking, they are:

The community at large—The largest of these audiences—or "publics," as we will refer to them here—is the general Hispanic community. This group reflects the dynamics of the entire Hispanic market in that it is large, young, and is growing fast. It is in need of communication and information from both the private and public sectors, because—until recently—it has been ignored by marketers.

Community and civic leaders—Hispanic community and civic leaders are another valuable target audience. These leaders can either actively support a company's Hispanic public relations activities or—if ignored—foster an unfavorable environment, creating a backlash response.

Among the more familiar and larger associations are the Mexican-American Legal Defense and Education Fund (MALDEF), the American GI Forum, and the League of United Latin American Citizens (LULAC). However, it is equally important to address local community-based nonprofit organizations as well. Grass roots commitment and visibility is a critical element here.

Government leaders—Hispanic political influence is manifesting itself across the U.S. It will continue to grow, as more Hispanics become involved in the electoral process and are elected or appointed to positions of public influence. This is evidenced in the strength of such

'THERE ARE SEVERAL AUDIENCES IN THE MAINSTREAM COMMUNITY WITH WHOM A COMPANY COMMUNICATES.'

REDUCE YOUR OVERHEAD AND IMPROVE YOUR IMAGE.

Nothing improves your corporate image like the new Eiki POP-1 Portable Overhead Projector.

Briefcase sized to carry in one hand, you can unfold the Eiki POP-1 in just 5 seconds. Its powerful 360 Watt lamp projects the brightest image of any portable overhead. Always crisp and clear, even under normal lighting conditions. What's more, you can project 8½" x 11" documents vertically or horizontally.

And after all is shown and done, unplug Eiki's retractable cord and reduce your overhead to its original 4½" width.

The new Eiki POP-1. The best way yet to turn your overhead into profit.

EIKI

For further information or a demonstration write:
Eiki International, Inc., P.O. Box 30000, Laguna Niguel, CA 92677-8000
Or phone: 714/831-2511

Circle No. 105 on Reader Service Card

SURVEY HIGHLIGHT

For richer or for poorer: Median household Effective Buying Income

for the top 10 . . .

Metro	1984 Median Household EBI
Nassau-Suffolk, NY	$41,279
Bridgeport-Stamford-Norwalk-Danbury, CT	39,223
Anchorage, AK	38,145
Middlesex-Somerset-Hunterdon, NJ	38,100
San Jose, CA	37,776
Lake County, IL	37,494
Bergen-Passaic, NJ	36,140
Brazoria, TX	36,059
Washington, DC	36,002
Anaheim-Santa Ana, CA	35,901

. . . and bottom 10 metros

Metro	1984 Median Household EBI
Chico, CA	$18,860
Las Cruces, NM	18,482
Brownsville-Harlingen, TX	18,293
Visalia-Tulare-Porterville, CA	17,838
Gadsden, AL	17,829
Panama City, FL	17,550
Ocala, FL	17,286
McAllen-Edinburg-Mission, TX	17,167
Laredo, TX	16,663
Jacksonville, NC	16,356

Source: Sales & Marketing Management's *1985 Survey of Buying Power.*

Sales & Marketing Management.

organizations as the Congressional Hispanic Caucus and the National Association of Latino Elected and Appointed Officials (NALEAO), to name two.

Hispanic representatives are more aware and appreciative of private sector support in their communities and are willing to involve themselves with responsible companies in their efforts to reach and assist the Hispanic consumer. Hispanic public officials also hold major seats on committees which regulate a wide range of industries. Sound government relations are imperative.

Religious leaders—One public which can be easily underestimated is religious leadership. Even today, the Roman Catholic Church still has a profound influence on the lives of many Hispanics. Religious leaders are assuming an active role in campaigning for social services, corporate responsibility and participation, and local employment. These leaders and their organizations have begun pressuring the private sector to support local nonprofit organizations which provide badly needed

WHAT INCENTIVE TRAVEL IS COMING TO IN BOSTON.

The Westin Hotel, Copley Place brings you the best of Boston. From the Boston Pops to Faneuil Hall Marketplace. Plus all the sights of colonial New England.

For help in planning an incentive program that will go down in history, call the Incentive Sales Manager at (617) 262-9600. The Westin Hotel, 10 Huntington Ave., Boston, MA 02116.

THE WESTIN HOTEL
Copley Place Boston

Circle No. 120 on Reader Service Card

social and community services.

Business and corporate leaders—Hispanic business and corporate leadership represent outstanding opportunities for joint community relations programs. These individuals, who represent Hispanic chambers of commerce, business associations, and professional organizations, offer a wealth of talent and insight into the Hispanic community—local, as well as regional and national. They form a highly important influence group to marketers.

Employees—A company's own work force should reflect the ethnic composition of the community in which it operates. This is extremely important in areas of high Hispanic concentration, since employment is a critically important issue in the Hispanic community. Hispanics should be well-represented throughout management, as well as in the rank-and-file.

SURVEY HIGHLIGHT

Caution on retail sales estimates!

Total retail sales and store group sales in the 1985 *Survey of Buying Power* are not directly comparable to figures published prior to this year. The 1984 estimates in this year's *Survey* are updates from the 1982 Census of Retail Trade whereas, estimates in the 1979-84 *Surveys* used the 1977 Census of Retail Trade as a benchmark. Therefore, when constructing trend lines that contain overlapping data, be certain that any discrepancies are footnoted accordingly. In some cases, what at first may look like a drop in retail sales for a metro or county is actually a readjusted figure that allows for new benchmark data.

Educational leaders—Both small companies and large corporations should have a social commitment to assume a leadership role in the educational systems of their local communities. The educational careers of Hispanics is an area of strong concern, and a good rapport with leaders in this sector is very important.

Students now in school are the employees, managers, and chief ex-

WE'VE GOT TO START MEETING LIKE THIS.

The La Costa Conference Center. It's the relaxing, activity-filled place to hold your next meeting or conference. With spacious gathering areas. Flexible enough to serve the needs of a small group. Or a larger meeting. Advanced enough to offer the best in amenities and conveniences. And a personal conference coordinator to help plan all activities and to make sure your sessions run effectively and smoothly.

So smoothly you'll have time for golf on the famous La Costa 36 hole Tournament of Champions course. Plus tennis on 23 world-class all weather courts. Followed by total physical pampering in our world-famous spa. And topped off with the culinary masterpieces of noted international chefs in seven intriguingly-different restaurants.

For complete information and assistance, call Alex Frankel or Judy Roen at 1-800-854-6564. In California, call 1-800-542-6200.

The La Costa Conference Center. It meets you a lot more than half way.

La Costa.
Resort. Spa. Conference Center.

Circle No. 111 on Reader Service Card

900
GUEST ROOMS AND
COMPLETE
MEETING FACILITIES
IN HOUSTON'S
GALLERIA.

Surround your meeting with the excitement of the spectacular Galleria. A city of 250 shops under glass, where excellence in dining, recreation, shopping and entertainment are side by side with Houston's most complete meeting environment.

Only The Westin Galleria and The Westin Oaks offer the world's largest lobby under one roof. 900 guest rooms and suites, 32 meeting rooms in a range of sizes, three ballrooms, an exhibition hall, professional in-house catering and audio-visual services. An adjoining health and sports facility has a jogging track and heated outdoor pools.

Hold your next business meeting in Five Diamond award-winning luxury, at *surprisingly competitive rates*. The Westin Hotels of Houston. Excellence, in the heart of the Galleria.

Please call, 713-960-8100, and ask for the Director of Sales.

The Westin Oaks, 5011 Westheimer. The Westin Galleria, 5060 West Alabama, Houston, Texas.

THE WESTIN OAKS
THE WESTIN GALLERIA
Houston

In Dallas, stay at The Westin Hotel, Galleria.

Circle No. 121 on Reader Service Card

This Publication
is available in Microform.

University
Microfilms
International

300 North Zeeb Road
Dept. P.R.
Ann Arbor, Mi. 48106

ecutive officers of tomorrow. Participation in the educational process is an investment in the future. This is especially true in Los Angeles, where more than 50% of the current student population is of Hispanic descent.

Professional services—Local Hispanic communities are becoming increasingly vocal in their efforts to garner a representative share of corporate dollars spent for professional services. A company must be sensitive to its relations with providers of contracted services, which include suppliers, vendors, creative services, legal counsel, and banks. Hispanic small businesses will continue to lobby for more participation in contracted services.

The program

The one thing that gives some substance to a company's efforts to reach its Hispanic public and address issues of concern in the Hispanic community is its Hispanic public relations/communications program. There are eight general components to a comprehensive public relations program: consumer relations, marketing public relations, media relations, community relations, corporate philanthropy, employee relations, vendor relations, and corporate public relations. Individually, they involve:

Consumer relations—Through good consumer relations, a company can effectively demonstrate its responsiveness and understanding of the Hispanic consumer. Hispanics have historically been ignored by companies in their consumer and product education efforts. As a result, Hispanics are insatiable in their desire for new information on product or service usage. And, as Hispanic consumers become more sophisticated in their purchasing habits, this information will become more important.

Health and consumer fairs, product safety and public service programs, point of sale and direct mail material, consumer information

hotlines, exhibits and displays, and speakers bureaus are just a few of the tools which can be used effectively to communicate with Hispanics.

Marketing public relations—An emerging sub-group within public relations, marketing public relations may be used to implement a variety of activities, ranging from sponsorship of sports or recreational events to job fairs and holiday festivities, such as Cinco de Mayo or Sept. 16 (Mexican Independence Day).

In an effort to better relate to the Hispanic consumer, more companies are recruiting the services of well-known Hispanics, such as Julio Iglesias or Pelé. Through these company representatives, products and services can be effectively marketed to Hispanics through a common cultural or language tie.

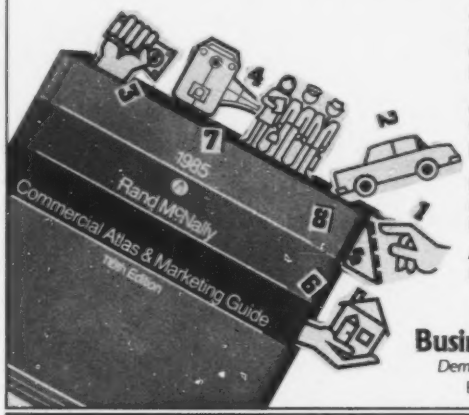
News media relations—A company must establish working partnerships with Hispanic and Spanish-language TV, radio, and print media to effectively reach the Hispanic community. Strong ties with these media not only foster a mutual understanding, but also establish a rapport with media leaders, who serve as the information "gatekeepers" who are in a position to assist you in your efforts. Likewise, overall corporate support of Hispanic media is paramount.

'ESTABLISH A RAPPORT WITH MEDIA LEADERS WHO SERVE AS THE INFORMATION GATEKEEPERS.'

Community relations—In developing a sound Hispanic community relations program, it is necessary to select those organizations and activities which are the most appropriate and effective for your

Start your search here!

WE'VE GOT A SOURCE BIG ENOUGH TO STAND ALONE.



The Rand McNally Commercial Atlas & Marketing Guide can be your "one stop source" for day-to-day reference, research, and planning information!

This compedium includes data on 151,000 named places—of which 91,000 are exclusively compiled by Rand McNally.

The Commercial Atlas is "the best first place to look" to help make sales, marketing, and general business decisions.

Available by calling Rand McNally (312) 673-9100.

Rand McNally Business Reference Products

Demand the very best...ask for us by name

P.O. Box 7600, Chicago, IL 60680

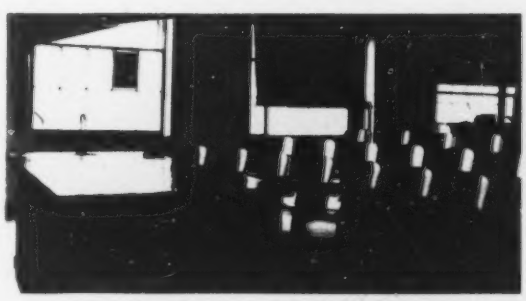
© Copyright 1985 by Rand McNally & Company

Circle No. 123 on Reader Service Card

Corporate giving. Without it, a lot of important things might go out of business.

A lot of organizations in a lot of different fields could barely exist without help from corporations.

To their credit, a great many companies realize this.



Every year for the past ten years, corporate giving has gone up. And that's something the entire corporate community can take pride in.

There are so many ways a corporation can give. So many ways to lend a hand.

The fact is, when corporate giving thrives, so do the organizations it supports.

And everyone profits.

INDEPENDENT SECTOR Ad Council

A Public Service of This Publication.
©1984 The Advertising Council, Inc.

If You're A Marketing Professional

. . . you belong in the American Marketing Association.

Special Introductory Offer

Busy professionals have to be selective about their time. They choose the books they read, the seminars they keep and the associations they join. These same professionals are also leaders in the field of anticipating marketing trends. For these reasons we extend to over 25,000 AMA marketing professionals with this special introductory *professional membership* offer of $85 and benefits that:

- An annual *Marketing News* subscription
- Unlimited use of AMA's Marketing Information Center — just a phone call away
- Local chapter participation and benefits where applicable
- Discounts on more than 20 conferences and seminars
- A personally engraved certificate and walnut-finished membership plaque

and much more!

Mail payment (payable to AMA) and/or coupon to:
Philip Sonni, Membership Development,
250 South Wacker Drive, Chicago, IL 60606.

☐ Yes, I've enclosed my $85 payment for AMA's introductory professional membership.
☐ I'm interested in joining. Please send me more information.
☐ VISA
☐ MASTERCARD Card No. _____ Exp. Date _____
Name _____ Signature _____
Company _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____ SM7B

AMA AMERICAN MARKETING ASSOCIATION

particular business. It is important to develop a philosophy which will guide the company's involvement with the Hispanic community. A good example of such selectivity and targeting is the Anheuser-Busch Co. Through its corporate relations department, the company has tar-

Wanting to get ahead, Bill looks to see things from an executive point of view.

© Copyright, Sales & Marketing Management

geted several specific areas in which financial support to the Hispanic community is both appropriate and economically feasible. Leadership development, employment, training opportunities, post-secondary education, art and cultural programs, and health care services are the primary areas in which this funding is directed. These areas are also the main issues of importance in the Hispanic community and, consequently, they are the efforts in which the company has invested its philanthropic dollars with maximum impact.

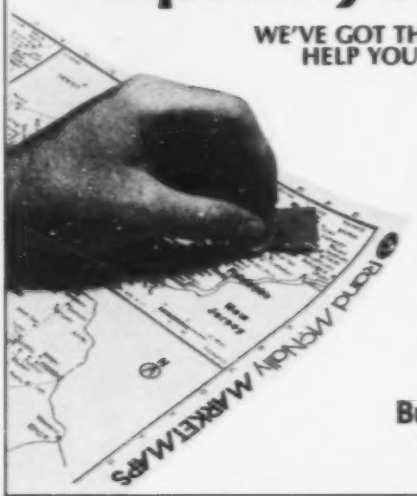
Verbal support means little without concrete action. Corporations must become active participants. The community relations program acknowledges these commitments and helps position the company as a responsive, responsible, and supportive citizen of the Hispanic community.

Corporate philanthropy—Public/private partnerships are becoming commonplace and more critical in the areas of health care, employment development, training, education, and general social services. These partnerships combine corporate philanthropy with community and government relations programs. These efforts must be topical, relevant, and cost-effective. One example of such a partnership is the Health Manpower Development Program sponsored by Project HOPE. In California, Arizona, and Texas, Project HOPE established a partnership involving the federal government, several border-area colleges, and a number of private foundations and corporations. Through this joint effort, more than 1,000 new health care workers will be trained and employed in this medically underserved, high unemployment region along the U.S.-Mexican border.

These and other similar programs present outstanding opportunities for corporate involvement and high visibility, while ensuring that financial support is targeted for specific

Pinpoint your market.

WE'VE GOT THE MAPS TO HELP YOU DO IT.



On Rand McNally MarketMaps you can clearly visualize your sales network, analysis, or strategies.

MarketMaps offer an up-to-date geographic base–in a wide variety of detail and sizes.

MarketMaps. Simple...easy...an effective way to map your plans.

Available at quality office products, map, and book stores near you.

© Copyright 1985 by Rand McNally & Company

Rand McNally Business Reference Products

Demand the very best...ask for us by name

P.O. Box 7600, Chicago, IL 60680

Circle No. 123 on Reader Service Card

A COSTLY MISTAKE IN GETTING LEADS OUT.

Getting hot leads out by courier is an expensive habit. An expense MCI Mail® makes expendable.

Because MCI Mail lets you use your PC to get important leads out in an instant. For a fraction of the cost of a courier. So you can send more leads out faster—without spending more. And have a better chance to close deals before leads get cold.

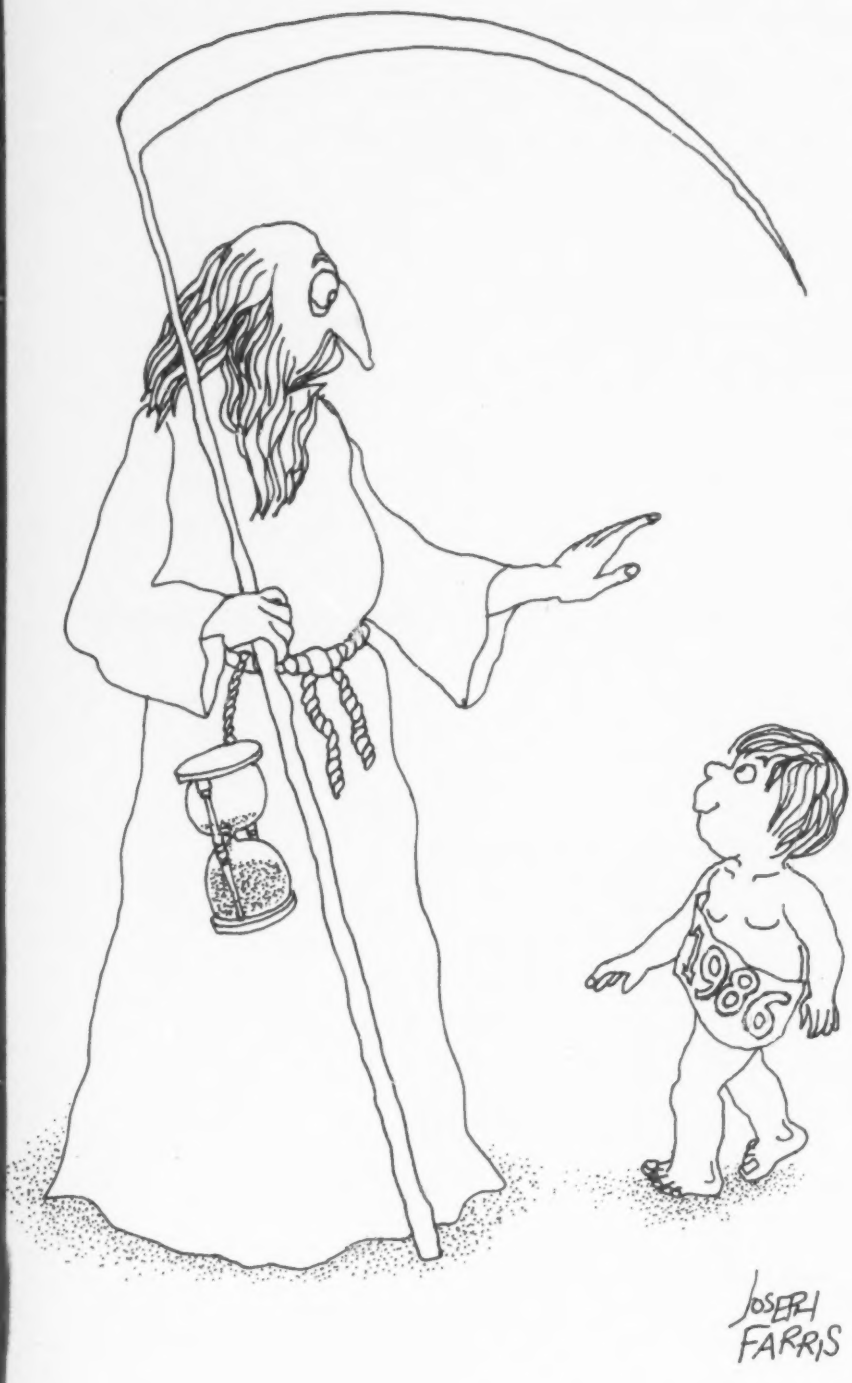
Call 800-MCI-2255 or in Washington, D.C., 833-8484. The quicker you call the faster you'll start closing deals. And building profits.

MCI Mail

NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 113 on Reader Service Card



"Hold it! You're premature!"

Copyright, Sales & Marketing Management

programs meeting specific social needs.

Employee relations—Not all Hispanic public relations programs are devoted to external audiences. As mentioned earlier, one of the most important publics is a company's own work force. This objective should not be viewed as an equal opportunity-type measure, but rather as an opportunity to use the talents and insights of Hispanic employees who can, in turn, use their resources to assist the company in its Hispanic public relations, advertising, and marketing efforts.

Vendor relations—Economic participation in the Hispanic community also includes representative use of suppliers, contractors, and providers of creative, professional, and financial services. With businesses ranging from advertising, public relations, and graphic design companies to law firms, personnel agencies, and banks, it is imperative that companies direct adequate portions of their creative and professional budgets toward Hispanic-owned or Hispanic-directed concerns.

Corporate relations—Lastly, corporate relations should tie all the aforementioned components together, presenting the company in a positive light as a responsible corporate citizen. Corporate public relations "sells" the company to all of its constituencies, and reinforces its commitment to the local, regional, and national Hispanic audience.

For a segment whose daily existence revolves around the community—a segment that regards education, religion, and civic pride as very necessary parts of life—Hispanics have rarely been approached in the in-depth manner essential to establishing success in their market. The kind of across-the-boards program outlined here has proven successful for a number of companies, and, as Anheuser-Busch's senior marketing coordinator, Victor Ornelas, says, "If you want to be successful, you have to be per-

ceived as genuinely interested, otherwise they'll [Hispanics] see right through you."

Anheuser-Busch's Hispanic marketing program has recently expanded to include not only community related projects and promotions, but also the production of three short films chronicling the contributions Hispanics have made to American culture and history. The films have been made available to civic groups, clubs, and any other organization that requests copies, and the bond that is formed between corporation and community through this type of effort is "worth more than any traditional marketing program we could come up with," says Ornelas.

Other companies that have traditionally targeted Hispanics, companies such as Goya Foods, Secaucus, NJ, consider this kind of approach "most important," and have for many years been involved in community activities ranging from parades to scholarship programs. Again, this kind of grass-roots approach shows the company in a favorable light which easily translates into positive consumer reaction and brand loyalty.

"We're salesmen 24-hours-a-day in the Hispanic community, says Ornelas, "and the people-to-people-style relationships we establish are part of a conscious effort that reaches from the drivers and distributors all the way to the CEO."

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

Zip codes...people...places.

WE'VE GOT THE HANDY GUIDES TO KEEP AT YOUR FINGERTIPS.

Rand McNally offers a full line of Business Reference products that give you, and your staff, vital data–fast.

In each product you'll find the quality and careful attention to detail that is our hallmark.

- Rand McNally Sales & Marketing Atlas
- Rand McNally Zip Code Atlas
- Rand McNally Green Guide: U.S. places with over 100 people
- Rand McNally Commercial Reference Map and Guide—plus many more.

Available at quality office products, map, and book stores near you.

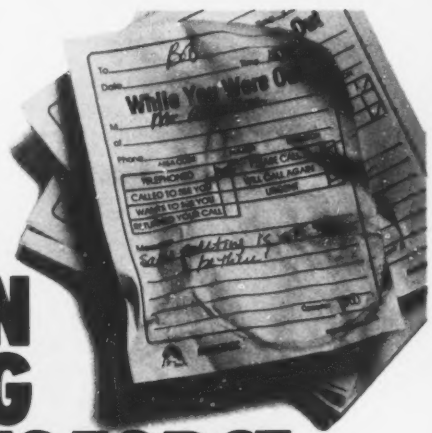
Rand McNally Business Reference Products

Demand the very best...ask for us by name

P.O. Box 7600, Chicago, IL 60680

© Copyright 1985 by Rand McNally & Company

Circle No. 123 on Reader Service Card



A COSTLY MISTAKE IN MANAGING YOUR SALES FORCE.

You call. He's out.

He calls back. You're out.

You can lose hours that way—and countless sales.

That's why you need MCI Mail.® It lets you use your PC to contact your sales force directly anytime of the day. Send and receive messages instantly. Or get sales forecasts and competitive information.

MCI Mail makes your sales force more productive so they can close more deals. And boost your bottom line.

Call 800-MCI-2255 or in Washington, D.C., 833-8484 and increase your profits instead of increasing your phone bill.

MCI Mail

NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 114 on Reader Service Card

Sales and marketing with our 4 Surveys

Users of the *Survey of Buying Power* are well aware of its applications in the areas of sales and marketing. For the salesperson, its value as a quota-setting tool, or an aid in performance appraisal and territory analysis, is well-documented. In marketing, the selection of channels of distribution, the targeting of markets, or the charting of market potential are also among the tasks the *SBP* performs. In most cases, these functions are performed by sales and marketing people already employed by major corporations. Many of them have learned how to use the *Survey* from their colleagues, or from previous on-the-job experience. An increasing number, however, have learned to understand and utilize the *Survey* before they ever reach the job market, through its increased use as a teaching tool in college and grad school marketing classes.

For students just entering the highly competitive arena of market-

Profiles and targets: Everything you always wanted to know about Des Moines

SURVEY OF BUYING POWER:
Population—380,500 (U.S. rank—113th)
Median age—31.1 yrs.
% of population age 25–34—15.7%
Number of households—150,400 (U.S. rank—103rd)

Effective Buying Income (EBI)—$4,686,481,000 (U.S. rank—97th)
Median hshld. EBI—$28,343 (U.S. rank—73rd)
% of hshlds. with EBIs more than $50,000—13.5% (U.S. rank—85th)
Buying Power Index (BPI)—.11976% of total U.S. (U.S. rank—103rd)

Total retail sales—$2,342,967,000 (U.S. rank—93rd)
General merchandise sales—$256,569,000 (U.S. rank—93rd)
Food store sales—$525,512,000 (U.S. rank—94th)
Automotive dealer sales—$500,624,000 (U.S. rank—103rd)

SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER:
Total shipments, all manufacturing (Polk County)—$2,693.7 Mil.
Total manufacturing establishments (Polk County)—194
Major industry receipts—Tires & inner tubes (SIC 3011)—$515.4 Mil.
Farm machinery & equip. (SIC 3523)—$210.5 Mil.
Gen. medical & surgical hospitals (SIC 8062)—$220.9 Mil.
% of total U.S. shipments/receipts in SIC 3011—4.6335%

SURVEY OF BUYING POWER—PART II:
Projected population, 1988—389,500
Projected total hshlds., 1988—157,700
Projected average hshld. EBI, 1988—$45,581
Des Moines newspaper market coverage—458,100 hshlds.
36.9% hshld. coverage
Des Moines ADI (TV market) coverage—369,600 hshlds.
Population age 2–11—130,100

SURVEY OF SELLING COSTS:
Average daily lodging cost—$40.20
Average daily meal costs—$23.40
Cost of two drinks—$4.00
Taxi, airport to downtown—$8.00
Per diem auto rental cost—$48.10
Distance and travel time, airport to downtown—5.5 mi., 15–20 min.

'INFORMATION CAN MAKE THE DIFFERENCE BETWEEN BEING THERE FIRST AND COMING IN SECOND.'

ing, knowledge of the tools available for performing market analysis and research is of primary importance. Many times, simply knowing where to go for a certain piece of information can make the difference between being there first and coming in second. Publications are a useful source of information on trends and other happenings in the marketplace, but when it comes to statistics—either financial, demographic, or socioeconomic—a marketer must not only know *where* to look, but also *what* he's looking at. The ability to interpret such data is important. Even more important is knowing how to put it to use.

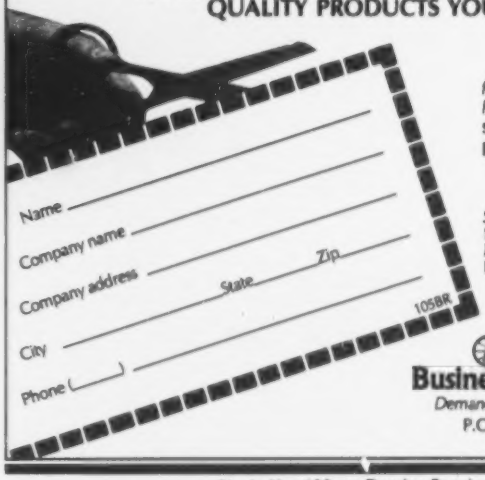
Parts of a system

In addition to the *Survey of Buying Power* and the October *Survey of Buying Power - Part II*, Sales & Marketing Management publishes two other *Survey* issues. The *Survey of Selling Costs*, published each February, and the *Survey of Industrial & Commercial Buying Power*, published in April, comprise the other two legs of the marketing support system made up by S&MM's four *Survey* issues. Because they are, in effect, parts of a complete system, it is important that those who learn or teach their fundamental use be aware of the interrelationships between them.

In a sales and/or marketing context, people are mainly concerned with data that will tell them what markets offer the best potential, the

The PROOF!!

WE BELIEVE WE'VE GOT THE RELIABLE, HIGH QUALITY PRODUCTS YOU NEED.



To prove it we'll send you: a free sample—one Rand McNally MarketMap and the name of a store you can visit to see our products for yourself.

Send for your proof today.

Send Coupon to:
Rand McNally & Company
Attn: Business Reference Products
P.O. Box 7600, Chicago, IL 60680

© Copyright 1985 by Rand McNally & Company

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680

Circle No. 123 on Reader Service Card

A COSTLY MISTAKE WHEN UPDATING DEALERS.

...nk of everything that goes ...to getting information out to your dealers. All the copying, collating, stuffing, stamping. And then there's the delivery....

Too much time's wasted. And time is money.

That's why there's MCI Mail.® It lets you use your PC to send product updates instantly. Or announce promotion plans and sales incentive programs. All in seconds.

Call 800-MCI-2255 or in Washington, D.C., 833-8484 and get information out faster so sales can come in quicker.

MCI Mail
NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 115 on Reader Service Card

Gruntworks™ takes the gruntwork out of marketing management

Gruntworks template software teams up with Lotus 1-2-3 and your IBM PC to deliver key marketing information with minimal keystrokes. In essence, it closes the marketing data loop between product, price and promotion.

The Gruntworks software system offers these key programs:

- –FORECASTING MODEL
- –MONTHLY PRODUCT AND DOLLAR FORECAST
- –FORECAST ACCURACY REVIEW
- –SALES AND PROFIT MAXIMIZER
- –PROMOTION EVALUATION WORKSHEET
- –MONTHLY AVERAGE SELLING PRICE AND GROSS MARGIN REPORT
- –PRODUCT RANKING BY UNITS, SALES, PROFIT
- –MONTHLY, QUARTERLY AND YEAR-TO-DATE REVIEW

The Gruntworks format prints out key data in chart and graph form. Vital information can be analyzed quickly and easily.

The Gruntworks software system has been proven in major U.S. corporations. Now it's available to you for only $395.00. To place your order or for more information on these invaluable marketing tools call 312-381-8636, or write Gruntworks, P.O. Box 1178, Barrington, Illinois 60010.

And let Gruntworks start doing your gruntwork.

GRUNTWORKS™

1-2-3 is a trademark of Lotus Development Corp.

Circle No. 107 on Reader Service Card

UNLOCK ANY MARKET!

Famous Business Control Atlas now with MSA boundaries!

It's what IBM, P&G, GE and others have that you haven't. This is business' No. 1 source of key marketing data, with detailed maps for every state, province; towns of 1,000 and over, updated census figures...now with MSA boundaries on every map! Unlock new markets, profits. Coupon or call (718) 784-0055 now.

American Map Corporation

46-35 54th Rd., Maspeth, NY 11378

Yes, send ____ copies new Business Control Atlas of U.S. & Canada at $16.95 per copy.
☐ Check or M.O. encl. NY res. + sales tax.
☐ Charge to ☐ Visa ☐ MasterCard ☐ Amex

Card # _____ Expires _____

Signature _____

☐ Bill my company. Invoice # _____

Min. order for company billing, $50; orders for less must incl. check in full amount plus 15% for freight, handling.

NAME _____

COMPANY _____ PHONE ( ) _____

ADDRESS _____

CITY/STATE/ZIP _____ SMM 7/85

Circle No. 101 on Reader Service Card

ARIZONA WEST GROUP

43,350

Circulation With

- The Mohave Daily Miner
- The Prescott Courier
- The Yuma Daily Sun

Plus

46,500 more in:

Cochise, Coconino, Maricopa, Mohave, Yavapai and Yuma Counties.

Represented Nationally by

Brantman

buyers in those markets, the advertising media available for reaching those buyers, and the cost of making a sale in that market. In any given market, there are essentially two types of buyers:

1. The consumer, who purchases the finished product or service, and
2. The industrial—or business-to-business—buyer, who purchases the supplies and materials needed to produce those products of services.

The *Survey of Buying Power* is

SURVEY HIGHLIGHT

Shoulder to shoulder: Metros with the highest population density

Rank	Metro	Population Per Sq. Mi.
1	Jersey City, NJ	11,917
2	New York	7,328
3	Chicago	3,184
4	Bergen-Passaic, NJ	3,021
5	Anaheim-Santa Ana	2,636
6	Nassau-Suffolk, NY	2,240
7	Los Angeles-Long Beach	1,943
8	Newark	1,524
9	Boston	1,514
10	San Francisco	1,502
11	Trenton, NJ	1,376
12	Honolulu	1,371
13	Philadelphia	1,351
14	Bridgeport-Stamford, CT	1,290
15	Oakland	1,280
16	New Haven-Waterbury, CT	1,261
17	Cleveland	1,223
18	San Jose	1,065
19	Lake County, IL	1,036
20	Detroit	969
21	Milwaukee	952
22	Buffalo	947
23	Fort Lauderdale	943
24	Providence, RI	928
25	Miami-Hialeah	898

Source: Sales & Marketing Management's *1985 Survey of Buying Power*.
© Sales & Marketing Management.

THE ONLY SINGLE MEDIUM

Giving Effective Coverage of Northwest Missouri and Northeast Kansas

The Largest Outside Daily Newspaper Reaches Only 5%

ST. JOSEPH NEWS-PRESS
St. Joseph Gazette
St. Joseph, Missouri

Represented by Branham Newspaper Sales

ST. LOUIS-ILLINOIS
INTERURBIA
NEWSPAPER GROUP

NECESSARY COVERAGE FOR METRO ST. LOUIS

- Illinois' Largest Newspaper Group
- 4 Daily Papers/18 Counties
- 137,804 Paid Daily Circulation
- 10% Group Discount

Interurbia Group Includes

- Alton Telegraph
- Belleville News-Democrat
- Carbondale Southern Illinoisan
- Quincy Herald-Whig

for further information

Branham
NEWSPAPER SALES

IN KANSAS CITY AT (913) 649-7461

IN CHICAGO AT (312) 321-0321
OR ANY BRANHAM OFFICE NATIONALLY

geared toward profiling the consumer of various goods and services, since it provides information on the three basic sales-related factors, *population*, *income*, and *retail sales*. The *Survey of Industrial & Commercial Buying Power (SICBP)* focusses on the industrial buyer, offering data on a market's industrial makeup and manufacturing activity. There is, however, a direct link between these two *Surveys*, since most companies sell to both types of buyers, and also because the industrial and business complexion of a market has a lot to say about such things as income levels—a primary indicator of an area's buying power. The *Survey of Buying Power - Part II*, with its five-year projections of population, income, and retail sales, as well as data on TV and newspaper markets, informs the user as to what will be happening in these markets in the near future, and gives him information on who he will be reaching through the various media covering these markets. The *Survey of Selling Costs*, with data on meal and lodging costs, auto rental, and other sales force expenditures, indicates the level of ex-

SURVEY HIGHLIGHT

The top 25: Leading black metros

Metro	1984 Black Pop. (Thous.)	% Of Metro Pop.
New York	2,104.4	25.1%
Chicago	1,390.3	22.9
Los Angeles-Long Beach	1,007.0	12.7
Philadelphia	911.0	19.1
Washington, DC	891.5	26.0
Detroit	877.8	20.1
Houston	613.9	19.3
Atlanta	571.6	23.9
Baltimore	564.0	24.9
New Orleans	434.9	32.5
St. Louis	409.5	17.1
Newark	409.1	21.9
Memphis	378.7	40.8
Dallas	368.3	16.4
Norfolk-Virginia Beach-Newport News	351.6	27.9
Cleveland	347.9	18.7
Miami-Hialeah	322.5	18.4
Oakland	281.6	15.0
Birmingham	258.0	28.2
Richmond-Petersburg	228.4	28.5
Charlotte-Gastonia-Rock Hill	216.9	21.0
Boston-Lawrence-Salem-Lowell-Brockton	190.7	5.2
Kansas City	184.2	12.5
Cincinnati	178.2	12.7
Greensboro-Winston Salem-High Point	177.8	19.9

Source: Sales & Marketing Management's 1985 Survey of Buying Power.
*Sales & Marketing Management.

penses of operating in these same markets, enabling the sales executive to make a more precise estimate of what it will cost to make the sale, once a market has been selected.

All four *Surveys* are designed to be used together, as evidenced by their common data format. The two *Survey of Buying Power* issues, as well as the *SICBP*, utilize the county as the basic building block in the presentation of data. This allows users to easily combine data from any of these three issues as they apply to their own sales territories—which are usually based on county geography. The *Survey of Selling Costs* then presents data on the cost of making a sale in a particular metro area (also based on county boundaries), which can be directly related to the other *Surveys* by constructing metros from the groups of counties listed therein. These important pieces of the marketing puzzle—the buyer profile, the market's projected growth, the reach of advertising, and the cost of making the sale—can all be found in the pages of S&MM's four *Survey* issues. Together, they provide an integrated, easy-to-use marketing information system geared to the needs of the marketer, be he student, novice, or professional (see table pg. A-48).

If information is power, then these issues provide a powerful tool for strengthening the planning and tactical techniques that are an absolute necessity in today's highly competitive marketplace. The metros, counties, and cities profiled in the *Surveys* provide a consistent framework for the ever-changing statistics that tell you who your customers are, and what goes on in the markets where they live, work, and spend.

Profits from Packaging

Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) **1-800-462-1151**

GERALD FRIED DISPLAY CO., INC.

550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF Call or Write for Free Catalog

Circle No. 106 on Reader Service Card

How to calculate your own custom BPI

The statistics in the *Survey of Buying Power* provide you with the basic information necessary to isolate the factors that reflect a market's ability to purchase your specific product or service. The three basic areas of *Survey* data, *population*, *income*, and *retail sales*, let you define the consumer profile for your product by using **A** demographic, **B** economic, and **C** distribution-oriented figures. We will examine each of these areas individually below, to help you discover the specific data that will most effectively outline your potential customer.

A First, you must isolate the population and/or household factors that apply to your target. For example, if your product is bicycles, the 18-and-under age group would be your primary demographic indicator. If your product is a media-oriented service, you may be more concerned with an area's total household count.

B The next step is to select the income group or groups best suited for your product. If it's a premium-priced product, you may want to use only those households with incomes over $35,000.

C The third step is to select the retail outlet or store group category that parallels your own channels of distribution. General merchandise stores are the appropriate distribution channel for bicycles, although some products may have more than one possibility in this area.

Once these factors have been selected, the process for computing your custom BPI is as follows:

Step 1: For each market (region, state, metro, county, etc.), for which a BPI is desired (in this case we will use factors associated with a premium-priced line of bicycles):

$$\text{Factor A (Demographic)} = \frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

$$\text{Factor B (Economic)} = \frac{\text{Market's Hshlds. With Income Over \$35,000}}{\text{U.S. Hshlds. With Income Over \$35,000}} = Y\%$$

$$\text{Factor C (Distribution)} = \frac{\text{Market's Gen. Merch. Sales}}{\text{U.S. Gen. Merch. Sales}} = Z\%$$

Step 2: With your particular product in mind, determine the importance of each factor, and assign it a corresponding weight. For example, when dealing with premium-priced bicycles, the weighting might be as follows:

Factor **A** (Demographic)—50%
Factor **B** (Economic)—30%
Factor **C** (Distribution)—20%

Step 3: Now you're ready to calculate the BPI:

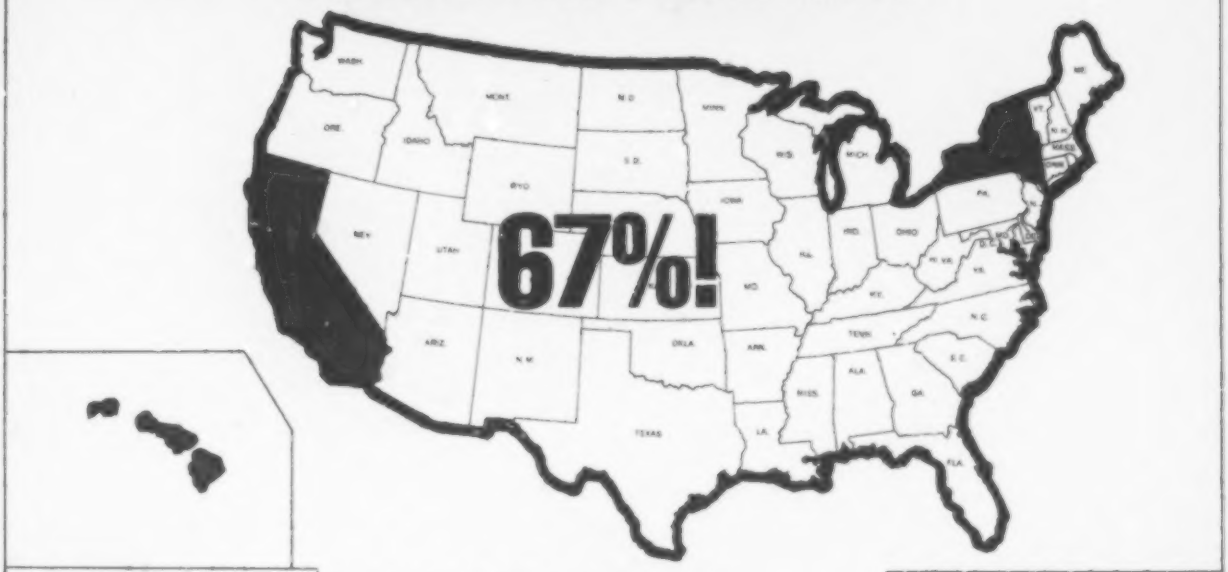
$$\text{BPI} = \underline{.5 \times X\%} + \underline{.3 \times Y\%} + \underline{.2 \times Z\%}$$

The fractional figure you arrive at can be used as a relative indicator to compare the potential buying power of the markets you have targeted for your product. Remember, U.S. BPI = 100.0000.*

Step 4: Repeat this sequence for each market targeted. Of course, some BPIs are more complex than others. However, the same principles apply whether one, two, three, four or more factors are used in the construction of your custom BPI.

**Note: If you are selling in a limited number of markets, you can substitute the total of these markets for the U.S. total in your calculations. In this case, your BPI of 100.0000 would represent the total of just these markets.*

Asians: East meets West



Golden metros: The top 25 in Asian population

Rank	Metro	1980 Asian & Pacific Islander Pop.
1	Los Angeles-Long Beach	437,493
2	Honolulu	436,556
3	San Francisco-Oakland	318,997
4	New York	280,444
5	Chicago	145,756
6	San Jose	96,110
7	Anaheim-Santa Ana	90,517
8	San Diego	85,950
9	Washington, DC	83,323
10	Seattle-Everett	65,272
11	Houston	53,249
12	Philadelphia	47,822
13	Sacramento	45,430
14	Boston	38,360
15	Detroit	34,054
16	Dallas-Ft. Worth	27,539
17	Newark	27,210
18	Portland	26,702
19	Nassau-Suffolk	25,249
20	Riverside-San Bernardino	24,520
21	Minneapolis-St. Paul	23,947
22	Denver-Boulder	23,271
23	Baltimore	22,266
24	Stockton, CA	19,935
25	Salinas-Seaside-Monterey, CA	18,794

Source: U.S. Census Bureau, *1980 Census of Population.*

Two-thirds in three states: Asian & Pacific Islander population strongholds

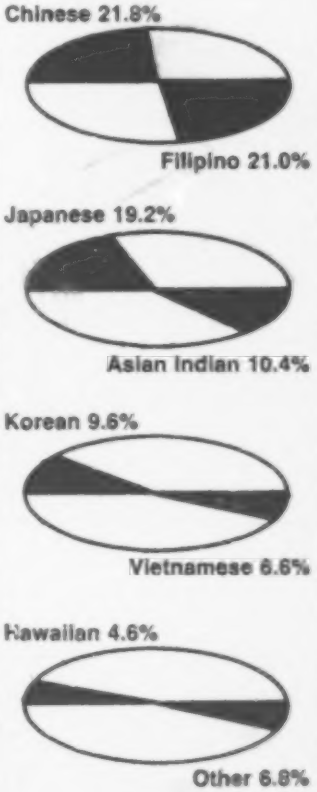
Rank	State	1980* Asian & Pacific Islander Pop.	Majority Type
1	California	1,312,973	27% Filipino
2	Hawaii	590,659	41% Japanese
3	New York	330,972	44% Chinese
	Total	2,234,604	
	U.S. Total	**3,726,440**	**22% Chinese**

*Source: U.S. Census Bureau, *1980 Census of Population.*

Market points

- An average household income of $23,671 puts Asian & Pacific Islanders ahead of whites ($21,173), Hispanics ($16,271), and blacks ($14,051) in terms of spending power.
- 32.9% of this group have completed four or more years of college, as opposed to whites, who average 17.1%, and blacks and Hispanics, who show 8.4% and 7.6% respectively.
- The recent growth of this segment is nothing short of astonishing. Almost 42% of all Asian & Pacific Islanders emigrated to the U.S. between 1970 and 1980.
- Over half (53.3%) of all Asians employed in the U.S. hold managerial and/or professional positions in the labor force.
- Between 1978 and 1980, the number of births for this group rose by approximately 30%, while in the same period, births for whites and blacks rose only 8% and 7% respectively.
- Right now, Los Angeles is home to more South Koreans than the entire city of Seoul, and it is expected that, if current growth rates continue, Asians will displace blacks as California's second-largest minority.

Pieces of the pie: The Asian market by ethnic type



Source: U.S. Census Bureau, *General Social & Economic Characteristics, U.S. Summary*, PC80-1-C1.

Old, older, oldest: The maturity market

Mature metros: The top 25

Rank	Metro	% Of Pop. Age 50 & Above
1	Sarasota, FL	50.8%
2	Bradenton, FL	45.9
3	Ft. Myers-Cape Coral, FL	42.9
4	Daytona Beach, FL	41.6
5	West Palm Beach, FL	41.3
6	Tampa-St. Petersburg, FL	39.7
7	Ft. Lauderdale, FL	39.6
8	Naples, FL	38.9
8	Ft. Pierce, FL	38.9
10	Ocala, FL	36.2
11	Atlantic City, NJ	34.4
12	Scranton, PA	34.2
13	Miami-Hialeah, FL	32.3
14	Pittsburgh, PA	32.2
14	Cumberland, MD	32.2
16	Pittsfield, LA	31.8
17	Johnstown, PA	31.6
17	Reading, PA	31.6
19	Melbourne, FL	31.4
19	St. Joseph, MO	31.4
19	Altoona, PA	31.4
19	Wheeling, WV	31.4
23	Chico, CA	31.3
24	Monmouth-Ocean, NJ	31.2
24	Sherman-Dennison, TX	31.2

Source: S&MM's *1985 Survey of Buying Power*. 'Sales & Marketing Management.

Gray states: The top five in % of population over age 50

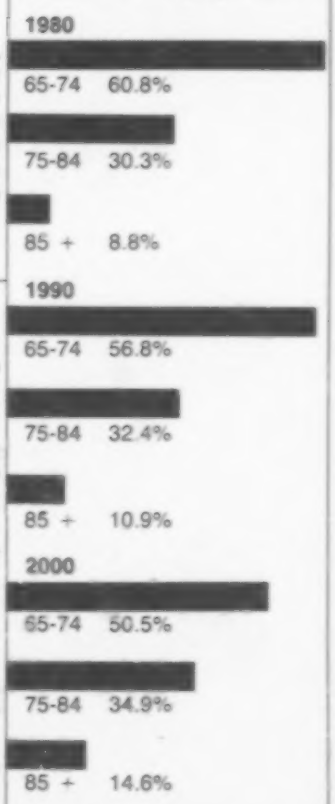
Rank	State	% Of Pop. Age 50 & Above	1984 Median Age	Total Pop. Age 50 & Above
1	Florida	34.5%	36.4	3,850,500
2	Rhode Island	30.2	33.3	290,200
3	Pennsylvania	30.0	33.6	3,596,900
4	Arkansas	28.6	32.4	678,300
5	Massachusetts	28.4	32.8	1,649,300
	U.S. Total	**25.9%**	**31.7**	**61,759,300**

Source: Sales & Marketing Management's *1985 Survey of Buying Power*.

Market points

- By the year 2000, there will be more than 100,000 Americans over the age of 100. This is more than three times today's figure.
- The over-age-85 age group will grow by 52% between 1980 and 1990, and by an additional 48% between 1990 and 2000. This segment is currently the fastest-growing age group, outdistancing even the Baby Boomers.
- The population over age 50 currently accounts for more than $500 billion in income and 25% of all consumer purchasing.
- The lifecare and health care business, already a $2.5 billion industry, is growing by approximately 15%–20% annually. By the time the Baby Boom generation reaches retirement age—roughly 50 million retirees by the year 2030—this industry will have tripled its present sales.
- Nearly 25% of the nation's 50 & over population currently resides in three Sunbelt states: Florida (6.2%), Texas (5.9%), and California (10.2%).

Shifting patterns: The over-65 population



Source: U.S. Census Bureau.

Service industries: A 70% share of GNP

The top 25 counties in service-industry receipts

Rank	County, State	Total Receipts ($ Mil.)
1	Los Angeles, CA	$29,062.8
2	New York, NY	22,979.8
3	Cook, IL	13,936.1
4	Harris, TX	10,837.4
5	Orange, CA	6,706.1
6	Dallas, TX	6,239.6
7	San Francisco, CA	4,924.5
8	Dade, FL	4,535.6
9	Middlesex, MA	4,413.3
10	Allegheny, PA	4,366.1
11	San Diego, CA	4,357.8
12	District of Columbia, DC	4,217.8
13	Santa Clara, CA	4,131.6
14	Nassau, NY	4,129.6
15	Suffolk, NY	4,064.4
16	Clark, NV	3,962.7
17	Philadelphia, PA	3,704.1
18	King, WA	3,700.6
19	Maricopa, AZ	3,621.2
20	Wayne, MI	3,429.6
21	Cuyahoga, OH	3,380.8
22	Oakland, MI	3,345.6
23	Hennepin, MN	3,312.8
24	Denver, CO	3,097.4
25	Fulton, GA	3,040.4

Source: U.S. Census Bureau.

At your service: The top five states in service-industry receipts

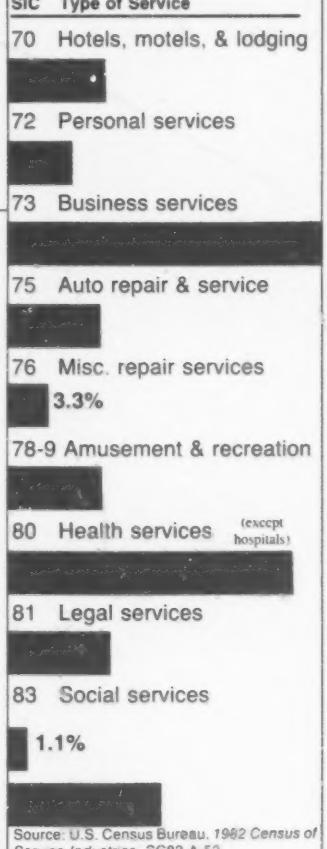
Rank	State	Number of Establishments	Total Receipts ($000)
1	California	170,370	$ 67,082,580
2	New York	102,875	43,804,255
3	Texas	85,700	32,038,427
4	Florida	68,723	21,541,975
5	Illinois	57,629	21,396,402
	U.S. Total	**1,261,698**	**$426,981,971**

Source: U.S. Census Bureau, *1982 Census of Service Industries, United States Summary*, SC82-A-52.

Market points

- Like it or not, the nation's economy is in the midst of its most dramatic period of change since the industrial revolution signalled the end of agrarian America. In the last 50 years, the farm population has dwindled from 25% of the total population to just 3% currently.
- From 1950 to 1980, the gross national product (GNP) attributable to private sector services increased from $257.3 billion to $833.6 billion, which translates to an increase of approximately 324%.
- The top 50 counties in service-industry receipts account for more than half of all U.S. receipts for this industry segment.
- In 1950, services accounted for 48% of the total GNP, with the largest component being wholesale and retail trade. Thirty years later, services' share of GNP was nearly 70%, headed by finance, insurance, and real estate.
- The Bureau of Labor Statistics estimates that, by 1990, 71% of the U.S. work force will be employed in service or service-related positions.

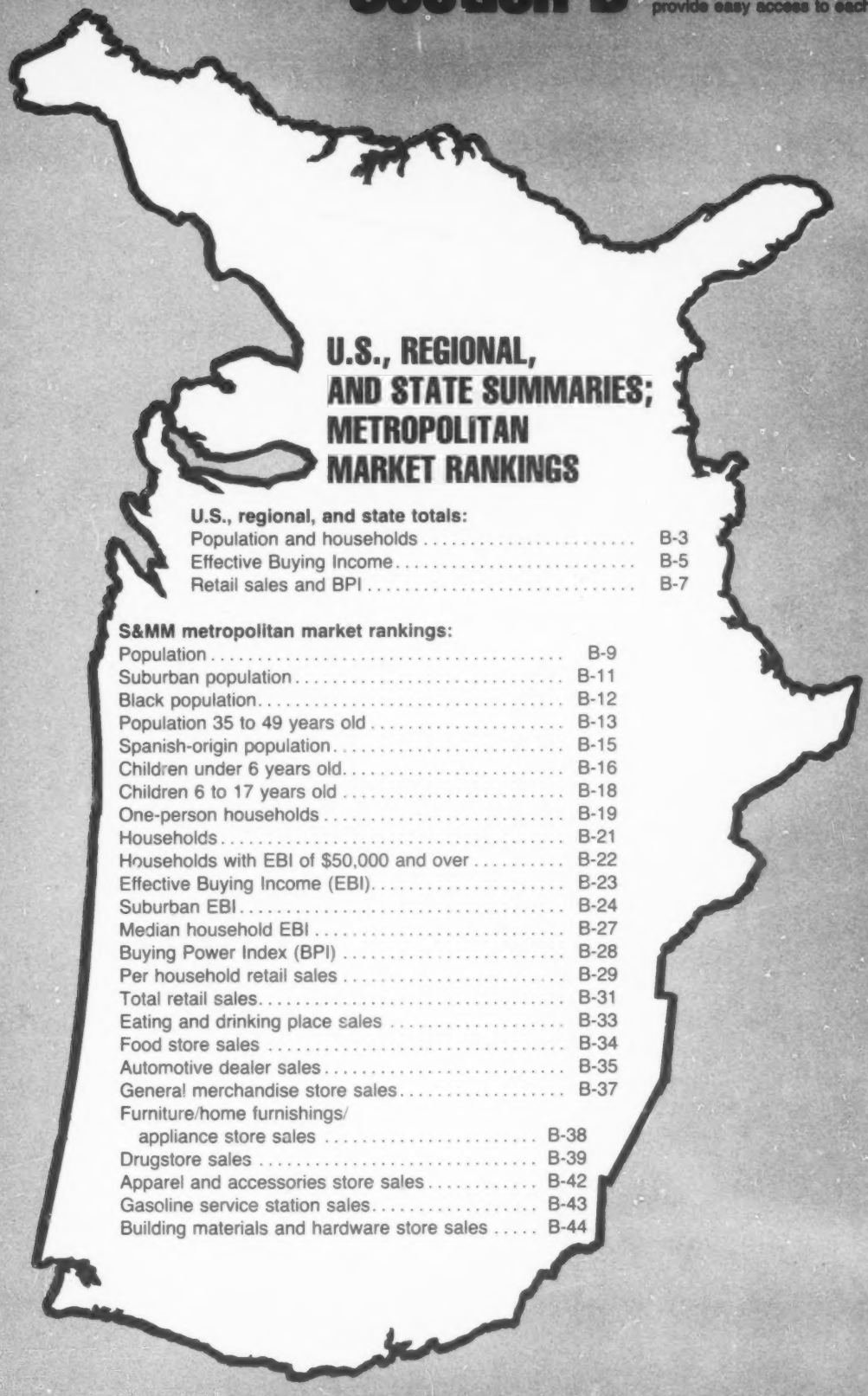
Selected service industries and their share of market



Source: U.S. Census Bureau, *1982 Census of Service Industries*, SC82-A-52.

Section B

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



U.S., REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

U.S., regional, and state totals:

Population and households B-3
Effective Buying Income B-5
Retail sales and BPI B-7

S&MM metropolitan market rankings:

Population B-9
Suburban population B-11
Black population B-12
Population 35 to 49 years old B-13
Spanish-origin population B-15
Children under 6 years old B-16
Children 6 to 17 years old B-18
One-person households B-19
Households B-21
Households with EBI of $50,000 and over B-22
Effective Buying Income (EBI) B-23
Suburban EBI B-24
Median household EBI B-27
Buying Power Index (BPI) B-28
Per household retail sales B-29
Total retail sales B-31
Eating and drinking place sales B-33
Food store sales B-34
Automotive dealer sales B-35
General merchandise store sales B-37
Furniture/home furnishings/ appliance store sales B-38
Drugstore sales B-39
Apparel and accessories store sales B-42
Gasoline service station sales B-43
Building materials and hardware store sales B-44

1984 REGIONAL AND STATE SUMMARIES OF POPULATION

REGION State	12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/84 Households (Thousands)	% Of U.S.
				0-17 Years (Thousands)	18-24 Years (Thousands)	25-34 Years (Thousands)	35-49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**12,605.3**	**5.2902**	**32.7**	**3,106.8**	**1,530.8**	**2,158.7**	**2,284.1**	**3,524.9**	**4,606.6**	**5.2995**
Connecticut	3,152.8	1.3231	33.4	771.6	361.7	528.2	604.9	886.4	1,142.3	1.3141
Maine	1,165.8	.4893	32.1	309.8	134.5	196.5	206.7	318.3	422.3	.4858
Massachusetts	5,807.9	2.4375	32.8	1,399.4	726.2	1,001.9	1,031.1	1,649.3	2,142.9	2.4652
New Hampshire	982.4	.4123	31.6	255.8	118.6	177.9	182.0	248.1	356.9	.4106
Rhode Island	963.0	.4041	33.3	229.1	121.7	157.9	164.1	290.2	347.8	.4001
Vermont	533.4	.2239	31.0	141.1	68.1	96.3	95.3	132.6	194.4	.2237
MIDDLE ATLANTIC	**37,426.7**	**15.7074**	**33.5**	**9,275.7**	**4,214.4**	**6,159.0**	**6,980.0**	**10,797.6**	**13,792.6**	**15.8671**
New Jersey	7,545.8	3.1669	33.6	1,894.5	816.8	1,236.3	1,465.2	2,133.0	2,724.5	3.1343
New York	17,915.5	7.5188	33.3	4,446.1	2,007.6	3,004.7	3,389.4	5,067.7	6,616.3	7.6114
Pennsylvania	11,965.4	5.0217	33.6	2,935.1	1,390.0	1,918.0	2,125.4	3,596.9	4,451.8	5.1214
EAST NORTH CENTRAL	**41,892.1**	**17.5815**	**31.2**	**11,340.0**	**5,128.2**	**7,165.1**	**7,557.7**	**10,701.1**	**15,250.6**	**17.5444**
Illinois	11,552.9	4.8485	31.6	3,065.2	1,398.9	1,989.4	2,110.8	2,988.6	4,208.9	4.8419
Indiana	5,556.9	2.3322	31.0	1,532.9	684.0	939.6	1,005.5	1,394.9	1,986.7	2.2855
Michigan	9,180.2	3.8528	30.6	2,550.8	1,146.3	1,595.6	1,651.9	2,235.6	3,291.4	3.7864
Ohio	10,813.8	4.5384	31.6	2,899.3	1,300.1	1,831.5	1,961.0	2,821.9	3,996.2	4.5973
Wisconsin	4,788.3	2.0096	31.2	1,291.8	598.9	809.0	828.5	1,260.1	1,767.4	2.0333
WEST NORTH CENTRAL	**17,645.0**	**7.4052**	**31.7**	**4,664.8**	**2,179.3**	**2,950.8**	**3,063.0**	**4,787.1**	**6,526.4**	**7.5079**
Iowa	2,941.3	1.2344	31.9	779.0	361.3	480.7	497.0	823.3	1,118.7	1.2869
Kansas	2,448.0	1.0274	31.9	629.1	311.3	411.8	422.1	673.7	921.6	1.0602
Minnesota	4,183.6	1.7557	31.0	1,127.9	522.4	736.0	738.9	1,058.4	1,530.7	1.7610
Missouri	5,046.6	2.1180	32.6	1,306.1	596.8	818.3	905.1	1,420.3	1,842.7	2.1198
Nebraska	1,619.4	.6797	31.5	432.1	200.8	272.9	275.6	438.0	607.9	.6993
North Dakota	692.4	.2903	30.1	190.7	95.7	117.9	110.4	177.7	243.2	.2797
South Dakota	713.7	.2995	30.8	199.9	91.0	113.2	113.9	195.7	261.6	.3010
SOUTH ATLANTIC	**39,904.5**	**16.7474**	**32.3**	**10,146.8**	**4,808.9**	**6,846.2**	**7,399.1**	**10,703.5**	**14,612.2**	**16.8096**
Delaware	615.0	.2582	31.5	160.9	79.0	104.4	115.6	155.1	217.9	.2506
District of Columbia	618.1	.2594	32.6	128.7	85.4	125.1	113.8	165.1	250.1	.2878
Florida	11,166.0	4.6861	36.4	2,498.4	1,187.2	1,699.3	1,930.6	3,850.5	4,393.0	5.0536
Georgia	5,889.6	2.4718	30.3	1,660.7	720.5	1,068.3	1,119.1	1,321.0	2,064.8	2.3754
Maryland	4,381.6	1.8389	31.7	1,126.6	525.9	800.8	877.3	1,051.0	1,567.6	1.8033
North Carolina	6,215.9	2.6088	31.2	1,633.2	800.1	1,082.0	1,166.7	1,533.9	2,240.6	2.5776
South Carolina	3,353.4	1.4074	29.8	946.5	446.1	591.0	607.7	762.1	1,172.0	1.3482
Virginia	5,692.4	2.3890	31.2	1,461.5	739.2	1,047.6	1,126.1	1,318.0	1,982.2	2.2803
West Virginia	1,972.5	.8278	32.0	530.3	225.5	327.7	342.2	546.8	724.0	.8328
EAST SOUTH CENTRAL	**15,199.2**	**6.3789**	**31.0**	**4,226.0**	**1,849.8**	**2,527.6**	**2,735.8**	**3,860.0**	**5,429.9**	**6.2466**
Alabama	4,042.4	1.6965	31.1	1,128.5	490.2	659.8	727.9	1,036.0	1,464.8	1.6851
Kentucky	3,769.7	1.5821	30.9	1,045.2	463.9	639.7	672.4	948.5	1,336.6	1.5377
Mississippi	2,627.2	1.1026	29.7	796.5	325.0	411.0	441.7	653.0	899.2	1.0344
Tennessee	4,759.9	1.9977	31.8	1,255.8	570.7	817.1	893.8	1,222.5	1,729.3	1.9894
WEST SOUTH CENTRAL	**26,394.7**	**11.0774**	**30.2**	**7,471.0**	**3,326.5**	**4,633.5**	**4,735.7**	**6,228.0**	**9,329.0**	**10.7319**
Arkansas	2,377.8	.9979	32.4	650.5	264.0	369.4	415.6	678.3	858.3	.9874
Louisiana	4,500.7	1.8888	29.2	1,338.8	588.4	775.6	779.3	1,018.6	1,567.9	1.8037
Oklahoma	3,348.6	1.4054	31.8	887.1	405.5	557.7	606.1	892.2	1,255.2	1.4439
Texas	16,167.6	6.7853	29.8	4,594.6	2,068.6	2,930.8	2,934.7	3,638.9	5,647.6	6.4969
MOUNTAIN	**12,743.3**	**5.3481**	**29.6**	**3,646.2**	**1,620.8**	**2,367.3**	**2,289.2**	**2,815.8**	**4,664.6**	**5.3660**
Arizona	3,106.3	1.3037	31.0	845.6	385.8	537.4	544.9	792.6	1,167.4	1.3429
Colorado	3,224.7	1.3534	30.0	844.8	429.5	672.8	614.4	663.2	1,240.8	1.4274
Idaho	1,017.1	.4269	29.3	311.5	120.9	177.8	177.2	229.7	348.2	.4006
Montana	827.6	.3473	30.7	229.5	101.1	149.3	148.8	202.9	314.7	.3621
Nevada	920.4	.3862	31.7	231.1	111.2	176.2	191.7	210.2	369.4	.4249
New Mexico	1,451.1	.6090	29.1	437.4	182.2	256.4	260.7	314.4	514.4	.5917
Utah	1,680.5	.7052	25.6	594.8	228.4	293.7	260.3	303.3	521.9	.6004
Wyoming	515.6	.2164	28.5	151.5	69.7	103.7	91.2	99.5	187.8	.2160
PACIFIC	**34,463.9**	**14.4639**	**31.3**	**8,773.4**	**4,300.4**	**6,570.4**	**6,478.4**	**8,341.3**	**12,714.7**	**14.6270**
Alaska	523.7	.2198	27.5	160.2	70.8	125.0	107.4	60.3	178.7	.2056
California	25,806.6	10.8306	31.5	6,511.2	3,241.9	4,883.6	4,875.4	6,294.5	9,490.5	10.9179
Hawaii	1,053.9	.4423	30.0	283.7	140.0	208.1	193.7	228.4	328.8	.3782
Oregon	2,693.3	1.1303	31.7	690.3	308.5	518.5	487.7	688.3	1,024.6	1.1787
Washington	4,386.4	1.8409	31.3	1,128.0	539.2	835.2	814.2	1,069.8	1,692.1	1.9466
TOTAL UNITED STATES	**238,274.7**	**100.0000**	**31.7**	**62,650.7**	**28,967.1**	**41,378.6**	**43,523.0**	**61,759.3**	**86,926.6**	**100.0000**

1984 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

REGION / State	1984 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group: Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**153,319,109**	**5.9505**	**12,163**	**33,282**	**28,965**	**622.1**	**874.2**	**1,307.5**	**963.8**	**839.0**
Connecticut	44,440,982	1.7249	14,096	38,905	34,107	120.8	174.2	294.3	262.3	290.7
Maine	10,845,989	.4209	9,303	25,683	22,359	74.7	111.1	138.9	67.2	30.4
Massachusetts	71,305,951	2.7675	12,277	33,275	29,471	301.4	392.2	593.7	460.9	394.7
New Hampshire	11,164,994	.4333	11,365	31,283	27,648	46.4	73.0	112.0	74.2	51.3
Rhode Island	10,569,995	.4102	10,976	30,391	26,622	56.1	70.8	103.4	70.2	47.3
Vermont	4,991,198	.1937	9,357	25,675	22,235	32.7	52.9	65.2	29.0	14.6
MIDDLE ATLANTIC	**436,114,365**	**16.9264**	**11,652**	**31,619**	**27,403**	**2,171.3**	**2,729.9**	**3,990.2**	**2,734.5**	**2,366.7**
New Jersey	99,595,478	3.8655	13,199	36,556	32,556	331.7	445.2	698.2	603.7	645.7
New York	210,020,964	8.1513	11,723	31,743	27,161	1,101.3	1,310.5	1,790.8	1,278.0	1,135.7
Pennsylvania	126,497,923	4.9096	10,572	28,415	25,213	738.3	974.2	1,411.2	842.8	485.3
EAST NORTH CENTRAL	**450,348,424**	**17.4750**	**10,748**	**29,523**	**26,507**	**2,428.7**	**3,114.6**	**4,734.1**	**3,104.8**	**1,876.4**
Illinois	134,758,592	5.2302	11,664	32,018	28,542	641.1	773.6	1,205.6	904.1	684.5
Indiana	54,591,204	2.1188	9,824	27,478	24,802	322.5	448.9	663.8	372.3	179.2
Michigan	98,164,454	3.8100	10,693	29,825	27,111	519.6	652.3	998.7	696.5	424.3
Ohio	112,543,982	4.3680	10,407	28,163	25,433	671.6	847.1	1,286.4	778.6	412.5
Wisconsin	50,190,192	1.9480	10,482	28,398	25,695	265.9	392.7	579.6	353.3	175.9
WEST NORTH CENTRAL	**189,910,602**	**7.3709**	**10,763**	**29,099**	**25,175**	**1,098.8**	**1,445.4**	**1,944.3**	**1,226.3**	**811.6**
Iowa	30,325,396	1.1770	10,310	27,108	23,963	193.2	263.1	361.6	198.1	102.7
Kansas	28,806,188	1.1180	11,767	31,257	26,762	139.7	193.0	268.8	180.6	139.5
Minnesota	46,673,987	1.8115	11,156	30,492	27,037	230.8	314.5	454.7	317.7	213.0
Missouri	51,812,660	2.0110	10,267	28,118	24,002	343.5	422.5	531.3	329.3	216.1
Nebraska	17,538,989	.6807	10,831	28,852	24,698	103.3	138.0	182.9	108.6	75.1
North Dakota	7,771,992	.3017	11,225	31,957	27,398	35.5	49.9	69.5	49.1	39.2
South Dakota	6,981,390	.2710	9,782	26,687	22,304	52.8	64.4	75.5	42.9	26.0
SOUTH ATLANTIC	**408,218,168**	**15.8405**	**10,230**	**27,927**	**23,576**	**2,659.9**	**3,457.8**	**4,396.7**	**2,449.2**	**1,648.6**
Delaware	6,896,993	.2677	11,215	31,652	28,023	30.3	43.5	63.5	46.2	34.4
District of Columbia	8,761,998	.3400	14,176	35,034	27,825	40.5	46.5	67.2	42.7	53.2
Florida	120,123,601	4.6623	10,758	27,344	22,338	825.4	1,127.7	1,290.1	676.5	473.3
Georgia	57,000,458	2.2122	9,678	27,606	23,393	406.7	471.4	603.8	352.5	230.4
Maryland	50,625,971	1.9649	11,554	32,295	28,976	206.8	290.1	471.2	338.9	260.6
North Carolina	56,783,975	2.2038	9,135	25,343	21,823	440.9	577.8	713.8	342.2	165.9
South Carolina	28,550,182	1.1081	8,514	24,360	20,969	252.2	304.9	373.1	167.4	74.4
Virginia	62,701,191	2.4335	11,015	31,632	27,170	288.3	405.8	589.0	383.1	316.0
West Virginia	16,773,799	.6510	8,504	23,168	20,183	168.8	190.1	225.0	99.7	40.4
EAST SOUTH CENTRAL	**132,346,925**	**5.1365**	**8,707**	**24,374**	**20,385**	**1,306.6**	**1,360.4**	**1,563.5**	**786.0**	**413.4**
Alabama	34,512,374	1.3395	8,538	23,561	19,846	370.0	367.7	421.5	205.5	100.1
Kentucky	33,807,386	1.3121	8,968	25,294	21,373	301.5	326.2	385.5	212.2	111.2
Mississippi	20,075,788	.7791	7,642	22,326	18,099	251.8	238.8	243.6	108.7	56.3
Tennessee	43,951,377	1.7058	9,234	25,416	21,328	383.3	427.7	512.9	259.6	145.8
WEST SOUTH CENTRAL	**269,215,017**	**10.4488**	**10,200**	**28,858**	**24,285**	**1,791.8**	**2,047.4**	**2,637.0**	**1,665.1**	**1,187.7**
Arkansas	19,828,892	.7696	8,339	23,103	19,018	216.6	233.6	243.5	108.7	55.9
Louisiana	42,283,794	1.6412	9,395	26,968	22,745	357.9	340.5	431.1	269.3	169.1
Oklahoma	34,229,172	1.3285	10,222	27,270	22,913	252.6	294.2	366.4	211.0	131.0
Texas	172,873,159	6.7095	10,693	30,610	26,004	964.7	1,179.1	1,596.0	1,076.1	831.7
MOUNTAIN	**128,254,494**	**4.9779**	**10,064**	**27,495**	**23,971**	**781.0**	**1,121.1**	**1,477.8**	**817.1**	**467.6**
Arizona	30,644,973	1.1894	9,865	26,251	22,658	211.1	298.4	367.2	189.0	101.7
Colorado	37,532,673	1.4567	11,639	30,249	26,549	179.5	265.7	383.8	246.3	165.5
Idaho	9,033,995	.3506	8,882	25,945	22,705	61.1	89.4	113.4	56.6	27.7
Montana	7,729,805	.3000	9,340	24,562	21,546	62.5	82.9	101.4	46.9	21.0
Nevada	10,426,496	.4047	11,328	28,225	24,526	55.1	90.4	119.8	66.2	37.9
New Mexico	13,074,955	.5075	9,010	25,418	21,529	108.2	130.4	151.6	78.1	46.1
Utah	14,032,801	.5447	8,350	26,888	24,263	78.3	126.9	182.1	92.2	42.4
Wyoming	5,778,796	.2243	11,208	30,771	28,191	25.2	37.0	58.5	41.8	25.3
PACIFIC	**408,906,376**	**15.8705**	**11,865**	**32,160**	**27,543**	**1,870.4**	**2,596.4**	**3,596.7**	**2,495.2**	**2,156.0**
Alaska	7,288,594	.2829	13,917	40,787	36,028	19.6	26.4	40.8	36.3	55.6
California	313,805,815	12.1793	12,160	33,065	28,348	1,349.9	1,886.0	2,614.7	1,898.2	1,741.7
Hawaii	11,697,992	.4541	11,100	35,578	30,724	35.2	63.1	90.5	70.4	69.6
Oregon	26,515,795	1.0292	9,845	25,879	22,796	185.3	257.1	334.0	167.5	80.7
Washington	49,598,180	1.9250	11,307	29,312	25,694	280.4	363.8	516.7	322.8	208.4
TOTAL UNITED STATES	**2,576,533,480**	**100.0000**	**10,813**	**29,640**	**25,496**	**14,732.6**	**18,747.2**	**25,557.8**	**16,233.0**	**11,657.0**

1984 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

SMRE ESTIMATES

REGION State	1984 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**80,104,112**	**6.1778**	**17,389**	**15,951,167**	**8,179,492**	**8,591,496**	**3,324,798**	**15,462,665**	**2,641,211**	**117**	**5.8870**	**111**
Connecticut	19,765,151	1.5243	17,303	3,977,312	1,897,863	2,101,417	889,250	3,919,503	609,969	115	1.5843	120
Maine	6,508,830	.5020	15,413	1,472,300	541,444	613,795	178,475	1,304,887	208,689	103	.4590	94
Massachusetts	38,556,664	2.9736	17,993	7,263,909	4,357,076	4,307,881	1,687,338	7,236,968	1,324,135	122	2.7633	113
New Hampshire	6,858,011	.5289	19,215	1,487,959	567,323	736,939	275,211	1,415,735	178,702	128	.4579	111
Rhode Island	5,124,419	.3952	14,734	1,041,805	521,174	598,337	188,548	891,756	227,322	98	.4046	100
Vermont	3,291,037	.2538	16,929	707,882	294,612	233,127	105,976	693,816	92,394	113	.2179	97
MIDDLE ATLANTIC	**194,345,687**	**14.9804**	**14,083**	**41,681,990**	**18,548,870**	**21,942,998**	**10,288,284**	**35,251,876**	**6,697,251**	**95**	**16.0968**	**102**
New Jersey	44,263,608	3.4136	16,247	9,397,087	3,921,565	4,555,249	2,436,163	8,869,905	1,283,345	108	3.5902	113
New York	89,498,386	6.9022	13,527	19,387,255	9,299,985	9,768,806	5,206,815	14,326,537	3,307,321	92	7.6501	102
Pennsylvania	60,483,693	4.6646	13,586	12,897,648	5,327,320	7,618,943	2,645,306	12,055,434	2,106,585	93	4.8585	97
EAST NORTH CENTRAL	**214,264,843**	**16.5243**	**14,050**	**42,459,170**	**19,589,274**	**27,223,881**	**9,539,442**	**44,910,766**	**8,534,310**	**94**	**17.2112**	**98**
Illinois	58,872,067	4.5403	13,988	10,838,928	5,384,840	7,123,367	2,768,571	12,147,227	2,596,890	94	4.9469	102
Indiana	30,095,111	2.3210	15,148	5,996,361	2,695,034	3,536,115	1,228,945	6,560,463	1,328,990	100	2.2222	95
Michigan	46,783,106	3.6079	14,214	9,027,879	4,131,936	6,128,329	2,170,237	10,455,525	1,882,918	94	3.7579	98
Ohio	54,967,153	4.2391	13,755	11,876,596	5,083,628	7,635,463	2,334,340	11,087,540	2,064,287	93	4.3635	96
Wisconsin	23,547,406	1.8160	13,323	4,719,406	2,293,836	2,900,607	1,087,349	4,660,011	661,225	90	1.9207	96
WEST NORTH CENTRAL	**97,604,668**	**7.5275**	**14,955**	**19,977,676**	**7,936,969**	**11,894,151**	**4,122,794**	**22,845,825**	**2,615,697**	**102**	**7.4249**	**100**
Iowa	14,637,875	1.1289	13,085	3,340,249	1,169,263	1,654,520	586,452	3,332,941	422,473	91	1.1740	95
Kansas	13,300,693	1.0258	14,432	2,783,047	1,030,601	1,643,149	600,630	3,329,241	327,413	100	1.0722	104
Minnesota	25,127,747	1.9379	16,416	4,750,755	2,032,469	2,992,154	1,050,367	5,616,585	659,995	110	1.8383	105
Missouri	28,597,639	2.2055	15,519	6,122,058	2,389,506	3,857,903	1,137,898	6,558,673	754,458	104	2.0908	99
Nebraska	8,359,958	.6448	13,752	1,647,680	727,182	991,428	436,209	1,936,811	227,088	95	.6698	99
North Dakota	4,008,505	.3091	16,482	634,395	297,050	431,716	170,139	1,208,021	103,128	106	.3017	104
South Dakota	3,572,251	.2755	13,655	699,492	290,898	323,281	141,099	863,553	121,142	92	.2781	93
SOUTH ATLANTIC	**220,144,917**	**16.9778**	**15,066**	**45,152,816**	**19,950,436**	**25,491,106**	**11,446,525**	**52,729,593**	**7,459,592**	**101**	**16.3645**	**98**
Delaware	3,881,576	.2994	17,814	735,657	316,427	542,943	183,419	832,655	127,398	116	.2753	107
District of Columbia	3,023,586	.2332	12,090	520,038	653,950	280,114	172,599	173,793	146,604	90	.2919	113
Florida	69,550,635	5.3638	15,832	13,610,546	6,667,155	7,795,663	3,834,976	18,216,690	2,388,041	114	4.8774	104
Georgia	30,396,730	2.3442	14,721	6,099,092	2,758,998	3,614,841	1,438,686	7,247,712	967,251	95	2.3039	93
Maryland	27,093,063	2.0894	17,283	5,336,433	2,409,392	3,307,882	1,366,104	6,160,568	914,345	114	1.9771	108
North Carolina	32,016,659	2.4692	14,289	7,000,252	2,683,168	3,399,717	1,706,726	7,690,408	1,077,449	95	2.3644	91
South Carolina	15,484,316	1.1942	13,212	3,502,412	1,343,043	1,641,055	805,649	3,472,046	505,006	85	1.1936	85
Virginia	30,045,655	2.3171	15,158	6,272,590	2,516,820	3,675,387	1,581,115	7,000,155	1,025,670	97	2.3897	100
West Virginia	8,652,497	.6673	11,951	2,075,796	801,483	1,233,504	357,251	1,935,566	307,828	81	.6912	83
EAST SOUTH CENTRAL	**69,946,068**	**5.3944**	**12,882**	**16,415,089**	**5,330,430**	**9,256,510**	**3,026,153**	**15,605,470**	**2,548,577**	**85**	**5.4624**	**86**
Alabama	16,958,447	1.3079	11,577	4,073,884	1,217,643	2,109,148	745,399	3,932,413	635,453	77	1.4014	83
Kentucky	17,318,340	1.3356	12,957	4,103,365	1,419,549	2,337,544	688,925	3,489,993	663,469	84	1.3732	87
Mississippi	11,093,694	.8556	12,337	2,708,907	704,789	1,594,502	450,547	2,565,642	421,658	78	.8667	79
Tennessee	24,575,587	1.8953	14,211	5,528,933	1,988,449	3,215,316	1,141,282	5,617,422	827,997	95	1.8211	91
WEST SOUTH CENTRAL	**146,827,756**	**11.3236**	**15,739**	**30,968,423**	**14,675,961**	**17,365,795**	**7,454,724**	**30,861,292**	**5,916,668**	**102**	**10.8366**	**98**
Arkansas	10,484,427	.8086	12,215	2,203,143	837,321	1,433,064	421,268	2,265,071	309,113	81	.8270	83
Louisiana	22,920,257	1.7676	14,618	5,180,441	2,357,954	2,773,925	1,211,807	4,214,349	865,421	94	1.7285	92
Oklahoma	18,626,068	1.4365	14,839	3,940,883	1,866,818	2,213,638	951,443	4,244,588	401,175	102	1.3761	98
Texas	94,797,004	7.3109	16,785	19,643,956	9,613,868	10,945,168	4,870,206	20,137,284	2,340,959	108	6.9050	102
MOUNTAIN	**71,362,270**	**5.5034**	**15,299**	**16,159,351**	**6,824,709**	**7,613,754**	**4,133,622**	**13,429,393**	**2,509,237**	**103**	**5.2093**	**97**
Arizona	17,052,047	1.3150	14,607	3,986,967	1,631,452	1,968,662	1,040,001	3,188,642	777,023	101	1.2499	96
Colorado	20,340,451	1.5687	16,393	4,382,370	2,125,754	2,191,569	1,270,831	3,828,607	504,901	116	1.4696	109
Idaho	4,502,743	.3472	12,931	1,139,570	389,493	370,762	236,415	902,390	215,429	81	.3648	85
Montana	4,418,629	.3407	14,041	1,026,922	446,646	371,661	246,673	832,269	178,691	98	.3216	93
Nevada	6,655,990	.5133	18,018	1,434,902	642,469	806,433	339,014	1,178,079	253,317	133	.4335	112
New Mexico	7,541,846	.5817	14,661	1,745,506	706,848	757,667	380,283	1,514,513	225,700	96	.5500	90
Utah	7,420,731	.5723	14,219	1,697,712	555,876	895,812	470,652	1,382,716	218,582	81	.5851	83
Wyoming	3,429,833	.2645	18,263	745,402	326,171	251,188	149,753	601,177	135,594	122	.2348	109
PACIFIC	**202,159,394**	**15.5908**	**15,900**	**42,065,503**	**22,998,872**	**23,998,898**	**10,191,240**	**41,726,123**	**7,279,375**	**108**	**15.5053**	**107**
Alaska	4,173,888	.3219	23,357	823,996	527,690	444,852	191,265	659,384	151,792	146	.2820	128
California	153,627,397	11.8479	16,187	31,860,964	17,093,279	17,933,127	8,108,579	32,605,556	5,569,660	109	11.8102	109
Hawaii	6,363,480	.4908	19,354	1,239,994	1,110,858	823,358	223,026	810,495	364,060	111	.4627	105
Oregon	14,267,550	1.1003	13,925	2,822,582	1,539,235	2,115,053	604,739	3,022,379	369,127	97	1.0708	95
Washington	23,727,079	1.8299	14,022	5,317,967	2,727,810	2,682,508	1,063,637	4,618,109	824,736	99	1.8796	102
TOTAL UNITED STATES	**1,296,659,715**	**100.0000**	**14,917**	**278,831,185**	**124,035,013**	**153,478,589**	**63,577,582**	**272,823,003**	**44,201,918**	**100**	**100.0000**	**100**

POPULATION

Area	(Thous.)	Rank
New York	8,391.1	1
Los Angeles - Long Beach	7,908.9	2
Chicago	6,056.9	3
Philadelphia	4,770.0	4
Detroit	4,359.4	5
Boston - Lawrence - Salem - Lowell - Brockton	3,678.4	6
Washington	3,425.9	7
Houston	3,176.8	8
Nassau - Suffolk	2,686.3	9
St. Louis	2,398.9	10
Atlanta	2,392.8	11
Baltimore	2,265.4	12
Dallas	2,238.4	13
Minneapolis - St. Paul	2,218.0	14
Pittsburgh	2,175.0	15
Anaheim - Santa Ana	2,103.6	16
San Diego	2,085.3	17
Oakland	1,875.8	18
Newark	1,868.4	19
Cleveland	1,859.1	20
Tampa - St. Petersburg - Clearwater	1,837.4	21
Riverside - San Bernardino	1,825.4	22
Miami - Hialeah	1,755.9	23
Phoenix	1,736.0	24
Seattle	1,699.9	25
Denver	1,608.6	26
San Francisco	1,526.3	27
Kansas City	1,473.1	28
Cincinnati	1,403.5	29
Milwaukee	1,390.9	30
San Jose	1,377.5	31
New Orleans	1,337.9	32
Columbus, Ohio	1,281.2	33
Bergen - Passaic	1,281.1	34
Norfolk - Virginia Beach - Newport News	1,260.9	35
Sacramento	1,242.4	36
Indianapolis	1,198.7	37
San Antonio	1,190.7	38
Fort Lauderdale - Hollywood - Pompano Beach	1,142.0	39
Fort Worth - Arlington	1,141.0	40
Portland, Ore.	1,140.6	41
Hartford - New Britain - Middletown - Bristol	1,060.7	42
Salt Lake City - Ogden	1,032.7	43
Charlotte - Gastonia - Rock Hill	1,031.6	44
Rochester, N.Y.	998.2	45
Buffalo	990.2	46
Oklahoma City	971.8	47
Louisville	968.5	48
Monmouth - Ocean	932.2	49
Memphis	927.2	50
Total Top 50	**106,698.5**	
Dayton - Springfield	926.9	51
Middlesex - Somerset - Hunterdon	920.0	52
Birmingham	915.7	53
Nashville	899.8	54
Greensboro - Winston-Salem - High Point	891.6	55
Providence - Pawtucket - Woonsocket	839.7	56
Albany - Schenectady - Troy	861.5	57
Orlando	836.5	58
Honolulu	818.5	59
Bridgeport - Stamford - Norwalk - Danbury	815.1	60
Richmond - Petersburg	799.9	61
Jacksonville, Fla.	789.1	62
New Haven - Waterbury - Meriden	769.5	63
Tulsa	738.4	64
Scranton - Wilkes-Barre	737.1	65
West Palm Beach - Boca Raton - Delray Beach	709.1	66
Syracuse	659.3	67
Worcester - Fitchburg - Leominster	657.7	68
Austin	657.0	69
Allentown - Bethlehem	654.6	70
Akron	649.6	71
Gary - Hammond	637.6	72
Grand Rapids	623.2	73
Toledo	618.4	74
Raleigh - Durham	617.0	75
Omaha	608.7	76
Greenville - Spartanburg	605.0	77
Tucson	602.1	78
Oxnard - Ventura	596.9	79
Knoxville	591.3	80
Springfield, Mass.	583.1	81
Harrisburg - Lebanon - Carlisle	575.6	82
Fresno	569.9	83
Baton Rouge	549.7	84
Jersey City	548.2	85
Las Vegas	540.4	86
El Paso	538.3	87
Wilmington, Del.	535.6	88
Tacoma	519.1	89
Youngstown - Warren	518.5	90
Little Rock - North Little Rock	501.5	91
New Bedford - Fall River - Attleboro	489.5	92
Charleston, S.C.	484.0	93
Lake County, Ill.	470.5	94
Mobile	468.8	95
Albuquerque	465.1	96
Bakersfield	460.5	97
Johnson City - Kingsport - Bristol	446.7	98
Columbia, S.C.	440.3	99
Flint	439.4	100
Total Top 100	**138,931.0**	
Chattanooga	433.6	101
Wichita	428.2	102
Lansing - East Lansing	424.6	103
Saginaw - Bay City - Midland	416.1	104
Canton	407.7	105
York	397.6	106
Beaumont - Port Arthur	397.4	107
Stockton	393.0	108
Jackson, Miss.	391.1	109
Davenport - Rock Island - Moline	388.3	110
Joliet	382.8	111
Lancaster	382.8	111
Des Moines	380.5	113
Vallejo - Fairfield - Napa	379.5	114
Augusta	372.4	115
Peoria	370.5	116
Corpus Christi	358.0	117
Lakeland - Winter Haven	357.2	118
Shreveport	357.2	118
Fort Wayne	356.1	120
Spokane	354.4	121
Colorado Springs	345.0	122
Huntington - Ashland	341.0	123
McAllen - Edinburg - Mission	340.8	124
Aurora - Elgin	339.8	125
Santa Rosa - Petaluma	335.3	126
Madison	334.7	127
Melbourne - Titusville - Palm Bay	330.0	128
Lexington-Fayette	328.5	129
Salinas - Seaside - Monterey	324.8	130
Utica - Rome	322.6	131
Santa Barbara - Santa Maria - Lompoc	322.0	132
Reading	321.8	133
Pensacola	320.3	134
Trenton	312.4	135
Daytona Beach	305.7	136
Atlantic City	302.8	137
Portsmouth - Dover - Rochester	302.5	138
Modesto	299.8	139
Appleton - Oshkosh - Neenah	298.4	140
Manchester - Nashua	295.3	141
Montgomery	291.4	142
Erie	285.6	143
Evansville	284.1	144
Rockford	281.5	145
Visalia - Tulare - Porterville	279.2	146
Orange County, N.Y.	278.9	147
Macon - Warner Robins	276.4	148
Lorain - Elyria	274.4	149
Hamilton - Middletown	271.9	150
Total Top 150	**156,006.9**	
Ann Arbor	270.4	151
Charleston, W.Va.	269.3	152
Eugene - Springfield	269.1	153
Binghamton	268.3	154
Johnstown	263.9	155
Fayetteville, N.C.	263.4	156
Poughkeepsie	262.0	157
Duluth	259.8	158
Fort Myers - Cape Coral	256.3	159
Provo - Orem	255.7	160
Salem, Ore.	255.6	161
New London - Norwich	248.8	162
Sarasota	241.6	163
Brownsville - Harlingen	241.5	164
Columbus, Ga.	241.0	165
South Bend - Mishawaka	237.7	166
Killeen - Temple	237.1	167
Savannah	230.0	168
Anchorage	229.8	169
Lubbock	225.0	170
Roanoke	224.3	171
Portland, Me.	223.9	172
Springfield, Mo.	222.6	173
Niagara Falls	219.3	174
Santa Cruz	216.8	175
Lafayette, La.	215.3	176
Boulder - Longmont	215.2	177
Reno	215.0	178
Galveston - Texas City	214.8	179
Hickory	214.7	180
Kalamazoo	214.6	181
Vancouver	208.2	182
Huntsville	208.0	183
Tallahassee	207.9	184
Lincoln	205.3	185
Brazoria	203.1	186
Beaver County, Pa.	201.5	187
Biloxi - Gulfport	195.4	188
Boise	195.3	189
Springfield, Ill.	194.4	190
Amarillo	193.3	191
Fort Pierce	193.2	192
Houma - Thibodaux	191.7	193
Gainesville	191.1	194
Waco	185.9	195
Wheeling	183.1	196
Green Bay	182.0	197
Yakima	180.7	198
Lake Charles	176.7	199
Fort Smith	175.5	200
Total Top 200	**167,102.0**	
St. Cloud	175.2	201
Fort Collins - Loveland	174.8	202
Bradenton	173.6	203
Racine	173.2	204
Cedar Rapids	171.4	205
Longview - Marshall	169.7	206
Bremerton	169.5	207
Champaign - Urbana - Rantoul	168.9	208
Asheville	166.7	209
Benton Harbor	165.9	210
Chico	163.6	211
Waterloo - Cedar Falls	163.5	212
Ocala	159.7	213
Topeka	159.1	214
Parkersburg - Marietta	159.0	215
Lima	157.9	216
Steubenville - Weirton	156.4	217
Clarksville - Hopkinsville	155.5	218
Muskegon	154.6	219
Richland - Kennewick - Pasco	153.0	220
Jackson, Mich.	149.3	221
Tyler	149.0	222
Fargo - Moorhead	145.9	223
Monroe	145.2	224
Lynchburg	145.0	225
Anderson, S.C.	144.2	226
Elkhart - Goshen	143.3	227
Tuscaloosa	143.2	228
Alexandria, La.	143.0	229
Pittsfield	142.9	230
Olympia	140.7	231
Florence, Ala.	139.6	232
Janesville - Beloit	139.5	233
Athens	138.5	234
Bangor	138.5	234
Greeley	138.0	236
Battle Creek	137.7	237
Vineland - Millville - Bridgeton	137.6	238
Medford	137.5	239
Odessa	137.5	239
Eau Claire	136.9	241
Altoona	136.4	242
Redding	134.6	243
Terre Haute	134.3	244
Anderson, Ind.	133.8	245
Joplin	132.9	246
Decatur	131.5	247
Mansfield	130.2	248
Fort Walton Beach	128.8	249
Sharon	128.7	250
Total Top 250	**174,557.4**	
Pascagoula	126.2	251
Dothan	126.1	252
Burlington, Vt.	126.0	253
Pueblo	125.1	254
Anniston	124.9	255
Muncie	124.6	256
Wichita Falls	124.3	257
Bloomington - Normal	124.2	258
Kenosha	122.5	259
Lafayette - West Lafayette	122.5	259
Jacksonville, N.C.	120.9	261
Abilene	120.7	262
Charlottesville	120.7	262
Billings	120.1	264
Williamsport	119.9	265
Sioux Falls	119.6	266
Texarkana	119.5	267
Sioux City	118.0	268
Albany, Ga.	117.8	269
Florence, S.C.	117.2	270
Laredo	117.1	271
Lawton	116.9	272
Hagerstown	116.6	273
State College	116.0	274
Glens Falls	115.6	275
Wausau	114.6	276
Bellingham	113.9	277
Danville, Va.	112.5	278
Naples	112.5	278
Wilmington, N.C.	111.5	280
Bryan - College Station	111.3	281
Las Cruces	110.9	282
Yuba City	110.4	283
Panama City	109.8	284
Columbia, Mo.	107.4	285
Fayetteville - Springdale	106.0	286
Cumberland	105.9	287
Gadsden	104.8	288
Midland, Tex.	104.8	288
Kankakee	103.9	290
Kokomo	103.3	291
Santa Fe	102.5	292
Sheboygan	101.4	293
Bloomington, Ind.	101.0	294
Lewiston - Auburn	100.5	295
Burlington, N.C.	99.5	296
Elmira	96.5	297
Sherman - Denison	95.7	298
San Angelo	95.5	299
Rochester, Minn.	95.4	300
Dubuque	93.7	301
La Crosse	93.4	302
Pine Bluff	90.2	303
Bismarck	90.1	304
Owensboro	87.7	305
St. Joseph	86.8	306
Iowa City	85.7	307
Great Falls	80.2	308
Victoria	77.6	309
Jackson, Tenn.	76.3	310
Casper	76.2	311
Rapid City	75.3	312
Cheyenne	72.8	313
Lawrence, Kans.	71.4	314
Grand Forks	70.0	315
Enid	66.1	316
Total Above Areas	**181,505.4**	
Percent of U.S.	**76.1749**	
U.S. Total	**238,274.7**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,072.3	1
Detroit	3,086.2	2
Philadelphia	3,027.4	3
Chicago	2,988.2	4
Nassau - Suffolk	2,686.3	5
Washington	2,623.1	6
Boston - Lawrence - Salem - Lowell - Brockton	2,470.1	7
Atlanta	1,929.3	8
St. Louis	1,759.4	9
Pittsburgh	1,748.6	10
Anaheim - Santa Ana	1,643.1	11
Minneapolis - St. Paul	1,511.0	12
Baltimore	1,478.9	13
Riverside - San Bernardino	1,474.0	14
Newark	1,449.2	15
Houston	1,393.3	16
Oakland	1,366.2	17
Cleveland	1,317.8	18
Tampa - St. Petersburg - Clearwater	1,218.0	19
New York	1,184.1	20
Bergen - Passaic	1,146.5	21
Seattle	1,126.3	22
Denver	1,116.0	23
Miami - Hialeah	1,107.7	24
Dallas	1,091.9	25
San Diego	1,039.6	26
Cincinnati	1,035.4	27
Monmouth - Ocean	932.2	28
Middlesex - Somerset - Hunterdon	840.3	29
San Francisco	837.7	30
Sacramento	832.4	31
Salt Lake City - Ogden	797.1	32
Fort Lauderdale - Hollywood - Pompano Beach	795.5	33
Kansas City	793.4	34
Portland, Ore.	775.6	35
Hartford - New Britain - Middletown - Bristol	758.8	36
Rochester, N.Y.	755.2	37
New Orleans	741.0	38
Milwaukee	729.8	39
Orlando	698.0	40
Dayton - Springfield	678.0	41
Buffalo	651.1	42
Louisville	643.9	43
Columbus, Ohio	639.3	44
Albany - Schenectady - Troy	639.0	45
San Jose	630.1	46
Providence - Pawtucket - Woonsocket	607.9	47
Birmingham	601.8	48
Charlotte - Gastonia - Rock Hill	579.4	49
Scranton - Wilkes-Barre	576.9	50
Total Top 50	**64,624.3**	
Richmond - Petersburg	548.9	51
West Palm Beach - Boca Raton - Delray Beach	540.8	52
Greensboro - Winston-Salem - High Point	522.6	53
Fort Worth - Arlington	508.3	54
Greenville - Spartanburg	502.3	55
Syracuse	494.9	56
Indianapolis	490.2	57
Harrisburg - Lebanon - Carlisle	477.6	58
Wilmington, Del.	466.9	59
Phoenix	454.1	60
Allentown - Bethlehem	453.8	61
New Haven - Waterbury - Meriden	433.5	62
Honolulu	430.5	63
Bridgeport - Stamford - Norwalk - Danbury	430.4	64
Oklahoma City	425.5	65
Worcester - Fitchburg - Leominster	422.7	66
Charleston, S.C.	416.7	67
Grand Rapids	411.6	68
Nashville	404.0	69
Knoxville	390.3	70
Oxnard - Ventura	388.2	71
Akron	367.8	72
Gary - Hammond	367.7	73
Tulsa	364.3	74
Tacoma	359.7	75
Lake County, Ill.	358.6	76
Youngstown - Warren	357.1	77
Las Vegas	356.9	78
York	353.5	79
Columbia, S.C.	342.2	80
San Antonio	330.6	81
Johnson City - Kingsport - Bristol	327.8	82
Lancaster	326.5	83
Augusta	326.4	84
Springfield, Mass.	325.1	85
Bakersfield	324.2	86
Raleigh - Durham	310.1	87
Joliet	303.6	88
Baton Rouge	301.1	89
Fresno	297.0	90
Jersey City	289.6	91
Flint	289.2	92
Canton	287.2	93
Lakeland - Winter Haven	280.6	94
Orange County, N.Y.	278.9	95
Chattanooga	266.1	96
Atlantic City	265.4	97
New Bedford - Fall River - Attleboro	263.9	98
Saginaw - Bay City - Midland	263.4	99
Mobile	252.6	100
Total Top 100	**83,385.2**	
Pensacola	258.3	101
Huntington - Ashland	253.6	102
Austin	252.8	103
Memphis	251.1	104
Lansing - East Lansing	249.2	105
Toledo	249.0	106
Daytona Beach	248.5	107
Reading	243.7	108
Norfolk - Virginia Beach - Newport News	238.0	109
Little Rock - North Little Rock	235.6	110
Tucson	233.7	111
Poughkeepsie	230.8	112
Johnstown	230.3	113
Portsmouth - Dover - Rochester	229.1	114
Omaha	221.2	115
Trenton	221.0	116
Jacksonville, Fla.	220.7	117
Peoria	215.0	118
Binghamton	213.5	119
Charleston, W.Va.	210.3	120
Beaumont - Port Arthur	209.6	121
Utica - Rome	206.2	122
Santa Rosa - Petaluma	203.9	123
McAllen - Edinburg - Mission	203.8	124
Melbourne - Titusville - Palm Bay	203.3	125
Brazoria	203.1	126
Beaver County, Pa.	201.5	127
Fayetteville, N.C.	193.4	128
Davenport - Rock Island - Moline	193.1	129
Hickory	190.4	130
Des Moines	190.0	131
Sarasota	189.0	132
Fort Wayne	187.7	133
Aurora - Elgin	184.0	134
New London - Norwich	181.0	135
Spokane	179.5	136
Stockton	178.6	137
Jackson, Miss.	177.2	138
Fort Myers - Cape Coral	173.3	139
Santa Cruz	171.5	140
Visalia - Tulare - Porterville	170.5	141
Salinas - Seaside - Monterey	168.7	142
Vallejo - Fairfield - Napa	168.1	143
Erie	167.0	144
Santa Barbara - Santa Maria - Lompoc	166.6	145
Salem, Ore.	165.7	146
Ann Arbor	164.3	147
Vancouver	164.3	147
Hamilton - Middletown	164.0	149
Madison	163.7	150
Total Top 150	**93,573.8**	
Appleton - Oshkosh - Neenah	163.6	151
Portland, Me.	162.1	152
Fort Pierce	157.2	153
Evansville	155.0	154
Niagara Falls	153.2	155
Benton Harbor	151.4	156
Wichita	146.4	157
Rockford	144.2	158
Duluth	143.7	159
Lorain - Elyria	143.1	160
Wheeling	142.0	161
Modesto	141.4	162
Houma - Thibodaux	140.2	163
Kalamazoo	138.0	164
Bradenton	137.0	165
Bremerton	133.9	166
Chico	133.4	167
Killeen - Temple	132.9	168
St. Cloud	132.9	168
Lafayette, La.	132.7	170
Yakima	131.8	171
Manchester - Nashua	128.1	172
Roanoke	126.8	173
Eugene - Springfield	126.1	174
Lexington-Fayette	119.6	175
Ocala	116.2	176
Anderson, S.C.	116.1	177
Provo - Orem	115.5	178
Muskegon	115.4	179
Macon - Warner Robins	113.4	180
Sharon	111.7	181
Olympia	111.2	182
Jackson, Mich.	110.6	183
Lima	109.9	184
Galveston - Texas City	109.1	185
Steubenville - Weirton	108.7	186
Reno	108.2	187
Asheville	108.0	188
Bangor	107.8	189
Gainesville	107.8	189
Albuquerque	106.9	191
Fort Walton Beach	106.8	192
Biloxi - Gulfport	105.2	193
Montgomery	103.4	194
Florence, Ala.	102.9	195
Parkersburg - Marietta	102.9	195
Fort Smith	101.5	197
Lake Charles	101.3	198
Colorado Springs	99.6	199
Glens Falls	98.7	200
Total Top 200	**99,789.3**	
Corpus Christi	97.7	201
Athens	96.0	202
Pascagoula	95.5	203
Medford	95.0	204
Jacksonville, N.C.	94.6	205
Anniston	94.5	206
Brownsville - Harlingen	93.4	207
Tallahassee	93.4	207
Joplin	93.3	209
Naples	93.1	210
Pittsfield	92.5	211
Green Bay	91.7	212
Springfield, Ill.	90.8	213
Racine	90.4	214
Yuba City	89.9	215
South Bend - Mishawaka	89.8	216
Alexandria, La.	89.0	217
Burlington, Vt.	88.8	218
Monroe	88.6	219
Williamsport	87.0	220
Shreveport	86.0	221
Boulder - Longmont	85.6	222
Boise	85.3	223
Florence, S.C.	85.1	224
Savannah	85.1	224
Redding	84.3	226
Battle Creek	83.4	227
Springfield, Mo.	83.2	228
Hagerstown	83.1	229
Wausau	82.4	230
Eau Claire	82.3	231
Cumberland	81.6	232
State College	81.3	233
Altoona	81.2	234
Greeley	80.9	235
Charlottesville	80.2	236
Waco	80.1	237
Elkhart - Goshen	79.3	238
Lynchburg	78.4	239
Mansfield	78.0	240
Terre Haute	76.1	241
Panama City	75.7	242
Kankakee	74.6	243
Tyler	74.5	244
Anderson, Ind.	72.2	245
Dothan	72.2	245
Longview - Marshall	71.0	247
Columbus, Ga.	70.8	248
Clarksville - Hopkinsville	69.1	249
El Paso	68.4	250
Total Top 250	**104,005.7**	
Bellingham	68.3	251
Tuscaloosa	68.1	252
Danville, Va.	68.0	253
Wilmington, N.C.	66.5	254
Fort Collins - Loveland	64.7	255
Texarkana	63.8	256
Burlington, N.C.	62.4	257
Elmira	62.0	258
Cedar Rapids	61.7	259
Las Cruces	60.7	260
Huntsville	60.2	261
Richland - Kennewick - Pasco	59.7	262
Lafayette - West Lafayette	58.2	263
Gadsden	57.7	264
Kokomo	57.3	265
Champaign - Urbana - Rantoul	55.3	266
Sheboygan	54.2	267
Janesville - Beloit	53.5	268
Waterloo - Cedar Falls	52.8	269
Fargo - Moorhead	50.0	270
Billings	49.9	271
Muncie	49.8	272
Bloomington, Ind.	48.8	273
Santa Fe	48.8	273
Kenosha	46.3	275
La Crosse	45.9	276
Fayetteville - Springdale	44.3	277
Columbia, Mo.	43.6	278
Lubbock	41.6	279
Topeka	40.4	280
Bismarck	40.3	281
Bloomington - Normal	40.3	281
Sherman - Denison	39.9	283
Lewiston - Auburn	38.1	284
Rochester, Minn.	38.1	284
Vineland - Millville - Bridgeton	37.8	286
Decatur	37.6	287
Sioux City	37.0	288
Pine Bluff	34.6	289
Iowa City	34.4	290
Lawton	33.0	291
Albany, Ga.	32.6	292
Owensboro	32.4	293
Dubuque	32.3	294
Odessa	30.7	295
Amarillo	30.6	296
Sioux Falls	29.7	297
Wichita Falls	26.8	298
Casper	25.3	299
Jackson, Tenn.	25.3	299
Grand Forks	25.1	301
Pueblo	25.0	302
Rapid City	24.0	303
Lincoln	23.0	304
Great Falls	22.5	305
Cheyenne	21.5	306
Victoria	20.2	307
Lawrence, Kans.	15.9	308
Enid	13.0	309
St. Joseph	11.7	310
San Angelo	11.4	311
Abilene	11.2	312
Midland, Tex.	10.7	313
Laredo	9.4	314
Bryan - College Station	8.7	315
Anchorage	.0	316
Total Above Areas	**106,600.3**	
Percent of U.S.	**100.0000**	
U.S. Total	**106,600.3**	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,104.4	1
Chicago	1,390.3	2
Los Angeles - Long Beach	1,007.0	3
Philadelphia	911.0	4
Washington	891.5	5
Detroit	877.8	6
Houston	613.9	7
Atlanta	571.6	8
Baltimore	564.0	9
New Orleans	434.9	10
St. Louis	409.5	11
Newark	409.1	12
Memphis	378.7	13
Dallas	368.3	14
Norfolk - Virginia Beach - Newport News	351.6	15
Cleveland	347.9	16
Miami - Hialeah	322.5	17
Oakland	281.6	18
Birmingham	258.0	19
Richmond - Petersburg	228.4	20
Charlotte - Gastonia - Rock Hill	216.9	21
Boston - Lawrence - Salem - Lowell - Brockton	190.7	22
Kansas City	184.2	23
Cincinnati	178.2	24
Greensboro - Winston-Salem - High Point	177.8	25
Tampa - St. Petersburg - Clearwater	177.7	26
Nassau - Suffolk	176.4	27
Jacksonville, Fla.	176.1	28
Pittsburgh	174.5	29
Raleigh - Durham	167.6	30
Jackson, Miss.	166.6	31
Indianapolis	165.5	32
Baton Rouge	157.3	33
Charleston, S.C.	152.8	34
Milwaukee	150.2	35
Nashville	147.1	36
Columbus, Ohio	146.9	37
Mobile	140.3	38
Fort Lauderdale - Hollywood - Pompano Beach	135.8	39
Gary - Hammond	129.0	40
San Francisco	128.8	41
Columbia, S.C.	127.6	42
Fort Worth - Arlington	124.7	43
Louisville	124.5	44
Shreveport	122.2	45
Dayton - Springfield	121.8	46
Augusta	118.0	47
San Diego	117.9	48
Orlando	112.9	49
Greenville - Spartanburg	107.6	50
Total Top 50	**17,239.6**	
Buffalo	106.5	51
Montgomery	105.5	52
West Palm Beach - Boca Raton - Delray Beach	101.9	53
Little Rock - North Little Rock	98.0	54
Macon - Warner Robins	97.0	55
Bergen - Passaic	94.8	56
Riverside - San Bernardino	91.4	57
Beaumont - Port Arthur	88.2	58
Columbus, Ga.	88.2	58
Savannah	87.6	60
Oklahoma City	85.9	61
Rochester, N.Y.	84.7	62
Fayetteville, N.C.	84.2	63
San Antonio	82.9	64
Flint	81.3	65
Denver	80.9	66
Hartford - New Britain - Middletown - Bristol	79.0	67
Wilmington, Del.	77.4	68
New Haven - Waterbury - Meriden	73.1	69
Bridgeport - Stamford - Norwalk - Danbury	72.0	70
Jersey City	71.7	71
Sacramento	69.5	72
Tallahassee	69.2	73
Toledo	67.6	74
Austin	62.8	75
Chattanooga	62.5	76
Akron	62.0	77
Seattle	61.7	78
Trenton	58.6	79
Monmouth - Ocean	58.4	80
Lakeland - Winter Haven	57.1	81
Youngstown - Warren	57.0	82
Tulsa	56.4	83
Las Vegas	56.2	84
Pensacola	55.8	85
Phoenix	54.3	86
Lafayette, La.	51.3	87
Minneapolis - St. Paul	51.2	88
Albany, Ga.	49.7	89
Middlesex - Somerset - Hunterdon	49.4	90
Omaha	46.9	91
Florence, S.C.	45.3	92
San Jose	45.2	93
Atlantic City	44.5	94
Monroe	44.0	95
Huntsville	43.7	96
Killeen - Temple	41.9	97
Galveston - Texas City	41.3	98
Tuscaloosa	41.1	99
Lake Charles	40.0	100
Total Top 100	**20,616.4**	
Alexandria, La.	39.8	101
Longview - Marshall	39.6	102
Saginaw - Bay City - Midland	39.1	103
Gainesville	38.9	104
Pine Bluff	37.6	105
Lexington-Fayette	37.0	106
Harrisburg - Lebanon - Carlisle	36.9	107
Biloxi - Gulfport	36.7	108
Knoxville	36.7	108
Daytona Beach	36.3	110
Joliet	35.6	111
Grand Rapids	35.0	112
Danville, Va.	34.9	113
Tyler	34.1	114
Clarksville - Hopkinsville	33.9	115
Wichita	33.9	115
Springfield, Mass.	33.4	117
Albany - Schenectady - Troy	32.9	118
Syracuse	32.8	119
Fort Pierce	32.4	120
Vallejo - Fairfield - Napa	32.2	121
Tacoma	31.7	122
Lake County, Ill.	31.3	123
Waco	31.0	124
Portland, Ore.	30.7	125
Melbourne - Titusville - Palm Bay	30.6	126
Ann Arbor	30.2	127
Lynchburg	30.2	127
Providence - Pawtucket - Woonsocket	29.0	129
Ocala	28.1	130
Texarkana	28.1	130
Fort Wayne	28.0	132
Anaheim - Santa Ana	27.4	133
Fresno	27.3	134
Dothan	26.8	135
Roanoke	26.4	136
Houma - Thibodaux	26.2	137
Athens	26.1	138
Jacksonville, N.C.	25.9	139
Anderson, S.C.	25.8	140
Canton	25.6	141
Benton Harbor	25.5	142
Wilmington, N.C.	25.4	143
Pascagoula	24.9	144
Lansing - East Lansing	24.6	145
Bakersfield	23.7	146
Jackson, Tenn.	23.6	147
Anniston	23.3	148
Peoria	22.9	149
South Bend - Mishawaka	22.4	150
Total Top 150	**22,148.8**	
Rockford	22.2	151
Fort Myers - Cape Coral	21.8	152
Colorado Springs	21.7	153
Vineland - Millville - Bridgeton	21.7	153
El Paso	21.0	155
Lorain - Elyria	21.0	155
Stockton	20.7	157
Burlington, N.C.	20.3	158
Salinas - Seaside - Monterey	20.2	159
Muskegon	19.9	160
Poughkeepsie	19.4	161
Florence, Ala.	18.7	162
Hickory	18.7	162
Orange County, N.Y.	18.6	164
Charlottesville	18.5	165
Lawton	18.4	166
Davenport - Rock Island - Moline	18.0	167
Lubbock	17.3	168
Kalamazoo	16.9	169
Bradenton	16.6	170
Evansville	16.4	171
Tucson	16.4	171
Brazoria	16.3	173
Honolulu	16.1	174
Kankakee	15.6	175
Aurora - Elgin	15.6	176
Asheville	15.4	177
Champaign - Urbana - Rantoul	15.2	178
Gadsden	15.0	179
Corpus Christi	14.8	180
Des Moines	14.6	181
Decatur	14.5	182
Racine	14.4	183
Battle Creek	14.0	184
Charleston, W.Va.	14.0	184
Panama City	13.9	186
Erie	13.4	187
Hamilton - Middletown	13.3	188
Sarasota	13.3	188
Bryan - College Station	12.7	190
Topeka	12.5	191
Springfield, Ill.	12.3	192
Beaver County, Pa.	11.9	193
Oxnard - Ventura	11.9	193
Lima	11.8	195
Anchorage	11.7	196
Fort Walton Beach	11.7	196
Jackson, Mich.	11.4	198
Wichita Falls	11.4	198
Niagara Falls	11.1	200
Total Top 200	**22,953.2**	
York	10.8	201
Albuquerque	10.7	202
Worcester - Fitchburg - Leominster	10.0	203
New London - Norwich	9.9	204
Allentown - Bethlehem	9.8	205
Anderson, Ind.	9.8	205
Mansfield	9.8	205
Salt Lake City - Ogden	9.6	208
Johnson City - Kingsport - Bristol	9.5	209
Midland, Tex.	9.4	210
Amarillo	9.3	211
Waterloo - Cedar Falls	9.0	212
Reading	8.6	213
New Bedford - Fall River - Attleboro	8.3	214
Utica - Rome	8.3	214
Lancaster	8.0	216
Santa Barbara - Santa Maria - Lompoc	8.0	216
Muncie	7.8	218
Abilene	7.5	219
Huntington - Ashland	7.5	219
Columbia, Mo.	6.9	221
Sherman - Denison	6.9	221
Naples	6.4	223
Terre Haute	6.4	223
Elkhart - Goshen	6.3	225
Fort Smith	6.3	225
Odessa	6.3	225
Steubenville - Weirton	6.3	225
Sharon	5.8	229
Madison	5.7	230
Victoria	5.5	231
Bloomington - Normal	5.1	232
Hagerstown	5.1	232
Scranton - Wilkes-Barre	4.9	234
Janesville - Beloit	4.8	235
Kokomo	4.5	236
Elmira	4.2	237
Spokane	4.2	237
Wheeling	4.0	239
Reno	3.9	240
San Angelo	3.9	240
Visalia - Tulare - Porterville	3.8	242
Binghamton	3.6	243
Johnstown	3.6	243
Lincoln	3.6	243
Owensboro	3.6	243
Santa Rosa - Petaluma	3.6	243
Modesto	3.3	248
Lawrence, Kans.	3.2	249
Springfield, Mo.	3.1	250
Total Top 250	**23,279.6**	
Bremerton	2.9	251
Kenosha	2.9	251
Cedar Rapids	2.8	253
Yuba City	2.8	253
Bloomington, Ind.	2.6	255
St. Joseph	2.6	255
Richland - Kennewick - Pasco	2.4	257
Pueblo	2.3	258
Enid	2.2	259
Pittsfield	2.2	259
Cheyenne	2.1	261
Cumberland	2.1	261
Lafayette - West Lafayette	2.0	263
Boulder - Longmont	1.9	264
Portsmouth - Dover - Rochester	1.9	264
Williamsport	1.9	264
Chico	1.8	267
Las Cruces	1.8	267
Vancouver	1.7	269
Parkersburg - Marietta	1.6	270
Santa Cruz	1.6	270
Yakima	1.6	270
Fayetteville - Springdale	1.5	273
Manchester - Nashua	1.5	273
State College	1.5	273
Eugene - Springfield	1.4	276
Glens Falls	1.3	277
Salem, Ore.	1.3	277
Grand Forks	1.2	279
Iowa City	1.2	279
Joplin	1.1	281
Olympia	1.1	281
Sioux City	1.1	281
Altoona	1.0	284
Duluth	1.0	284
Portland, Me.	1.0	284
Brownsville - Harlingen	.9	287
Great Falls	.9	287
Rapid City	.9	287
Redding	.8	290
Boise	.7	291
Fort Collins - Loveland	.7	291
Greeley	.7	291
McAllen - Edinburg - Mission	.6	294
Burlington, Vt.	.5	295
Casper	.5	295
Green Bay	.5	295
Santa Fe	.5	295
Appleton - Oshkosh - Neenah	.4	299
Rochester, Minn.	.4	299
St. Cloud	.4	299
Bangor	.3	302
Bellingham	.3	302
Billings	.3	302
Fargo - Moorhead	.3	302
Sheboygan	.3	302
Sioux Falls	.3	302
Dubuque	.2	308
Eau Claire	.2	308
La Crosse	.2	308
Lewiston - Auburn	.2	308
Medford	.2	308
Provo - Orem	.2	308
Bismarck	.1	314
Laredo	.1	314
Wausau	.0	316
Total Above Areas	**23,357.1**	
Percent of U.S.	**82.0270**	
U.S. Total	**28,474.9**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,616.9	1
Los Angeles - Long Beach	1,497.9	2
Chicago	1,131.7	3
Philadelphia	873.8	4
Detroit	803.2	5
Washington	744.8	6
Boston - Lawrence - Salem - Lowell - Brockton	668.8	7
Houston	621.1	8
Nassau - Suffolk	555.1	9
Atlanta	496.9	10
Dallas	447.0	11
St. Louis	442.0	12
Baltimore	439.6	13
Anaheim - Santa Ana	435.4	14
Minneapolis - St. Paul	417.6	15
Pittsburgh	379.6	16
Oakland	376.6	17
Newark	376.4	18
San Diego	364.1	19
Miami - Hialeah	341.5	20
Cleveland	340.3	21
Seattle	335.3	22
Denver	320.8	23
Riverside - San Bernardino	316.3	24
Phoenix	311.9	25
San Francisco	311.7	26
Tampa - St. Petersburg - Clearwater	293.4	27
San Jose	290.2	28
Kansas City	282.3	29
Bergen - Passaic	254.0	30
Cincinnati	251.8	31
Milwaukee	250.5	32
Columbus, Ohio	238.4	33
New Orleans	237.6	34
Sacramento	235.0	35
Norfolk - Virginia Beach - Newport News	229.6	36
Indianapolis	225.4	37
Fort Worth - Arlington	224.0	38
Portland, Ore.	210.1	39
San Antonio	210.1	39
Charlotte - Gastonia - Rock Hill	202.8	41
Hartford - New Britain - Middletown - Bristol	202.1	42
Fort Lauderdale - Hollywood - Pompano Beach	191.5	43
Middlesex - Somerset - Hunterdon	190.2	44
Rochester, N.Y.	183.6	45
Oklahoma City	182.1	46
Dayton - Springfield	179.3	47
Louisville	178.7	48
Greensboro - Winston-Salem - High Point	178.3	49
Buffalo	175.3	50
Total Top 50	**20,262.6**	
Nashville	174.1	51
Monmouth - Ocean	173.4	52
Bridgeport - Stamford - Norwalk - Danbury	171.1	53
Salt Lake City - Ogden	169.5	54
Birmingham	164.2	55
Memphis	163.5	56
Orlando	157.8	57
Richmond - Petersburg	154.4	58
Honolulu	152.7	59
Albany - Schenectady - Troy	150.9	60
Providence - Pawtucket - Woonsocket	149.0	61
Jacksonville, Fla.	146.0	62
Tulsa	143.5	63
New Haven - Waterbury - Meriden	137.9	64
Scranton - Wilkes-Barre	125.9	65
Oxnard - Ventura	120.6	66
Allentown - Bethlehem	120.3	67
Greenville - Spartanburg	117.4	68
Akron	116.8	69
Gary - Hammond	116.4	70
Syracuse	115.4	71
Raleigh - Durham	114.9	72
Las Vegas	114.0	73
Worcester - Fitchburg - Leominster	113.6	74
Knoxville	113.1	75
Austin	112.0	76
West Palm Beach - Boca Raton - Delray Beach	112.0	76
Omaha	111.5	78
Grand Rapids	108.7	79
Harrisburg - Lebanon - Carlisle	107.0	80
Toledo	103.1	81
Tucson	103.1	81
Wilmington, Del.	101.8	83
Jersey City	100.3	84
Fresno	99.1	85
Springfield, Mass.	96.9	86
Lake County, Ill.	95.7	87
Baton Rouge	95.4	88
El Paso	93.7	89
Tacoma	93.2	90
Youngstown - Warren	92.1	91
Little Rock - North Little Rock	91.7	92
Johnson City - Kingsport - Bristol	90.2	93
Albuquerque	86.8	94
New Bedford - Fall River - Attleboro	85.9	95
Charleston, S.C.	85.3	96
Flint	83.5	97
Chattanooga	83.3	98
Mobile	82.4	99
Bakersfield	81.6	100
Total Top 100	**26,155.3**	
Columbia, S.C.	80.0	101
Saginaw - Bay City - Midland	76.6	102
York	75.9	103
Wichita	75.7	104
Canton	74.8	105
Joliet	73.7	106
Lansing - East Lansing	73.1	107
Beaumont - Port Arthur	72.0	108
Vallejo - Fairfield - Napa	70.8	109
Des Moines	70.0	110
Davenport - Rock Island - Moline	69.9	111
Lancaster	69.5	112
Stockton	69.5	112
Augusta	68.6	114
Jackson, Miss.	67.7	115
Peoria	66.8	116
Melbourne - Titusville - Palm Bay	65.5	117
Colorado Springs	65.4	118
Lakeland - Winter Haven	64.5	119
Aurora - Elgin	64.4	120
Huntington - Ashland	63.8	121
Fort Wayne	63.6	122
Shreveport	63.3	123
Corpus Christi	62.1	124
Santa Rosa - Petaluma	62.0	125
Spokane	61.4	126
Pensacola	61.2	127
Lexington-Fayette	59.6	128
Reading	58.9	129
Trenton	58.9	129
Santa Barbara - Santa Maria - Lompoc	57.9	131
Portsmouth - Dover - Rochester	57.8	132
Madison	57.4	133
Manchester - Nashua	56.1	134
Utica - Rome	55.2	135
Orange County, N.Y.	54.4	136
Salinas - Seaside - Monterey	54.3	137
Poughkeepsie	54.2	138
Modesto	54.0	139
Montgomery	54.0	139
Rockford	52.8	141
Macon - Warner Robins	52.4	142
Appleton - Oshkosh - Neenah	52.2	143
McAllen - Edinburg - Mission	52.2	143
Hamilton - Middletown	51.0	145
Evansville	50.6	146
Lorain - Elyria	50.3	147
Charleston, W.Va.	49.9	148
Anchorage	49.4	149
Atlantic City	49.0	150
Total Top 150	**29,249.6**	
Binghamton	48.9	151
Visalia - Tulare - Porterville	48.8	152
Erie	47.7	153
Eugene - Springfield	47.4	154
Daytona Beach	45.9	155
Ann Arbor	45.8	156
Fayetteville, N.C.	45.0	157
Salem, Ore.	44.9	158
Huntsville	44.8	159
Hickory	44.7	160
New London - Norwich	44.7	160
Reno	44.3	162
Roanoke	43.1	163
Johnstown	42.5	164
Duluth	41.7	165
Boulder - Longmont	41.3	166
Brazoria	40.7	167
Columbus, Ga.	40.6	168
Galveston - Texas City	40.5	169
Portland, Me.	39.9	170
Vancouver	39.8	171
Savannah	39.6	172
Springfield, Mo.	39.5	173
South Bend - Mishawaka	39.3	174
Fort Myers - Cape Coral	39.2	175
Brownsville - Harlingen	38.3	176
Niagara Falls	38.3	176
Kalamazoo	37.8	178
Lafayette, La.	37.3	179
Lubbock	37.2	180
Santa Cruz	36.8	181
Killeen - Temple	36.7	182
Beaver County, Pa.	36.6	183
Boise	36.5	184
Amarillo	35.2	185
Tallahassee	34.8	186
Springfield, Ill.	34.7	187
Biloxi - Gulfport	34.2	188
Sarasota	34.0	189
Houma - Thibodaux	33.7	190
Lincoln	33.0	191
Fort Smith	32.6	192
Asheville	31.9	193
Lake Charles	31.9	193
Racine	31.9	193
Cedar Rapids	31.8	196
Green Bay	31.7	197
Provo - Orem	31.6	198
Bremerton	31.5	199
Yakima	31.5	199
Total Top 200	**31,191.7**	
Wheeling	30.4	201
Fort Collins - Loveland	30.3	202
Longview - Marshall	30.3	202
Parkersburg - Marietta	30.1	204
Waco	30.1	204
Fort Pierce	30.0	206
Gainesville	29.8	207
Benton Harbor	29.7	208
Richland - Kennewick - Pasco	28.8	209
Anderson, S.C.	28.5	210
Topeka	28.5	210
Steubenville - Weirton	27.8	212
Jackson, Mich.	27.7	213
Lynchburg	27.7	213
Fort Walton Beach	27.6	215
St. Cloud	27.5	216
Ocala	27.0	217
Olympia	27.0	217
Waterloo - Cedar Falls	27.0	217
Elkhart - Goshen	26.8	220
Florence, Ala.	26.8	220
Lima	26.7	222
Tyler	26.7	222
Redding	26.6	224
Muskegon	26.5	225
Clarksville - Hopkinsville	25.8	226
Janesville - Beloit	25.8	226
Alexandria, La.	25.7	228
Medford	25.5	229
Anderson, Ind.	25.2	230
Battle Creek	25.1	231
Pascagoula	25.1	231
Champaign - Urbana - Rantoul	25.0	233
Mansfield	25.0	233
Vineland - Millville - Bridgeton	25.0	233
Chico	24.8	236
Odessa	24.8	236
Monroe	24.7	238
Bradenton	24.6	239
Pittsfield	24.6	239
Bangor	24.4	241
Greeley	24.4	241
Tuscaloosa	24.0	243
Decatur	23.8	244
Joplin	23.8	244
Athens	23.5	246
Altoona	23.3	247
Dothan	23.3	247
Burlington, Vt.	23.2	249
Fargo - Moorhead	22.9	250
Total Top 250	**32,510.9**	
Kenosha	22.4	251
Sharon	22.2	252
Billings	22.1	253
Muncie	22.1	253
Hagerstown	21.9	255
Wichita Falls	21.9	255
Florence, S.C.	21.8	257
Santa Fe	21.7	258
Eau Claire	21.6	259
Pueblo	21.6	259
Anniston	21.5	261
Terre Haute	21.5	261
Panama City	21.2	263
Williamsport	21.0	264
Wilmington, N.C.	21.0	264
Charlottesville	20.8	266
Kokomo	20.8	266
Albany, Ga.	20.7	268
Glens Falls	20.7	268
Abilene	20.6	270
Texarkana	20.6	270
Yuba City	20.6	270
Danville, Va.	20.5	273
Wausau	20.4	274
Sioux Falls	20.0	275
Bloomington - Normal	19.7	276
Burlington, N.C.	19.7	276
Midland, Tex.	19.5	278
Cumberland	19.1	279
Las Cruces	19.0	280
Lawton	19.0	280
Sioux City	19.0	280
Rochester, Minn.	18.8	283
Gadsden	18.7	284
Bellingham	18.6	285
Naples	18.5	286
Fayetteville - Springdale	18.3	287
Laredo	18.3	287
Lafayette - West Lafayette	18.2	289
Kankakee	18.1	290
State College	17.9	291
Lewiston - Auburn	17.4	292
Sheboygan	17.3	293
Sherman - Denison	17.2	294
Jacksonville, N.C.	16.9	295
Elmira	16.4	296
Columbia, Mo.	16.2	297
San Angelo	16.1	298
Owensboro	16.0	299
Bismarck	15.6	300
Dubuque	15.3	301
Great Falls	15.3	301
Bloomington, Ind.	15.1	303
Pine Bluff	14.6	304
La Crosse	14.5	305
Bryan - College Station	14.4	306
St. Joseph	14.2	307
Victoria	14.0	308
Casper	13.8	309
Cheyenne	13.4	310
Jackson, Tenn.	12.7	311
Rapid City	12.7	311
Iowa City	12.6	313
Enid	11.5	314
Lawrence, Kans.	10.0	315
Grand Forks	9.9	316
Total Above Areas	**33,705.6**	
Percent of U.S.	**77.4432**	
U.S. Total	**43,523.0**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,462.5	1
New York	1,562.1	2
Miami - Hialeah	729.4	3
San Antonio	608.2	4
Chicago	559.4	5
Houston	535.8	6
Riverside - San Bernardino	383.0	7
El Paso	368.3	8
Anaheim - Santa Ana	351.5	9
San Diego	347.3	10
McAllen - Edinburg - Mission	304.2	11
San Jose	271.7	12
Phoenix	242.0	13
Dallas	228.6	14
Oakland	222.6	15
Brownsville - Harlingen	204.5	16
Corpus Christi	199.8	17
San Francisco	191.9	18
Fresno	188.1	19
Albuquerque	173.4	20
Denver	172.7	21
Jersey City	163.0	22
Newark	145.0	23
Oxnard - Ventura	143.7	24
Sacramento	133.4	25
Tucson	133.4	25
Austin	130.6	27
Philadelphia	121.2	28
Bakersfield	112.0	29
Laredo	111.4	30
Nassau - Suffolk	110.9	31
Bergen - Passaic	102.5	32
Washington	99.3	33
Tampa - St. Petersburg - Clearwater	98.6	34
Fort Worth - Arlington	96.5	35
Salinas - Seaside - Monterey	94.7	36
Visalia - Tulare - Porterville	93.9	37
Boston - Lawrence - Salem - Lowell - Brockton	89.3	38
Stockton	84.9	39
Detroit	74.1	40
Santa Barbara - Santa Maria - Lompoc	67.2	41
Honolulu	58.7	42
Las Cruces	58.4	43
New Orleans	52.8	44
Salt Lake City - Ogden	50.9	45
Modesto	50.7	46
Lubbock	50.6	47
Santa Fe	49.3	48
Fort Lauderdale - Hollywood - Pompano Beach	48.8	49
Bridgeport - Stamford - Norwalk - Danbury	47.8	50
Total Top 50	**12,982.6**	
Hartford - New Britain - Middletown - Bristol	46.4	51
Middlesex - Somerset - Hunterdon	45.9	52
Gary - Hammond	45.6	53
Vallejo - Fairfield - Napa	42.9	54
Pueblo	41.0	55
Las Vegas	39.5	56
West Palm Beach - Boca Raton - Delray Beach	38.4	57
Santa Cruz	35.9	58
Kansas City	34.9	59
Odessa	34.1	60
Milwaukee	33.7	61
Orlando	32.9	62
Aurora - Elgin	32.5	63
Seattle	32.3	64
Brazoria	31.3	65
Galveston - Texas City	29.7	66
New Haven - Waterbury - Meriden	29.0	67
Killeen - Temple	28.0	68
Atlanta	27.9	69
Colorado Springs	27.6	70
Victoria	27.2	71
Monmouth - Ocean	26.7	72
Santa Rosa - Petaluma	26.3	73
Cleveland	25.7	74
Yakima	25.5	75
Portland, Ore.	25.1	76
Lake County, Ill.	24.9	77
Springfield, Mass.	24.5	78
St. Louis	23.8	79
Greeley	23.3	80
San Angelo	23.3	80
Minneapolis - St. Paul	23.0	82
Baltimore	22.6	83
Oklahoma City	22.1	84
Norfolk - Virginia Beach - Newport News	20.8	85
Rochester, N.Y.	20.8	85
Providence - Pawtucket - Woonsocket	19.4	87
Amarillo	18.8	88
Waco	18.7	89
Midland, Tex.	18.0	90
Joliet	17.1	91
Toledo	16.9	92
Saginaw - Bay City - Midland	16.8	93
Abilene	16.5	94
Allentown - Bethlehem	16.0	95
Jacksonville, Fla.	15.5	96
Beaumont - Port Arthur	15.2	97
Grand Rapids	15.0	98
Vineland - Millville - Bridgeton	14.8	99
Buffalo	14.7	100
Total Top 100	**14,311.1**	
Worcester - Fitchburg - Leominster	14.5	101
Lansing - East Lansing	14.0	102
Lorain - Elyria	13.4	103
Tacoma	13.2	104
Naples	13.1	105
Bryan - College Station	13.0	106
Yuba City	12.8	107
Davenport - Rock Island - Moline	12.7	108
Orange County, N.Y.	12.7	108
Omaha	12.5	110
Wichita	12.4	111
Trenton	12.3	112
Salem, Ore.	12.1	113
Boulder - Longmont	11.5	114
Lakeland - Winter Haven	11.5	114
Pittsburgh	11.1	116
Tulsa	11.0	117
Atlantic City	10.8	118
New Bedford - Fall River - Attleboro	10.8	118
Fort Collins - Loveland	10.2	120
Richland - Kennewick - Pasco	10.2	120
Reno	10.1	122
Chico	9.7	123
Fayetteville, N.C.	9.7	123
Lancaster	9.7	123
Albany - Schenectady - Troy	9.5	126
Wilmington, Del.	9.5	126
Baton Rouge	9.3	128
Reading	9.3	128
Wichita Falls	9.2	130
Indianapolis	9.0	131
Memphis	8.7	132
Columbus, Ohio	8.6	133
Charlotte - Gastonia - Rock Hill	8.1	134
Cincinnati	8.0	135
Flint	7.8	136
Fort Myers - Cape Coral	7.7	137
Rockford	7.5	138
Anchorage	7.2	139
Racine	7.2	139
Richmond - Petersburg	7.2	139
Charleston, S.C.	7.1	142
Cheyenne	7.1	142
Melbourne - Titusville - Palm Bay	6.9	144
Youngstown - Warren	6.7	145
Poughkeepsie	6.6	146
Dayton - Springfield	6.5	147
Lawton	6.5	147
Nashville	6.5	147
Harrisburg - Lebanon - Carlisle	6.4	150
Total Top 150	**14,800.2**	
Topeka	6.4	150
Gainesville	6.2	152
Greensboro - Winston-Salem - High Point	6.0	153
Syracuse	6.0	153
Provo - Orem	5.9	155
Augusta	5.8	156
Louisville	5.8	156
Birmingham	5.7	158
Columbus, Ga.	5.7	158
Eugene - Springfield	5.7	158
Columbia, S.C.	5.6	161
Pensacola	5.5	162
Shreveport	5.5	162
Des Moines	5.4	164
Tyler	5.4	164
Daytona Beach	5.3	166
Fort Pierce	5.2	167
Fort Wayne	5.2	167
New London - Norwich	5.1	169
Raleigh - Durham	5.1	169
Lafayette, La.	4.9	171
Spokane	4.8	172
Jacksonville, N.C.	4.7	173
Mobile	4.6	174
Redding	4.6	174
Boise	4.5	176
Greenville - Spartanburg	4.5	176
Ann Arbor	4.4	178
Medford	4.3	179
Bremerton	4.2	180
Clarksville - Hopkinsville	4.2	180
Little Rock - North Little Rock	4.1	182
Bradenton	4.0	183
Biloxi - Gulfport	3.9	184
Knoxville	3.9	184
Sarasota	3.9	184
Peoria	3.8	187
Longview - Marshall	3.7	188
Canton	3.6	189
South Bend - Mishawaka	3.6	189
Tallahassee	3.6	189
Akron	3.5	192
Houma - Thibodaux	3.5	192
Kenosha	3.5	192
Madison	3.4	195
York	3.4	195
Billings	3.3	197
Fort Walton Beach	3.2	198
Jackson, Miss.	3.2	198
Vancouver	3.2	198
Total Top 200	**15,030.7**	
Chattanooga	3.1	201
Lincoln	3.1	201
Scranton - Wilkes-Barre	3.1	201
Utica - Rome	3.1	201
Muskegon	2.9	205
Kalamazoo	2.8	206
Ocala	2.8	206
Olympia	2.8	206
Casper	2.7	209
Savannah	2.7	209
Champaign - Urbana - Rantoul	2.6	211
Macon - Warner Robins	2.6	211
Montgomery	2.6	211
Battle Creek	2.5	214
Manchester - Nashua	2.4	215
Lake Charles	2.3	216
Benton Harbor	2.2	217
Huntsville	2.2	217
Johnson City - Kingsport - Bristol	2.2	217
Lexington-Fayette	2.2	217
Bellingham	2.1	221
Erie	2.1	221
Binghamton	1.9	223
Jackson, Mich.	1.9	223
Portsmouth - Dover - Rochester	1.9	223
Elkhart - Goshen	1.8	226
Niagara Falls	1.8	226
Panama City	1.8	226
Alexandria, La.	1.7	229
Huntington - Ashland	1.7	229
Lawrence, Kans.	1.7	229
Sherman - Denison	1.7	229
Sioux City	1.7	229
Appleton - Oshkosh - Neenah	1.6	234
Athens	1.6	234
Hamilton - Middletown	1.6	234
Pascagoula	1.6	234
St. Joseph	1.6	234
Springfield, Mo.	1.6	234
Dothan	1.5	240
Texarkana	1.5	240
Albany, Ga.	1.4	242
Cedar Rapids	1.4	242
Charleston, W.Va.	1.4	242
Fort Smith	1.4	242
Kankakee	1.4	242
Lafayette - West Lafayette	1.4	242
Rapid City	1.4	242
Evansville	1.3	249
Great Falls	1.3	249
Total Top 250	**15,132.4**	
Monroe	1.3	249
Roanoke	1.3	249
Bloomington - Normal	1.2	253
Hickory	1.2	253
Johnstown	1.2	253
Springfield, Ill.	1.2	253
Tuscaloosa	1.2	253
Anniston	1.1	258
Beaver County, Pa.	1.1	258
Bloomington, Ind.	1.1	258
Columbia, Mo.	1.1	258
Glens Falls	1.1	258
Grand Forks	1.1	258
Lima	1.1	258
Portland, Me.	1.1	258
Asheville	1.0	266
Burlington, Vt.	1.0	266
Charlottesville	1.0	266
Fargo - Moorhead	1.0	266
Kokomo	1.0	266
Lynchburg	1.0	266
Mansfield	1.0	266
Sheboygan	1.0	266
Waterloo - Cedar Falls	1.0	266
Wheeling	1.0	266
Anderson, S.C.	.9	276
Duluth	.9	276
Elmira	.9	276
Fayetteville - Springdale	.9	276
Florence, S.C.	.9	276
Green Bay	.9	276
Iowa City	.9	276
Janesville - Beloit	.9	276
Joplin	.9	276
Terre Haute	.9	276
Wilmington, N.C.	.9	276
Anderson, Ind.	.8	287
Danville, Va.	.8	287
Decatur	.8	287
Enid	.8	287
Florence, Ala.	.8	287
Muncie	.8	287
Pittsfield	.8	287
State College	.8	287
Steubenville - Weirton	.8	287
Hagerstown	.7	296
Parkersburg - Marietta	.7	296
Pine Bluff	.7	296
St. Cloud	.7	296
Burlington, N.C.	.6	300
Dubuque	.5	301
Gadsden	.5	301
Jackson, Tenn.	.5	301
Lewiston - Auburn	.5	301
Rochester, Minn.	.5	301
Sioux Falls	.5	301
Altoona	.4	307
Bangor	.4	307
Cumberland	.4	307
Eau Claire	.4	307
La Crosse	.4	307
Owensboro	.4	307
Sharon	.4	307
Williamsport	.4	307
Bismarck	.3	315
Wausau	.3	315
Total Above Areas	**15,187.1**	
Percent of U.S.	**88.3104**	
U.S. Total	**17,197.4**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	722.1	1
New York	670.3	2
Chicago	540.6	3
Detroit	389.3	4
Philadelphia	384.3	5
Houston	330.5	6
Washington	271.1	7
Boston - Lawrence - Salem - Lowell - Brockton	260.7	8
St. Louis	217.2	9
Atlanta	216.5	10
Dallas	215.5	11
Nassau - Suffolk	204.7	12
Minneapolis - St. Paul	201.1	13
Riverside - San Bernardino	182.2	14
San Diego	178.3	15
Baltimore	177.8	16
Anaheim - Santa Ana	174.3	17
Phoenix	160.7	18
Salt Lake City - Ogden	156.1	19
Pittsburgh	155.5	20
Cleveland	153.2	21
Oakland	151.8	22
Newark	147.6	23
Denver	146.2	24
New Orleans	136.3	25
Seattle	136.1	26
Kansas City	135.1	27
Cincinnati	132.1	28
Miami - Hialeah	126.4	29
Milwaukee	124.5	30
San Antonio	123.8	31
Tampa - St. Petersburg - Clearwater	117.9	32
San Jose	117.1	33
Norfolk - Virginia Beach - Newport News	116.3	34
Columbus, Ohio	115.8	35
Indianapolis	111.2	36
Sacramento	108.0	37
Fort Worth - Arlington	106.7	38
Portland, Ore.	101.6	39
San Francisco	96.1	40
Oklahoma City	94.2	41
Memphis	91.5	42
Louisville	89.2	43
Bergen - Passaic	89.1	44
Charlotte - Gastonia - Rock Hill	87.1	45
Birmingham	84.1	46
Rochester, N.Y.	82.0	47
Dayton - Springfield	81.7	48
Honolulu	79.6	49
Nashville	78.1	50
Total Top 50	**9,169.2**	
Hartford - New Britain - Middletown - Bristol	76.8	51
Buffalo	75.3	52
Monmouth - Ocean	74.9	53
Jacksonville, Fla.	72.1	54
Tulsa	71.2	55
Greensboro - Winston-Salem - High Point	70.1	56
Fort Lauderdale - Hollywood - Pompano Beach	69.0	57
Orlando	67.7	58
Gary - Hammond	67.2	59
Albany - Schenectady - Troy	67.1	60
Middlesex - Somerset - Hunterdon	66.8	61
Richmond - Petersburg	65.2	62
Providence - Pawtucket - Woonsocket	64.8	63
El Paso	63.6	64
Grand Rapids	62.8	65
Omaha	60.6	66
Oxnard - Ventura	60.0	67
Austin	59.7	68
Baton Rouge	59.1	69
Fresno	58.7	70
Bridgeport - Stamford - Norwalk - Danbury	58.6	71
Toledo	57.8	72
New Haven - Waterbury - Meriden	57.3	73
Syracuse	56.7	74
Akron	55.3	75
Scranton - Wilkes-Barre	53.6	76
Tucson	53.2	77
Worcester - Fitchburg - Leominster	52.7	78
Greenville - Spartanburg	51.6	79
Bakersfield	51.1	80
Tacoma	50.9	81
Little Rock - North Little Rock	49.9	82
Allentown - Bethlehem	49.1	83
Mobile	48.7	84
Charleston, S.C.	48.5	85
Las Vegas	47.9	86
Raleigh - Durham	47.2	87
Knoxville	46.8	88
Provo - Orem	45.8	89
Harrisburg - Lebanon - Carlisle	45.5	90
Jersey City	45.5	90
McAllen - Edinburg - Mission	45.4	92
West Palm Beach - Boca Raton - Delray Beach	45.4	92
Wilmington, Del.	45.3	94
Youngstown - Warren	44.8	95
Lake County, Ill.	44.6	96
Albuquerque	44.1	97
Flint	43.7	98
Springfield, Mass.	43.3	99
Wichita	42.9	100
Total Top 100	**11,975.1**	
Joliet	42.1	101
Corpus Christi	41.1	102
Saginaw - Bay City - Midland	41.0	103
Jackson, Miss.	40.9	104
New Bedford - Fall River - Attleboro	40.4	105
Beaumont - Port Arthur	39.5	106
Lansing - East Lansing	39.0	107
Chattanooga	38.8	108
Davenport - Rock Island - Moline	38.6	109
Columbia, S.C.	38.3	110
Stockton	38.2	111
Shreveport	37.4	112
Peoria	36.8	113
Augusta	36.5	114
Aurora - Elgin	36.2	115
Vallejo - Fairfield - Napa	36.2	115
Canton	36.1	117
Fort Wayne	36.1	117
Johnson City - Kingsport - Bristol	35.5	119
Lancaster	35.2	120
Des Moines	34.7	121
Salinas - Seaside - Monterey	33.5	122
Colorado Springs	33.4	123
Spokane	33.2	124
York	32.4	125
Brownsville - Harlingen	31.7	126
Visalia - Tulare - Porterville	31.6	127
Huntington - Ashland	31.4	128
Modesto	30.4	129
Fayetteville, N.C.	29.8	130
Lexington-Fayette	29.7	131
Pensacola	29.6	132
Lakeland - Winter Haven	29.3	133
Appleton - Oshkosh - Neenah	28.4	134
Montgomery	28.3	135
Santa Rosa - Petaluma	27.9	136
Lorain - Elyria	27.8	137
Killeen - Temple	27.4	138
Macon - Warner Robins	26.6	139
Utica - Rome	26.5	140
Anchorage	26.3	141
Erie	26.2	142
Madison	26.1	143
Rockford	26.0	144
Evansville	25.8	145
Orange County, N.Y.	25.8	145
Portsmouth - Dover - Rochester	25.8	145
Manchester - Nashua	25.7	148
Hamilton - Middletown	25.3	149
Salem, Ore.	24.7	150
Total Top 150	**13,600.3**	
Santa Barbara - Santa Maria - Lompoc	24.6	151
Eugene - Springfield	24.4	152
Charleston, W.Va.	24.2	153
Reading	24.1	154
Columbus, Ga.	23.3	155
Duluth	23.3	155
Lubbock	23.3	155
Lafayette, La.	23.2	158
Savannah	23.2	158
Trenton	22.9	160
Johnstown	22.7	161
Houma - Thibodaux	22.5	162
Atlantic City	22.4	163
Melbourne - Titusville - Palm Bay	22.3	164
Brazoria	22.2	165
Vancouver	21.8	166
Ann Arbor	21.7	167
Galveston - Texas City	21.3	168
Binghamton	21.2	169
Boise	21.1	170
South Bend - Mishawaka	20.8	171
New London - Norwich	20.5	172
Poughkeepsie	20.3	173
Amarillo	20.1	174
Biloxi - Gulfport	20.0	175
Springfield, Mo.	19.2	176
Yakima	18.9	177
Daytona Beach	18.8	178
St. Cloud	18.7	179
Lake Charles	18.6	180
Tallahassee	18.6	180
Niagara Falls	18.4	182
Hickory	18.3	183
Kalamazoo	18.3	183
Huntsville	17.9	185
Green Bay	17.7	186
Portland, Me.	17.7	186
Richland - Kennewick - Pasco	17.6	188
Springfield, Ill.	17.6	188
Lincoln	17.4	190
Santa Cruz	17.4	190
Waco	17.1	192
Fort Myers - Cape Coral	17.0	193
Fort Smith	17.0	193
Longview - Marshall	17.0	193
Clarksville - Hopkinsville	16.9	196
Racine	16.8	197
Boulder - Longmont	16.5	198
Roanoke	16.4	199
Beaver County, Pa.	16.2	200
Total Top 200	**14,599.7**	
Bremerton	16.2	200
Lima	16.0	202
Reno	16.0	202
Waterloo - Cedar Falls	16.0	202
Benton Harbor	15.9	205
Cedar Rapids	15.9	205
Monroe	15.9	205
Odessa	15.8	208
Laredo	15.5	209
Gainesville	15.4	210
Muskegon	15.2	211
Alexandria, La.	15.1	212
Fort Collins - Loveland	15.0	213
Wheeling	15.0	213
Parkersburg - Marietta	14.7	215
Elkhart - Goshen	14.6	216
Fort Pierce	14.5	217
Topeka	14.4	218
Pascagoula	14.2	219
Tyler	14.2	219
Greeley	13.9	221
Champaign - Urbana - Rantoul	13.6	222
Fargo - Moorhead	13.5	223
Jackson, Mich.	13.5	223
Jacksonville, N.C.	13.4	225
Janesville - Beloit	13.4	225
Olympia	13.4	225
Albany, Ga.	13.3	228
Dothan	13.3	228
Anderson, S.C.	13.1	230
Steubenville - Weirton	13.1	230
Lawton	13.0	232
Tuscaloosa	12.9	233
Decatur	12.7	234
Battle Creek	12.6	235
Asheville	12.5	236
Chico	12.5	236
Sioux City	12.4	238
Vineland - Millville - Bridgeton	12.4	238
Billings	12.3	240
Eau Claire	12.3	240
Florence, S.C.	12.3	240
Abilene	12.2	243
Anderson, Ind.	12.2	243
Fort Walton Beach	12.2	243
Mansfield	12.2	243
Redding	12.2	243
Las Cruces	12.1	248
Medford	12.1	248
Ocala	12.1	248
Total Top 250	**15,287.9**	
Florence, Ala.	12.0	251
Texarkana	11.9	252
Athens	11.8	253
Pueblo	11.8	253
Altoona	11.7	255
Bangor	11.7	255
Lynchburg	11.7	255
Sioux Falls	11.7	255
Wichita Falls	11.7	255
Joplin	11.6	260
Wausau	11.6	260
Midland, Tex.	11.4	262
Sarasota	11.3	263
Yuba City	11.3	263
Anniston	11.2	265
Terre Haute	11.2	265
Bradenton	11.0	267
Kenosha	11.0	267
Bloomington - Normal	10.6	269
Kankakee	10.5	270
Pittsfield	10.3	271
Williamsport	10.3	271
Bellingham	10.2	273
Burlington, Vt.	10.2	273
Muncie	10.2	273
Panama City	10.1	276
Sharon	10.1	276
Glens Falls	10.0	278
Kokomo	10.0	278
Bismarck	9.8	280
Lafayette - West Lafayette	9.5	281
Santa Fe	9.5	281
Sheboygan	9.5	281
Bryan - College Station	9.4	284
Gadsden	9.4	284
Pine Bluff	9.3	286
Dubuque	9.2	287
Wilmington, N.C.	9.2	287
Rochester, Minn.	9.1	289
Charlottesville	9.0	290
Fayetteville - Springdale	9.0	290
Lewiston - Auburn	9.0	290
Danville, Va.	8.9	293
San Angelo	8.9	293
Victoria	8.8	295
Casper	8.6	296
Hagerstown	8.6	296
Owensboro	8.5	298
Rapid City	8.4	299
Columbia, Mo.	8.3	300
Elmira	8.3	300
Cumberland	8.1	302
Sherman - Denison	8.1	302
Great Falls	8.0	304
Naples	8.0	304
St. Joseph	7.9	306
La Crosse	7.8	307
Grand Forks	7.7	308
State College	7.5	309
Cheyenne	7.4	310
Jackson, Tenn.	7.1	311
Bloomington, Ind.	7.0	312
Burlington, N.C.	6.9	313
Enid	6.7	314
Iowa City	6.7	314
Lawrence, Kans.	5.4	316
Total Above Areas	**15,916.5**	
Percent of U.S.	**74.6199**	
U.S. Total	**21,330.1**	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
New York	1,292.0	1
Los Angeles - Long Beach	1,285.0	2
Chicago	1,049.7	3
Philadelphia	822.4	4
Detroit	819.2	5
Boston - Lawrence - Salem - Lowell - Brockton	614.1	6
Washington	595.6	7
Houston	578.6	8
Nassau - Suffolk	509.3	9
Atlanta	442.2	10
St. Louis	427.0	11
Dallas	401.7	12
Baltimore	391.5	13
Minneapolis - St. Paul	390.7	14
Anaheim - Santa Ana	357.4	15
Pittsburgh	345.9	16
Newark	330.1	17
San Diego	321.2	18
Cleveland	317.1	19
Riverside - San Bernardino	315.6	20
Oakland	300.3	21
Phoenix	294.9	22
Denver	275.3	23
Seattle	267.9	24
Miami - Hialeah	263.3	25
Tampa - St. Petersburg - Clearwater	259.7	26
Kansas City	255.0	27
Cincinnati	252.3	28
New Orleans	246.7	29
Milwaukee	243.8	30
San Jose	236.9	31
San Antonio	231.1	32
Columbus, Ohio	220.5	33
Indianapolis	220.0	34
Norfolk - Virginia Beach - Newport News	215.9	35
Bergen - Passaic	206.5	36
Salt Lake City - Ogden	201.6	37
Fort Worth - Arlington	201.2	38
Sacramento	201.0	39
San Francisco	193.1	40
Charlotte - Gastonia - Rock Hill	186.6	41
Portland, Ore.	180.9	42
Hartford - New Britain - Middletown - Bristol	178.6	43
Rochester, N.Y.	177.2	44
Memphis	173.6	45
Louisville	172.1	46
Buffalo	169.9	47
Dayton - Springfield	164.8	48
Oklahoma City	163.4	49
Monmouth - Ocean	163.2	50
Total Top 50	**18,123.6**	
Middlesex - Somerset - Hunterdon	158.9	51
Birmingham	156.7	52
Greensboro - Winston-Salem - High Point	153.4	53
Nashville	153.4	54
Fort Lauderdale - Hollywood - Pompano Beach	151.7	55
Albany - Schenectady - Troy	146.5	56
Orlando	144.6	57
Bridgeport - Stamford - Norwalk - Danbury	144.1	58
Providence - Pawtucket - Woonsocket	143.4	59
Jacksonville, Fla.	141.5	60
Honolulu	137.4	61
Richmond - Petersburg	136.4	62
Tulsa	127.3	63
New Haven - Waterbury - Meriden	127.1	64
Gary - Hammond	121.9	65
Syracuse	118.4	66
Scranton - Wilkes-Barre	116.5	67
El Paso	115.3	68
Worcester - Fitchburg - Leominster	114.1	69
Oxnard - Ventura	113.7	70
Grand Rapids	113.6	71
Akron	112.9	72
Omaha	112.2	73
Toledo	108.1	74
Greenville - Spartanburg	106.6	75
Allentown - Bethlehem	105.6	76
Austin	105.0	77
Baton Rouge	104.0	78
Fresno	101.0	79
Knoxville	98.1	80
Raleigh - Durham	98.0	81
Tucson	97.7	82
Springfield, Mass.	96.5	83
Harrisburg - Lebanon - Carlisle	96.4	84
Wilmington, Del.	95.7	85
West Palm Beach - Boca Raton - Delray Beach	94.1	86
Las Vegas	91.9	87
Youngstown - Warren	90.2	88
Charleston, S.C.	89.6	89
Little Rock - North Little Rock	89.0	90
Mobile	88.9	91
Flint	88.7	92
Lake County, Ill.	88.5	93
Jersey City	87.5	94
New Bedford - Fall River - Attleboro	87.0	95
Tacoma	86.9	96
Saginaw - Bay City - Midland	83.4	97
Bakersfield	83.1	98
Albuquerque	82.1	99
McAllen - Edinburg - Mission	81.6	100
Total Top 100	**23,711.8**	
Johnson City - Kingsport - Bristol	77.7	101
Columbia, S.C.	77.1	102
Chattanooga	76.1	103
Joliet	76.1	103
Lansing - East Lansing	74.5	105
Jackson, Miss.	73.5	106
Canton	72.7	107
Corpus Christi	72.2	108
Beaumont - Port Arthur	71.7	109
Wichita	70.3	110
York	70.1	111
Davenport - Rock Island - Moline	69.2	112
Stockton	69.1	113
Augusta	69.0	114
Shreveport	66.0	115
Fort Wayne	65.9	116
Lancaster	65.9	116
Des Moines	65.5	118
Peoria	65.1	119
Vallejo - Fairfield - Napa	65.1	119
Aurora - Elgin	64.8	121
Lakeland - Winter Haven	61.2	122
Huntington - Ashland	60.5	123
Colorado Springs	60.4	124
Spokane	59.5	125
Pensacola	58.4	126
Utica - Rome	57.6	127
Brownsville - Harlingen	56.0	128
Appleton - Oshkosh - Neenah	55.2	129
Montgomery	55.1	130
Manchester - Nashua	54.6	131
Lorain - Elyria	54.1	132
Visalia - Tulare - Porterville	54.1	132
Melbourne - Titusville - Palm Bay	54.0	134
Portsmouth - Dover - Rochester	54.0	134
Lexington-Fayette	53.8	136
Modesto	53.3	137
Santa Rosa - Petaluma	53.3	137
Orange County, N.Y.	53.2	139
Salinas - Seaside - Monterey	52.9	140
Macon - Warner Robins	52.5	141
Rockford	52.4	142
Madison	51.7	143
Reading	51.4	144
Erie	51.2	145
Trenton	50.8	146
Atlantic City	48.5	147
Santa Barbara - Santa Maria - Lompoc	48.4	148
Evansville	48.0	149
Hamilton - Middletown	48.0	149
Total Top 150	**26,753.5**	
Fayetteville, N.C.	47.4	151
Poughkeepsie	47.3	152
Provo - Orem	47.2	153
Binghamton	47.0	154
Johnstown	44.8	155
Charleston, W.Va.	43.5	156
Columbus, Ga.	43.4	157
Bulum	42.7	158
Eugene - Springfield	42.7	158
Salem, Ore.	42.7	158
New London - Norwich	42.0	161
Savannah	41.6	162
Lafayette, La.	41.5	163
Anchorage	41.4	164
Daytona Beach	41.1	165
Houma - Thibodaux	40.5	166
South Bend - Mishawaka	39.9	167
Ann Arbor	39.6	168
Vancouver	39.4	169
Hickory	39.1	170
Huntsville	39.1	170
Galveston - Texas City	38.7	172
Niagara Falls	38.7	172
Lubbock	38.1	174
Portland, Me.	37.9	175
Killeen - Temple	37.6	176
Brazoria	37.4	177
Roanoke	36.9	178
Biloxi - Gulfport	36.8	179
Green Bay	35.5	180
Kalamazoo	35.4	181
Springfield, Mo.	35.3	182
Fort Myers - Cape Coral	35.0	183
Tallahassee	34.3	184
Boise	34.2	185
St. Cloud	34.0	186
Beaver County, Pa.	33.9	187
Lake Charles	33.7	188
Boulder - Longmont	33.3	189
Yakima	33.2	190
Racine	33.0	191
Springfield, Ill.	32.4	192
Amarillo	32.2	193
Fort Smith	32.1	194
Benton Harbor	31.8	195
Reno	31.6	196
Santa Cruz	31.0	197
Cedar Rapids	30.6	198
Wheeling	30.1	199
Longview - Marshall	29.9	200
Total Top 200	**28,642.0**	
Waco	29.7	201
Lincoln	29.4	202
Muskegon	29.3	203
Lima	29.2	204
Bremerton	28.5	205
Fort Pierce	28.5	205
Laredo	28.4	207
Parkersburg - Marietta	28.3	208
Richland - Kennewick - Pasco	28.2	209
Monroe	27.8	210
Gainesville	27.7	211
Waterloo - Cedar Falls	27.7	211
Alexandria, La.	27.4	213
Asheville	27.4	213
Sarasota	27.3	215
Jackson, Mich.	27.0	216
Fort Collins - Loveland	26.9	217
Steubenville - Weirton	26.9	217
Elkhart - Goshen	26.8	219
Ocala	26.8	219
Pascagoula	26.8	219
Vineland - Millville - Bridgeton	26.5	222
Topeka	26.3	223
Janesville - Beloit	26.2	224
Tyler	26.2	224
Clarksville - Hopkinsville	26.1	226
Anderson, S.C.	25.8	227
Florence, Ala.	25.4	228
Olympia	25.3	229
Anderson, Ind.	24.8	230
Odessa	24.7	231
Battle Creek	24.6	232
Lynchburg	24.6	232
Albany, Ga.	24.4	234
Bangor	24.3	235
Eau Claire	24.3	235
Greeley	24.3	235
Fort Walton Beach	24.0	238
Tuscaloosa	23.9	239
Redding	23.8	240
Dothan	23.7	241
Pittsfield	23.7	241
Mansfield	23.5	243
Altoona	23.3	244
Medford	23.2	245
Florence, S.C.	23.1	246
Decatur	23.0	247
Chico	22.8	248
Champaign - Urbana - Rantoul	22.6	249
Glens Falls	22.6	249
Total Top 250	**29,935.0**	
Joplin	22.5	251
Kenosha	22.5	251
Pueblo	22.5	251
Bradenton	22.3	254
Burlington, Vt.	22.3	254
Fargo - Moorhead	22.2	256
Athens	22.0	257
Las Cruces	21.9	258
Sharon	21.9	258
Texarkana	21.8	260
Anniston	21.7	261
Wausau	21.7	261
Muncie	21.2	263
Terre Haute	21.0	264
Billings	20.7	265
Lawton	20.6	266
Williamsport	20.6	266
Sioux Falls	20.4	268
Sioux City	20.3	269
Kokomo	19.9	270
Panama City	19.8	271
Yuba City	19.8	271
Hagerstown	19.7	273
Wilmington, N.C.	19.7	273
Kankakee	19.6	275
Wichita Falls	19.6	275
Abilene	19.5	277
Danville, Va.	19.5	277
Santa Fe	19.5	277
Dubuque	18.8	280
Gadsden	18.7	281
Midland, Tex.	18.4	282
Lewiston - Auburn	18.3	283
Bellingham	18.1	284
Bloomington - Normal	18.1	284
Sheboygan	18.0	286
Cumberland	17.8	287
Jacksonville, N.C.	17.8	287
Charlottesville	17.6	289
Burlington, N.C.	17.2	290
Lafayette - West Lafayette	17.1	291
Pine Bluff	17.1	291
Rochester, Minn.	17.1	291
Elmira	17.0	294
Fayetteville - Springdale	16.7	295
Bismarck	16.3	296
Owensboro	16.3	296
Naples	16.1	298
State College	16.0	299
San Angelo	15.6	300
Sherman - Denison	15.4	301
Victoria	14.9	302
La Crosse	14.8	303
Bryan - College Station	14.7	304
Columbia, Mo.	14.5	305
St. Joseph	14.1	306
Great Falls	13.9	307
Jackson, Tenn.	13.2	308
Rapid City	13.0	309
Bloomington, Ind.	12.9	310
Casper	12.9	310
Cheyenne	12.7	312
Iowa City	10.9	313
Grand Forks	10.6	314
Enid	10.3	315
Lawrence, Kans.	8.6	316
Total Above Areas	**31,113.2**	
Percent of U.S.	**75.29%**	
U.S. Total	**41,328.6**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,075.9	1
Los Angeles - Long Beach	807.1	2
Chicago	592.0	3
Philadelphia	433.7	4
Detroit	373.9	5
Boston - Lawrence - Salem - Lowell - Brockton	369.4	6
Washington	340.2	7
Houston	284.1	8
Pittsburgh	230.1	9
San Francisco	223.4	10
Minneapolis - St. Paul	220.7	11
St. Louis	215.6	12
Dallas	209.9	13
Tampa - St. Petersburg - Clearwater	206.9	14
Oakland	201.8	15
Cleveland	199.1	16
Atlanta	197.4	17
Seattle	191.7	18
Baltimore	190.7	19
San Diego	189.8	20
Denver	186.6	21
Miami - Hialeah	172.4	22
Phoenix	171.6	23
Anaheim - Santa Ana	171.5	24
Newark	154.8	25
Kansas City	141.7	26
Cincinnati	141.4	27
Milwaukee	140.4	28
Riverside - San Bernardino	139.6	29
Columbus, Ohio	136.7	30
Fort Lauderdale - Hollywood - Pompano Beach	133.7	31
Nassau - Suffolk	133.6	32
Sacramento	132.5	33
New Orleans	129.8	34
Portland, Ore.	123.2	35
San Jose	115.9	36
Bergen - Passaic	108.7	37
Indianapolis	104.6	38
Norfolk - Virginia Beach - Newport News	96.0	39
Oklahoma City	95.5	40
Hartford - New Britain - Middletown - Bristol	95.4	41
Dayton - Springfield	95.2	42
Buffalo	93.8	43
Rochester, N.Y.	92.0	44
Fort Worth - Arlington	91.2	45
Louisville	87.0	46
Monmouth - Ocean	85.9	47
Albany - Schenectady - Troy	85.2	48
Charlotte - Gastonia - Rock Hill	84.6	49
West Palm Beach - Boca Raton - Delray Beach	84.6	49
Total Top 50	**10,378.5**	
Providence - Pawtucket - Woonsocket	83.1	51
Birmingham	82.9	52
San Antonio	82.8	53
Greensboro - Winston-Salem - High Point	79.5	54
Nashville	75.2	55
Memphis	73.6	56
Scranton - Wilkes-Barre	73.4	57
Jacksonville, Fla.	73.2	58
Orlando	72.7	59
New Haven - Waterbury - Meriden	71.5	60
Tulsa	71.3	61
Austin	67.6	62
Middlesex - Somerset - Hunterdon	67.4	63
Richmond - Petersburg	66.9	64
Tucson	66.2	65
Bridgeport - Stamford - Norwalk - Danbury	64.4	66
Salt Lake City - Ogden	64.0	67
Akron	62.5	68
Toledo	62.4	69
Allentown - Bethlehem	61.0	70
Las Vegas	61.0	70
Omaha	59.9	72
Raleigh - Durham	59.8	73
Jersey City	59.7	74
Worcester - Fitchburg - Leominster	59.0	75
Syracuse	57.9	76
Harrisburg - Lebanon - Carlisle	56.9	77
Springfield, Mass.	54.2	78
Knoxville	53.5	79
Greenville - Spartanburg	52.6	80
Tacoma	50.8	81
Grand Rapids	50.1	82
Youngstown - Warren	47.1	83
Albuquerque	45.5	84
Honolulu	44.9	85
Des Moines	43.8	86
Fresno	43.8	86
Gary - Hammond	43.5	88
Wichita	43.2	89
Wilmington, Del.	42.2	90
Baton Rouge	41.8	91
Little Rock - North Little Rock	40.9	92
New Bedford - Fall River - Attleboro	40.6	93
Madison	39.9	94
Columbia, S.C.	39.0	95
Davenport - Rock Island - Moline	38.5	96
Mobile	38.5	96
Spokane	38.2	98
Flint	35.9	99
Chattanooga	35.6	100
Total Top 100	**13,318.7**	
Bakersfield	35.3	101
Daytona Beach	35.0	102
Johnson City - Kingsport - Bristol	35.0	102
Stockton	34.8	104
Oxnard - Ventura	34.8	105
Santa Rosa - Petaluma	34.5	106
Charleston, S.C.	34.4	107
Peoria	34.3	108
Lansing - East Lansing	34.2	109
Melbourne - Titusville - Palm Bay	33.4	110
Lexington-Fayette	33.2	111
Shreveport	33.2	111
Canton	33.1	113
York	32.8	114
Atlantic City	32.4	115
Colorado Springs	32.1	116
Lake County, Ill.	31.2	117
Reading	31.2	117
Vallejo - Fairfield - Napa	31.1	119
Saginaw - Bay City - Midland	31.0	120
Jackson, Miss.	30.7	121
Santa Barbara - Santa Maria - Lompoc	30.5	122
Sarasota	30.4	123
Beaumont - Port Arthur	29.4	124
Augusta	29.2	125
Lakeland - Winter Haven	29.2	125
Fort Wayne	29.1	127
Lancaster	29.0	128
Huntington - Ashland	28.5	129
Utica - Rome	28.3	130
Eugene - Springfield	28.2	131
Reno	27.6	132
Evansville	26.9	133
Appleton - Oshkosh - Neenah	26.8	134
Duluth	26.7	135
El Paso	26.5	136
Trenton	26.5	136
Charleston, W.Va.	26.2	138
Aurora - Elgin	26.1	139
Rockford	25.8	140
Ann Arbor	25.6	141
Fort Myers - Cape Coral	24.8	142
Pensacola	24.8	142
Binghamton	24.6	144
Erie	24.6	144
Montgomery	24.5	146
Manchester - Nashua	24.4	147
Springfield, Ill.	24.1	148
Portsmouth - Dover - Rochester	23.7	149
Modesto	23.6	150
Total Top 150	**14,692.2**	
Salinas - Seaside - Monterey	23.2	151
Lincoln	23.1	152
Joliet	22.8	153
Johnstown	22.7	154
Portland, Me.	22.6	155
Salem, Ore.	22.5	156
South Bend - Mishawaka	22.2	157
Corpus Christi	22.0	158
Boulder - Longmont	21.9	159
Hamilton - Middletown	21.4	160
Roanoke	21.4	160
Santa Cruz	21.3	162
Lorain - Elyria	21.2	163
New London - Norwich	21.2	163
Springfield, Mo.	21.0	165
Macon - Warner Robins	20.9	166
Anchorage	20.7	167
Poughkeepsie	20.3	168
Kalamazoo	19.8	169
Tallahassee	19.6	170
Niagara Falls	19.1	171
Savannah	19.0	172
Champaign - Urbana - Rantoul	18.9	173
Huntsville	18.9	173
Wheeling	18.5	175
Cedar Rapids	18.6	176
Bradenton	18.4	177
Lubbock	18.4	177
Orange County, N.Y.	18.4	177
Topeka	18.2	180
Gainesville	18.0	181
Amarillo	17.9	182
Columbus, Ga.	17.9	182
Green Bay	17.9	182
Fort Pierce	17.5	185
Vancouver	17.3	186
Visalia - Tulare - Porterville	17.3	186
Chico	17.2	188
Galveston - Texas City	17.2	188
Lafayette, La.	17.1	190
Asheville	16.9	191
Boise	16.9	191
Biloxi - Gulfport	16.6	193
Hickory	16.6	194
Waco	16.6	194
Beaver County, Pa.	15.9	196
Fort Collins - Loveland	15.3	197
Fayetteville, N.C.	15.1	198
Pittsfield	15.1	198
Waterloo - Cedar Falls	15.1	198
Total Top 200	**15,648.5**	
Fargo - Moorhead	14.9	201
Yakima	14.7	202
Racine	14.6	203
Fort Smith	14.4	204
Brownsville	14.3	205
Benton Harbor	14.2	206
Killeen - Temple	14.0	207
Ocala	13.8	208
Sioux Falls	13.6	209
Steubenville - Weirton	13.6	209
Decatur	13.6	211
Olympia	13.6	211
Longview - Marshall	13.5	213
Parkersburg - Marietta	13.4	214
Lima	13.3	215
Billings	13.2	216
Lake Charles	13.2	216
Terre Haute	13.0	218
Tuscaloosa	12.9	219
Battle Creek	12.8	220
Janesville - Beloit	12.8	220
Bloomington - Normal	12.7	222
McAllen - Edinburg - Mission	12.7	222
Muskegon	12.6	224
Altoona	12.4	225
Joplin	12.4	225
Pueblo	12.4	225
Richland - Kennewick - Pasco	12.4	225
Mansfield	12.3	229
Sioux City	12.0	230
Medford	11.9	231
Monroe	11.9	231
Redding	11.9	231
Anderson, S.C.	11.8	234
Athens	11.8	234
Charlottesville	11.8	234
Florence, Ala.	11.8	234
Alexandria, La.	11.7	238
Eau Claire	11.7	238
Tyler	11.7	238
Anderson, Ind.	11.5	241
Lynchburg	11.4	242
Naples	11.4	242
Kenosha	11.3	244
Jackson, Mich.	11.2	245
Lafayette - West Lafayette	11.2	245
Houma - Thibodaux	11.1	247
Burlington, Vt.	11.0	248
Odessa	11.0	248
Sharon	11.0	248
Total Top 250	**16,275.3**	
Iowa City	10.9	251
Greeley	10.8	252
Wichita Falls	10.8	252
Bellingham	10.7	254
Bloomington, Ind.	10.7	254
Brazoria	10.7	254
Elkhart - Goshen	10.7	254
Santa Fe	10.7	254
Brownsville - Harlingen	10.6	259
Columbia, Mo.	10.6	259
Williamsport	10.5	261
Anniston	10.4	262
Muncie	10.4	262
St. Cloud	10.3	264
Wilmington, N.C.	10.2	265
Bangor	10.0	266
Bryan - College Station	10.0	266
Texarkana	10.0	266
Abilene	9.9	269
Vineland - Millville - Bridgeton	9.9	269
Fort Walton Beach	9.8	271
Cumberland	9.7	272
Dothan	9.6	273
State College	9.6	273
Hagerstown	9.5	275
Kankakee	9.5	275
Panama City	9.4	277
Clarksville - Hopkinsville	9.2	278
Lewiston - Auburn	9.2	278
Yuba City	9.2	278
La Crosse	9.1	281
Wausau	9.1	281
Glens Falls	9.0	283
Great Falls	9.0	283
Sherman - Denison	9.0	283
Fayetteville - Springdale	8.9	286
Rochester, Minn.	8.9	286
Gadsden	8.8	288
Kokomo	8.8	288
Burlington, N.C.	8.7	290
Sheboygan	8.7	290
Danville, Va.	8.6	292
St. Joseph	8.5	293
Elmira	8.3	294
Florence, S.C.	8.3	294
Provo - Orem	8.3	294
Las Cruces	8.2	297
Midland, Tex.	8.2	297
San Angelo	8.2	297
Owensboro	8.1	300
Dubuque	8.0	301
Pascagoula	7.8	302
Cheyenne	7.7	303
Albany, Ga.	7.6	304
Bismarck	7.6	304
Lawrence, Kans.	7.2	306
Lawton	7.2	306
Casper	7.1	308
Rapid City	7.0	309
Jackson, Tenn.	6.9	310
Pine Bluff	6.7	311
Enid	6.6	312
Grand Forks	5.9	313
Jacksonville, N.C.	5.6	314
Victoria	4.9	315
Lorado	4.4	316
Total Above Areas	**16,809.3**	
Percent of U.S.	**79.38%**	
U.S. Total	**21,501.6**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,312.1	1
Los Angeles - Long Beach	2,884.2	2
Chicago	2,203.6	3
Philadelphia	1,733.8	4
Detroit	1,576.7	5
Boston - Lawrence - Salem - Lowell - Brockton	1,357.5	6
Washington	1,261.6	7
Houston	1,141.6	8
Atlanta	870.0	9
St. Louis	866.4	10
Nassau - Suffolk	862.3	11
Pittsburgh	839.4	12
Minneapolis - St. Paul	827.7	13
Dallas	825.8	14
Baltimore	815.6	15
San Diego	766.5	16
Tampa - St. Petersburg - Clearwater	763.2	17
Anaheim - Santa Ana	749.3	18
Oakland	726.3	19
Cleveland	707.0	20
Seattle	676.3	21
Phoenix	669.1	22
Newark	668.9	23
Riverside - San Bernardino	651.7	24
Miami - Hialeah	651.0	25
Denver	638.3	26
San Francisco	638.1	27
Kansas City	552.0	28
Milwaukee	523.1	29
Cincinnati	519.0	30
New Orleans	487.5	31
Sacramento	486.1	32
San Jose	485.9	33
Columbus, Ohio	483.9	34
Fort Lauderdale - Hollywood - Pompano Beach	478.3	35
Bergen - Passaic	470.1	36
Portland, Ore.	445.0	37
Indianapolis	438.4	38
Norfolk - Virginia Beach - Newport News	420.8	39
Fort Worth - Arlington	413.4	40
San Antonio	394.9	41
Hartford - New Britain - Middletown - Bristol	387.8	42
Charlotte - Gastonia - Rock Hill	376.6	43
Oklahoma City	369.7	44
Buffalo	364.6	45
Rochester, N.Y.	362.8	46
Louisville	353.2	47
Dayton - Springfield	351.6	48
Monmouth - Ocean	347.2	49
Birmingham	342.7	50
Total Top 50	**20,538.4**	
Salt Lake City - Ogden	334.3	51
Greensboro - Winston-Salem - High Point	334.0	52
Nashville	328.5	53
Memphis	325.8	54
Middlesex - Somerset - Hunterdon	320.1	55
Albany - Schenectady - Troy	319.6	56
Providence - Pawtucket - Woonsocket	318.4	57
Orlando	310.4	58
West Palm Beach - Boca Raton - Delray Beach	298.8	59
Jacksonville, Fla.	292.4	60
Bridgeport - Stamford - Norwalk - Danbury	290.2	61
Richmond - Petersburg	283.6	62
New Haven - Waterbury - Meriden	282.4	63
Tulsa	281.0	64
Scranton - Wilkes-Barre	278.3	65
Honolulu	253.8	66
Allentown - Bethlehem	247.7	67
Austin	245.8	68
Akron	241.0	69
Worcester - Fitchburg - Leominster	238.6	70
Tucson	236.3	71
Syracuse	234.1	72
Raleigh - Durham	229.3	73
Toledo	229.0	74
Omaha	227.0	75
Knoxville	224.0	76
Greenville - Spartanburg	222.1	77
Grand Rapids	222.0	78
Harrisburg - Lebanon - Carlisle	218.6	79
Gary - Hammond	216.6	80
Las Vegas	214.7	81
Springfield, Mass.	211.3	82
Jersey City	209.8	83
Fresno	201.7	84
Oxnard - Ventura	199.2	85
Tacoma	194.5	86
Youngstown - Warren	190.7	87
Wilmington, Del.	189.3	88
Baton Rouge	188.8	89
Little Rock - North Little Rock	180.6	90
New Bedford - Fall River - Attleboro	177.4	91
Albuquerque	176.1	92
Mobile	167.6	93
Wichita	162.0	94
Johnson City - Kingsport - Bristol	163.4	95
Bakersfield	162.3	96
Charleston, S.C.	162.0	97
Chattanooga	158.8	98
El Paso	158.0	99
Flint	157.9	100
Total Top 100	**31,350.0**	
Lake County, Ill.	154.6	101
Columbia, S.C.	154.2	102
San Mateo	150.4	103
Lansing - East Lansing	148.9	104
Canton	147.3	105
York	147.3	105
Davenport - Rock Island - Moline	146.0	107
Saginaw - Bay City - Midland	145.1	108
Stockton	143.2	109
Beaumont - Port Arthur	139.8	110
Spokane	137.9	111
Lancaster	136.7	112
Peoria	136.7	112
Jackson, Miss.	136.6	114
Vallejo - Fairfield - Napa	134.9	115
Madison	131.9	116
Melbourne - Titusville - Palm Bay	131.1	117
Lakeland - Winter Haven	130.9	118
Santa Rosa - Petaluma	130.9	118
Shreveport	130.8	120
Augusta	129.7	121
Daytona Beach	127.8	122
Fort Wayne	127.6	123
Colorado Springs	126.5	124
Joliet	124.9	125
Huntington - Ashland	124.5	126
Reading	123.2	127
Lexington-Fayette	122.3	128
Santa Barbara - Santa Maria - Lompoc	120.1	129
Aurora - Elgin	118.0	130
Atlantic City	117.3	131
Corpus Christi	115.6	132
Pensacola	115.3	133
Utica - Rome	114.6	134
Trenton	111.0	135
Sarasota	108.9	136
Appleton - Oshkosh - Neenah	108.1	137
Portsmouth - Dover - Rochester	108.0	138
Salinas - Seaside - Monterey	107.6	139
Modesto	107.2	140
Evansville	106.7	141
Fort Myers - Cape Coral	106.5	142
Manchester - Nashua	106.4	143
Charleston, W.Va.	104.2	144
Eugene - Springfield	104.2	144
Montgomery	103.9	146
Rockford	103.8	147
Erie	102.9	148
Duluth	98.2	149
Ann Arbor	97.6	150
Total Top 150	**57,457.6**	
Binghamton	97.6	150
Macon - Warner Robins	96.7	152
Hamilton - Middletown	95.9	153
Johnstown	95.8	154
Lorain - Elyria	95.2	155
Salem, Ore.	93.5	156
Visalia - Tulare - Porterville	92.0	157
McAllen - Edinburg - Mission	91.6	158
Orange County, N.Y.	91.3	159
Reno	90.3	160
Poughkeepsie	88.6	161
New London - Norwich	88.0	162
South Bend - Mishawaka	87.2	162
Portland, Me.	84.4	164
Anchorage	83.8	165
Springfield, Mo.	83.5	166
Roanoke	83.3	167
Fayetteville, N.C.	82.9	168
Boulder - Longmont	82.7	169
Santa Cruz	82.5	170
Savannah	81.0	171
Columbus, Ga.	80.9	172
Niagara Falls	79.8	173
Lincoln	79.1	174
Lubbock	78.7	175
Kalamazoo	78.6	176
Hickory	78.0	177
Springfield, Ill.	77.9	178
Vancouver	77.1	179
Fort Pierce	76.9	180
Huntsville	76.7	181
Galveston - Texas City	76.6	182
Tallahassee	75.8	183
Killeen - Temple	74.6	184
Lafayette, La.	74.6	184
Beaver County, Pa.	73.6	186
Bradenton	72.9	187
Amarillo	72.4	188
Boise	72.0	189
Gainesville	70.3	190
Wheeling	69.7	191
Provo - Orem	69.0	192
Biloxi - Gulfport	68.9	193
Brownsville - Harlingen	67.8	194
Waco	67.3	195
Green Bay	66.6	196
Yakima	66.4	197
Cedar Rapids	66.2	198
Fort Collins - Loveland	65.7	199
Utica	65.4	200
Total Top 200	**61,660.9**	
Brazoria	65.2	201
Asheville	64.8	202
Fort Smith	64.0	203
Houma - Thibodaux	62.6	204
Racine	62.6	204
Topeka	62.2	206
Bremerton	61.7	207
Lake Charles	61.5	208
Ocala	61.5	208
Champaign - Urbana - Rantoul	61.0	210
Benton Harbor	60.6	211
Longview - Marshall	60.4	212
Waterloo - Cedar Falls	59.9	213
Parkersburg - Marietta	58.6	214
Steubenville - Weirton	57.7	215
Lima	56.3	216
Richland - Kennewick - Pasco	56.3	216
Muskegon	55.3	218
St. Cloud	54.8	219
Olympia	54.4	220
Pittsfield	54.3	221
Tyler	53.6	222
Anderson, S.C.	53.1	223
Fargo - Moorhead	53.1	223
Florence, Ala.	52.0	225
Jackson, Mich.	51.7	226
Medford	51.6	227
Janesville - Beloit	51.6	228
Tuscaloosa	51.5	229
Battle Creek	51.3	230
Elkhart - Goshen	51.2	231
Redding	51.2	231
Altoona	50.9	233
Monroe	50.8	234
Clarksville - Hopkinsville	50.2	235
Athens	50.1	236
Decatur	50.1	236
Joplin	49.8	238
Greeley	49.7	239
Alexandria, La.	49.4	240
Lynchburg	49.2	241
Odessa	49.2	241
Terre Haute	49.1	243
Anderson, Ind.	48.9	244
Eau Claire	48.7	245
Mansfield	48.1	246
Bangor	47.5	247
Vineland - Millville - Bridgeton	47.3	248
Pueblo	47.2	249
Billings	47.0	250
Total Top 250	**64,156.2**	
Sharon	46.8	251
Naples	46.3	252
Fort Walton Beach	46.1	253
Sioux Falls	46.1	253
Dothan	45.3	255
Bloomington - Normal	45.0	256
Kenosha	45.0	256
Sioux City	44.6	258
Burlington, Vt.	44.4	259
Wichita Falls	44.3	260
Williamsport	44.1	261
Muncie	44.0	262
Bellingham	43.4	263
Anniston	43.3	264
Texarkana	43.3	264
Pascagoula	42.5	266
Abilene	42.3	267
Charlottesville	42.3	267
Lafayette - West Lafayette	42.3	267
Wilmington, N.C.	42.1	270
Hagerstown	41.7	271
Panama City	41.0	272
Wausau	40.9	273
Florence, S.C.	40.3	274
Yuba City	40.2	275
Danville, Va.	40.0	276
Glens Falls	40.0	276
Bryan - College Station	39.8	278
Cumberland	39.4	279
Gadsden	39.1	280
Albany, Ga.	39.0	281
Fayetteville - Springdale	38.9	282
State College	38.9	282
Santa Fe	38.5	284
Columbia, Mo.	38.3	285
Kokomo	38.0	286
Midland, Tex.	37.8	287
Las Cruces	37.7	288
Burlington, N.C.	37.4	289
Lawton	37.3	290
Sheboygan	37.0	291
Kankakee	36.8	292
Lewiston - Auburn	36.6	293
Sherman - Denison	36.2	294
Bloomington, Ind.	35.7	295
Rochester, Minn.	35.1	296
Elmira	34.5	297
La Crosse	34.3	298
San Angelo	34.3	298
Jacksonville, N.C.	34.1	300
Iowa City	33.3	301
St. Joseph	32.1	302
Owensboro	32.0	303
Dubuque	31.9	304
Bismarck	31.6	305
Great Falls	31.1	306
Laredo	30.6	307
Pine Bluff	30.5	308
Casper	30.5	309
Jackson, Tenn.	30.2	310
Rapid City	30.2	310
Cheyenne	27.9	312
Victoria	26.1	313
Enid	25.5	314
Lawrence, Kans.	25.3	315
Grand Forks	23.4	316
Total Above Areas	**66,644.7**	
Percent of U.S.	**76.567%**	
U.S. Total	**86,986.6**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	561.7	1
New York	517.5	2
Chicago	438.6	3
Washington	362.8	4
Nassau - Suffolk	356.9	5
Boston - Lawrence - Salem - Lowell - Brockton	289.3	6
Philadelphia	278.5	7
Detroit	245.7	8
Houston	225.5	9
Anaheim - Santa Ana	208.4	10
Newark	179.1	11
Minneapolis - St. Paul	166.0	12
Oakland	163.6	13
Dallas	162.1	14
San Francisco	149.1	15
San Jose	147.1	16
Atlanta	144.6	17
Bergen - Passaic	137.6	18
St. Louis	133.0	19
Seattle	124.8	20
San Diego	124.0	21
Denver	109.3	22
Bridgeport - Stamford - Norwalk - Danbury	103.7	23
Baltimore	101.1	24
Kansas City	96.3	25
Pittsburgh	96.0	26
Middlesex - Somerset - Hunterdon	94.2	27
Cleveland	91.2	28
Hartford - New Britain - Middletown - Bristol	88.5	29
Miami - Hialeah	86.1	30
Monmouth - Ocean	81.3	31
Riverside - San Bernardino	79.9	32
Tampa - St. Petersburg - Clearwater	79.2	33
Fort Worth - Arlington	73.1	34
Phoenix	72.9	35
Milwaukee	70.7	36
Fort Lauderdale - Hollywood - Pompano Beach	66.6	37
Cincinnati	66.5	38
Rochester, N.Y.	65.7	39
New Haven - Waterbury - Meriden	61.0	40
Sacramento	60.8	41
Honolulu	59.3	42
New Orleans	58.4	43
Indianapolis	53.8	44
Columbus, Ohio	51.6	45
Portland, Ore.	51.5	46
Oxnard - Ventura	50.5	47
Oklahoma City	49.6	48
West Palm Beach - Boca Raton - Delray Beach	49.5	49
San Antonio	49.4	50
Total Top 50	**7,166.6**	
Norfolk - Virginia Beach - Newport News	49.0	51
Lake County, Ill.	45.6	52
Albany - Schenectady - Troy	43.9	53
Nashville	42.3	54
Providence - Pawtucket - Woonsocket	42.3	54
Buffalo	42.0	56
Omaha	42.0	56
Dayton - Springfield	40.7	58
Louisville	40.6	59
Austin	39.6	60
Richmond - Petersburg	39.5	61
Charlotte - Gastonia - Rock Hill	37.1	62
Syracuse	37.1	62
Orlando	36.2	64
Wilmington, Del.	36.1	65
Wichita	35.8	66
Worcester - Fitchburg - Leominster	35.8	66
Tulsa	35.0	68
Memphis	34.8	69
Greensboro - Winston-Salem - High Point	32.8	70
Jacksonville, Fla.	32.4	71
Salt Lake City - Ogden	31.3	72
Allentown - Bethlehem	30.5	73
Grand Rapids	30.2	74
Raleigh - Durham	29.6	75
Birmingham	28.8	76
Anchorage	28.0	77
Baton Rouge	26.3	78
Harrisburg - Lebanon - Carlisle	26.3	78
Trenton	26.1	80
Akron	25.6	81
Toledo	25.2	82
Fresno	24.7	83
Jersey City	24.6	84
Springfield, Mass.	23.8	85
Peoria	23.6	86
Lansing - East Lansing	22.1	87
Beaumont - Port Arthur	22.0	88
Las Vegas	22.0	88
Bakersfield	21.7	90
Aurora - Elgin	21.5	91
Davenport - Rock Island - Moline	21.4	92
Santa Rosa - Petaluma	21.2	93
Youngstown - Warren	21.2	93
Santa Barbara - Santa Maria - Lompoc	20.9	95
Des Moines	20.3	96
Greenville	20.2	97
Gary - Hammond	20.1	98
Rochester - Pl...ouis	20.1	98
Joliet	19.9	100
Total Top 100	**8,685.6**	
Little Rock - North Little Rock	19.5	101
Portsmouth - Dover - Rochester	19.1	102
Poughkeepsie	19.0	103
Vallejo - Fairfield - Napa	18.9	104
Albuquerque	18.6	105
New London - Norwich	18.5	106
Scranton - Wilkes-Barre	17.8	107
New Bedford - Fall River - Attleboro	17.6	108
Tucson	17.1	109
Ann Arbor	17.0	110
Columbia, S.C.	16.5	111
Saginaw - Bay City - Midland	16.5	111
Madison	16.3	113
Flint	15.9	114
Santa Cruz	15.9	114
Jackson, Miss.	15.6	116
Salinas - Seaside - Monterey	15.5	117
Mobile	15.4	118
Shreveport	15.2	119
El Paso	14.9	120
Lexington-Fayette	14.8	121
Brazoria	14.7	122
Lancaster	14.7	122
Lincoln	14.6	124
Atlantic City	14.2	125
Stockton	14.0	126
York	14.0	126
Corpus Christi	13.8	128
Binghamton	13.7	129
Greenville - Spartanburg	13.7	129
Orange County, N.Y.	13.4	131
Galveston - Texas City	13.3	132
Boulder - Longmont	13.1	133
Tacoma	12.8	134
Rockford	12.7	135
Pensacola	12.6	136
Canton	12.4	137
Kalamazoo	12.4	137
Fort Wayne	12.3	139
Huntsville	12.3	139
Chattanooga	12.2	141
Reading	12.2	141
Macon - Warner Robins	12.0	143
Colorado Springs	11.9	144
Topeka	11.9	144
Augusta	11.4	146
Daytona Beach	11.4	146
Appleton - Oshkosh - Neenah	11.0	148
Lorain - Elyria	11.0	148
Modesto	11.0	148
Total Top 150	**9,411.9**	
Evansville	10.9	151
Sarasota	10.9	151
Lafayette, La.	10.8	153
Richland - Kennewick - Pasco	10.8	153
Charleston, S.C.	10.6	155
Johnson City - Kingsport - Bristol	10.5	156
Reno	10.4	157
Utica - Rome	10.4	157
Fort Myers - Cape Coral	10.3	159
Charleston, W.Va.	10.2	160
Hamilton - Middletown	10.2	160
Melbourne - Titusville - Palm Bay	10.0	162
Erie	9.8	163
Amarillo	9.4	164
Savannah	9.4	164
Midland, Tex.	9.2	166
Portland, Me.	9.1	167
Lakeland - Winter Haven	8.9	168
Beaver County, Pa.	8.8	169
Montgomery	8.8	169
Niagara Falls	8.7	171
Tyler	8.6	172
Boise	8.3	173
Springfield, Ill.	8.2	174
South Bend - Mishawaka	8.1	175
Spokane	8.0	176
Duluth	7.9	177
Odessa	7.9	177
Cedar Rapids	7.8	179
Lubbock	7.7	180
Vancouver	7.7	180
Longview - Marshall	7.6	182
Roanoke	7.6	182
Springfield, Mo.	7.6	182
Racine	7.5	185
Tallahassee	7.5	185
Fargo - Moorhead	7.3	187
Sioux Falls	7.3	187
Waterloo - Cedar Falls	7.3	187
Kenosha	7.2	190
Houma - Thibodaux	7.1	191
Bloomington - Normal	7.0	192
Janesville	7.0	192
Huntington - Ashland	7.0	192
Pittsfield	7.0	192
Champaign - Urbana - Rantoul	6.8	196
Jackson, Mich.	6.8	196
Lake Charles	6.8	196
Santa Fe	6.7	199
Waco	6.7	199
Total Top 200	**9,836.0**	
Killeen - Temple	6.5	201
Benton Harbor	6.4	202
Bremerton	6.4	202
Decatur	6.4	202
Burlington, Vt.	6.3	205
Eugene - Springfield	6.3	205
Green Bay	6.3	205
Fort Collins - Loveland	6.2	208
Bryan - College Station	6.1	209
Grand Forks	6.1	209
Rochester, Minn.	5.9	211
Bradenton	5.8	212
Columbia, Mo.	5.8	212
Fort Pierce	5.8	212
McAllen - Edinburg - Mission	5.8	212
Olympia	5.8	212
Battle Creek	5.7	217
Bismarck	5.7	217
Kokomo	5.6	219
Charlottesville	5.5	220
Columbus, Ga.	5.4	221
Naples	5.4	221
Biloxi - Gulfport	5.2	223
Fayetteville, N.C.	5.2	223
Janesville - Beloit	5.2	223
Lynchburg	5.2	223
Vineland - Millville - Bridgeton	5.2	223
Muskegon	5.1	228
St. Cloud	5.1	228
Hickory	5.0	230
Anderson, Ind.	4.9	231
Iowa City	4.9	231
Brownsville - Harlingen	4.7	233
Casper	4.7	233
Wichita Falls	4.7	233
Elkhart - Goshen	4.6	236
Fort Smith	4.6	236
Fort Walton Beach	4.6	236
Salem, Ore.	4.5	239
Billings	4.4	240
San Angelo	4.4	240
Visalia - Tulare - Porterville	4.4	240
Lima	4.3	243
Abilene	4.2	244
Alexandria, La.	4.2	244
Chico	4.2	244
Lafayette - West Lafayette	4.2	244
Asheville	4.1	248
Johnstown	4.1	248
Monroe	4.1	248
Total Top 250	**10,097.2**	
Rapid City	4.1	248
Sherman - Denison	4.1	248
Wheeling	4.1	248
Yakima	4.1	248
Lawton	4.0	255
Muncie	4.0	255
Pascagoula	4.0	255
Parkersburg - Marietta	3.9	258
Athens	3.8	259
Sheboygan	3.8	259
Glens Falls	3.7	261
La Crosse	3.7	261
Lawrence, Kans.	3.7	261
Sioux City	3.7	261
Terre Haute	3.6	265
Bangor	3.5	266
Eau Claire	3.5	266
Greeley	3.5	266
Kankakee	3.5	266
Pueblo	3.5	266
Steubenville - Weirton	3.5	266
Bellingham	3.4	272
Mansfield	3.4	272
State College	3.4	272
Victoria	3.4	272
Cheyenne	3.2	276
Joplin	3.2	276
Ocala	3.2	276
Provo - Orem	3.2	276
Albany, Ga.	3.1	280
Clarksville - Hopkinsville	3.1	280
Redding	3.1	280
St. Joseph	3.1	280
Sharon	3.1	280
Tuscaloosa	3.1	280
Wausau	3.1	280
Bloomington, Ind.	3.0	287
Texarkana	3.0	287
Las Cruces	2.9	289
Wilmington, N.C.	2.9	289
Dubuque	2.8	291
Elmira	2.8	291
Enid	2.8	291
Anderson, S.C.	2.7	294
Danville, Va.	2.7	294
Florence, Ala.	2.7	294
Owensboro	2.6	297
Williamsport	2.6	297
Burlington, N.C.	2.5	299
Hagerstown	2.5	299
Medford	2.5	299
Altoona	2.4	302
Fayetteville - Springdale	2.4	302
Lewiston - Auburn	2.4	302
Yuba City	2.4	302
Dothan	2.3	306
Great Falls	2.2	307
Pine Bluff	2.2	307
Jackson, Tenn.	2.1	309
Anniston	2.0	310
Cumberland	2.0	310
Florence, S.C.	2.0	310
Laredo	1.9	313
Panama City	1.8	314
Gadsden	1.6	315
Jacksonville, N.C.	.7	316
Total Above Areas	**10,296.0**	
Percent of U.S.	**88.3246**	
U.S. Total	**11,657.0**	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	98,930,844	1
Los Angeles - Long Beach	95,434,471	2
Chicago	75,035,335	3
Philadelphia	54,975,694	4
Washington	50,510,907	5
Detroit	49,779,274	6
Boston - Lawrence - Salem - Lowell - Brockton	48,207,991	7
Houston	39,853,435	8
Nassau - Suffolk	38,468,030	9
Anaheim - Santa Ana	29,712,443	10
Minneapolis - St. Paul	29,302,767	11
Dallas	28,632,648	12
Atlanta	28,038,678	13
St. Louis	27,412,159	14
Oakland	25,682,910	15
Newark	25,557,276	16
San Diego	25,198,528	17
Baltimore	24,169,695	18
Pittsburgh	24,140,697	19
San Francisco	23,386,869	20
Seattle	23,020,738	21
Denver	21,271,385	22
Cleveland	21,010,803	23
Tampa - St. Petersburg - Clearwater	20,098,180	24
San Jose	19,844,541	25
Phoenix	19,137,205	26
Riverside - San Bernardino	19,030,644	27
Bergen - Passaic	19,000,417	28
Miami - Hialeah	18,659,854	29
Kansas City	18,253,339	30
Milwaukee	16,390,853	31
Cincinnati	15,554,288	32
Fort Lauderdale - Hollywood - Pompano Beach	14,520,607	33
Hartford - New Britain - Middletown - Bristol	14,329,931	34
Sacramento	14,230,732	35
Columbus, Ohio	13,826,530	36
Fort Worth - Arlington	13,818,644	37
New Orleans	13,658,184	38
Bridgeport - Stamford - Norwalk - Danbury	13,532,590	39
Indianapolis	13,135,805	40
Middlesex - Somerset - Hunterdon	13,084,092	41
Portland, Ore.	12,995,839	42
Monmouth - Ocean	12,684,336	43
Norfolk - Virginia Beach - Newport News	12,622,003	44
Rochester, N.Y.	11,961,156	45
San Antonio	11,552,910	46
Oklahoma City	11,247,465	47
Charlotte - Gastonia - Rock Hill	10,635,731	48
Buffalo	10,521,929	49
Dayton - Springfield	10,244,921	50
Total Top 50	**1,302,206,312**	
Louisville	10,185,215	51
New Haven - Waterbury - Meriden	10,056,105	52
Nashville	9,832,166	53
West Palm Beach - Boca Raton - Delray Beach	9,734,823	54
Albany - Schenectady - Troy	9,708,812	55
Providence - Pawtucket - Woonsocket	9,575,547	56
Salt Lake City - Ogden	9,451,236	57
Honolulu	9,438,158	58
Greensboro - Winston-Salem - High Point	9,247,114	59
Orlando	8,934,824	60
Memphis	8,868,600	61
Richmond - Petersburg	8,785,256	62
Birmingham	8,703,675	63
Tulsa	8,330,164	64
Jacksonville, Fla.	8,186,379	65
Omaha	7,715,814	66
Austin	7,690,394	67
Oxnard - Ventura	7,570,210	68
Worcester - Fitchburg - Leominster	7,522,833	69
Syracuse	7,470,879	70
Allentown - Bethlehem	7,439,173	71
Scranton - Wilkes-Barre	6,967,757	72
Grand Rapids	6,957,590	73
Akron	6,880,099	74
Raleigh - Durham	6,826,664	75
Lake County, Ill.	6,722,343	76
Harrisburg - Lebanon - Carlisle	6,583,147	77
Toledo	6,563,002	78
Wilmington, Del.	6,424,554	79
Gary - Hammond	6,134,471	80
Springfield, Mass.	6,120,765	81
Las Vegas	6,051,998	82
Wichita	5,949,071	83
Fresno	5,841,771	84
Tucson	5,810,565	85
Knoxville	5,776,177	86
Baton Rouge	5,686,046	87
Jersey City	5,677,778	88
Youngstown - Warren	5,434,756	89
Greenville - Spartanburg	5,434,481	90
Little Rock - North Little Rock	5,118,090	91
Tacoma	4,917,159	92
New Bedford - Fall River - Attleboro	4,897,166	93
Bakersfield	4,841,829	94
Albuquerque	4,816,953	95
Lansing - East Lansing	4,774,719	96
Des Moines	4,666,405	97
Davenport - Rock Island - Moline	4,651,023	98
Peoria	4,558,438	99
Columbia, S.C.	4,538,439	100
Total Top 100	**1,652,376,935**	
Flint	4,484,721	101
Beaumont - Port Arthur	4,401,153	102
Mobile	4,377,653	103
Vallejo - Fairfield - Napa	4,263,711	104
York	4,239,231	105
Joliet	4,237,576	106
Saginaw - Bay City - Midland	4,206,332	107
Santa Rosa - Petaluma	4,172,613	108
El Paso	4,166,854	109
Aurora - Elgin	4,154,226	110
Charleston, S.C.	4,148,059	111
Trenton	4,082,418	112
Canton	4,061,216	113
Lancaster	4,054,902	114
Chattanooga	4,027,717	115
Madison	4,006,156	116
Santa Barbara - Santa Maria - Lompoc	3,989,542	117
Johnson City - Kingsport - Bristol	3,938,145	118
Stockton	3,866,246	119
Jackson, Miss.	3,803,944	120
Shreveport	3,723,844	121
Fort Wayne	3,671,687	122
Portsmouth - Dover - Rochester	3,655,311	123
Manchester - Nashua	3,650,730	124
Colorado Springs	3,550,079	125
Lexington-Fayette	3,532,350	126
Salinas - Seaside - Monterey	3,527,592	127
Reading	3,516,557	128
Anchorage	3,500,946	129
Augusta	3,444,858	130
Melbourne - Titusville - Palm Bay	3,410,429	131
Corpus Christi	3,364,445	132
Atlantic City	3,322,516	133
Spokane	3,316,296	134
Ann Arbor	3,273,378	135
Lakeland - Winter Haven	3,257,937	136
Daytona Beach	3,252,252	137
Appleton - Oshkosh - Neenah	3,229,443	138
Pensacola	3,220,660	139
Rockford	3,212,308	140
New London - Norwich	3,211,271	141
Poughkeepsie	3,175,456	142
Utica - Rome	3,112,371	143
Evansville	3,017,802	144
Modesto	2,972,588	145
Binghamton	2,969,657	146
Orange County, N.Y.	2,932,966	147
Sarasota	2,930,907	148
Erie	2,907,755	149
Huntington - Ashland	2,902,992	150
Total Top 150	**1,833,828,733**	
Fort Myers - Cape Coral	2,897,313	151
Lorain - Elyria	2,863,827	152
Charleston, W.Va.	2,860,833	153
Macon - Warner Robins	2,775,681	154
Hamilton - Middletown	2,774,476	155
Santa Cruz	2,755,368	156
Lincoln	2,725,335	157
Montgomery	2,677,827	158
Duluth	2,668,836	159
Reno	2,660,670	160
Boulder - Longmont	2,658,414	161
Kalamazoo	2,547,563	162
Eugene - Springfield	2,533,879	163
Galveston - Texas City	2,496,106	164
Brazoria	2,442,433	165
South Bend - Mishawaka	2,440,053	166
Portland, Me.	2,433,585	167
Huntsville	2,360,593	168
Niagara Falls	2,324,749	169
Roanoke	2,287,345	170
Lafayette, La.	2,282,724	171
Fayetteville, N.C.	2,257,966	172
Savannah	2,256,071	173
Springfield, Mo.	2,244,276	174
Springfield, Ill.	2,234,383	175
Beaver County, Pa.	2,214,474	176
Salem, Ore.	2,207,011	177
Vancouver	2,202,326	178
Amarillo	2,174,701	179
Johnstown	2,173,558	180
Lubbock	2,172,943	181
Killeen - Temple	2,157,853	182
Topeka	2,141,127	183
Boise	2,117,295	184
Cedar Rapids	2,063,050	185
Columbus, Ga.	2,037,241	186
Hickory	2,032,586	187
McAllen - Edinburg - Mission	1,994,228	188
Visalia - Tulare - Porterville	1,991,969	189
Tallahassee	1,970,451	190
Green Bay	1,937,341	191
Richland - Kennewick - Pasco	1,928,347	192
Racine	1,923,361	193
Fort Pierce	1,883,782	194
Waterloo - Cedar Falls	1,838,800	195
Houma - Thibodaux	1,836,604	196
Bradenton	1,825,773	197
Fort Collins - Loveland	1,816,828	198
Bremerton	1,813,739	199
Gainesville	1,812,528	200
Total Top 200	**1,947,556,955**	
Champaign - Urbana - Rantoul	1,793,329	201
Waco	1,787,007	202
Lake Charles	1,763,491	203
Longview - Marshall	1,761,552	204
Biloxi - Gulfport	1,747,527	205
Wheeling	1,724,989	206
Benton Harbor	1,699,282	207
Tyler	1,692,473	208
Fargo - Moorhead	1,668,174	209
Provo - Orem	1,635,218	210
Pittsfield	1,626,863	211
Odessa	1,612,361	212
Fort Smith	1,587,883	213
Jackson, Mich.	1,586,407	214
Asheville	1,580,128	215
St. Cloud	1,573,118	216
Yakima	1,566,065	217
Brownsville - Harlingen	1,543,977	218
Olympia	1,537,650	219
Sioux Falls	1,524,085	220
Decatur	1,522,508	221
Muskegon	1,515,732	222
Janesville - Beloit	1,508,519	223
Chico	1,502,133	224
Midland, Tex.	1,499,907	225
Lima	1,495,867	226
Parkersburg - Marietta	1,491,970	227
Bloomington - Normal	1,479,570	228
Kenosha	1,472,088	229
Battle Creek	1,470,721	230
Steubenville - Weirton	1,461,523	231
Elkhart - Goshen	1,444,585	232
Lynchburg	1,406,314	233
Anderson, Ind.	1,375,943	234
Burlington, Vt.	1,371,313	235
Vineland - Millville - Bridgeton	1,333,443	236
Ocala	1,321,710	237
Clarksville - Hopkinsville	1,307,719	238
Billings	1,304,445	239
Naples	1,294,023	240
Wichita Falls	1,285,325	241
Fort Walton Beach	1,285,244	242
Mansfield	1,281,602	243
Charlottesville	1,280,932	244
Eau Claire	1,276,255	245
Terre Haute	1,270,026	246
Anderson, S.C.	1,264,991	247
Alexandria, La.	1,256,135	248
Monroe	1,255,847	249
Greeley	1,255,025	250
Total Top 250	**2,021,859,949**	
Bangor	1,246,407	251
Lafayette - West Lafayette	1,231,411	252
Santa Fe	1,229,524	253
Athens	1,225,055	254
Columbia, Mo.	1,224,218	255
Muncie	1,215,047	256
Sharon	1,210,220	257
Pascagoula	1,207,727	258
Altoona	1,199,359	259
Abilene	1,197,286	260
Bryan - College Station	1,196,079	261
Florence, Ala.	1,194,726	262
Medford	1,188,625	263
Rochester, Minn.	1,185,661	264
Tuscaloosa	1,181,283	265
Sioux City	1,180,189	266
Redding	1,178,665	267
Joplin	1,173,384	268
Pueblo	1,153,396	269
Kokomo	1,151,499	270
Lawton	1,132,359	271
Sheboygan	1,113,257	272
Wausau	1,109,803	273
Bellingham	1,108,340	274
Williamsport	1,101,966	275
Glens Falls	1,095,912	276
Bismarck	1,061,428	277
Dothan	1,055,002	278
State College	1,045,378	279
Hagerstown	1,043,303	280
Texarkana	1,043,038	281
Wilmington, N.C.	1,027,167	282
San Angelo	1,026,352	283
Iowa City	1,024,435	284
Albany, Ga.	1,023,649	285
Sherman - Denison	1,023,459	286
Kankakee	1,019,933	287
Anniston	1,018,464	288
La Crosse	1,018,262	289
Danville, Va.	1,009,816	290
Casper	959,721	291
Burlington, N.C.	958,490	292
Grand Forks	949,940	293
Bloomington, Ind.	943,504	294
Yuba City	931,687	295
Cumberland	912,747	296
Elmira	911,297	297
Dubuque	908,622	298
Lewiston - Auburn	907,333	299
Fayetteville - Springdale	900,855	300
Florence, S.C.	887,008	301
Las Cruces	876,532	302
St. Joseph	873,612	303
Panama City	867,732	304
Rapid City	866,809	305
Jacksonville, N.C.	836,284	306
Gadsden	836,020	307
Owensboro	833,156	308
Great Falls	810,712	309
Cheyenne	806,650	310
Victoria	802,896	311
Lawrence, Kans.	776,981	312
Enid	744,379	313
Pine Bluff	703,376	314
Jackson, Tenn.	690,810	315
Laredo	657,937	316
Total Above Areas	**2,089,066,122**	
Percent of U.S.	**81.0813**	
U.S. Total	**2,576,533,480**	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	48,980,249	1
Chicago	43,306,349	2
Philadelphia	38,490,825	3
Nassau - Suffolk	38,468,030	4
Washington	38,391,767	5
Detroit	38,290,330	6
Boston - Lawrence - Salem - Lowell - Brockton	34,131,245	7
Anaheim - Santa Ana	24,439,460	8
Atlanta	23,123,299	9
Newark	22,044,079	10
St. Louis	21,482,872	11
Minneapolis - St. Paul	20,102,961	12
Pittsburgh	19,783,358	13
Oakland	19,504,479	14
New York	17,906,827	15
Bergen - Passaic	17,889,368	16
Houston	17,773,427	17
Baltimore	17,472,134	18
Cleveland	16,493,399	19
Seattle	15,311,848	20
Riverside - San Bernardino	15,233,087	21
Denver	15,094,460	22
Dallas	14,085,510	23
San Francisco	13,525,439	24
Tampa - St. Petersburg - Clearwater	13,390,562	25
Miami - Hialeah	12,720,814	26
Monmouth - Ocean	12,684,336	27
San Diego	12,505,182	28
Middlesex - Somerset - Hunterdon	12,295,480	29
Cincinnati	11,730,522	30
Hartford - New Britain - Middletown - Bristol	10,973,074	31
Kansas City	10,523,796	32
San Jose	9,882,655	33
Fort Lauderdale - Hollywood - Pompano Beach	9,779,498	34
Sacramento	9,668,664	35
Rochester, N.Y.	9,469,242	36
Milwaukee	9,452,310	37
Portland, Ore.	8,968,464	38
Bridgeport - Stamford - Norwalk - Danbury	8,219,574	39
New Orleans	8,020,015	40
Dayton - Springfield	7,952,247	41
Orlando	7,481,171	42
Buffalo	7,436,759	43
Albany - Schenectady - Troy	7,385,428	44
West Palm Beach - Boca Raton - Delray Beach	7,273,088	45
Columbus, Ohio	7,256,514	46
Salt Lake City - Ogden	7,145,013	47
Louisville	7,036,072	48
Providence - Pawtucket - Woonsocket	6,910,707	49
Richmond - Petersburg	6,289,820	50
Total Top 50	**833,775,809**	
Fort Worth - Arlington	6,157,632	51
New Haven - Waterbury - Meriden	6,153,363	52
Birmingham	6,086,668	53
Syracuse	5,800,543	54
Charlotte - Gastonia - Rock Hill	5,771,914	55
Wilmington, Del.	5,763,370	56
Harrisburg - Lebanon - Carlisle	5,581,688	57
Lake County, Ill.	5,528,106	58
Scranton - Wilkes-Barre	5,501,080	59
Greensboro - Winston-Salem - High Point	5,289,877	60
Allentown - Bethlehem	5,284,860	61
Indianapolis	5,180,782	62
Oxnard - Ventura	5,142,392	63
Worcester - Fitchburg - Leominster	5,007,338	64
Phoenix	4,946,838	65
Grand Rapids	4,768,434	66
Oklahoma City	4,762,024	67
Greenville - Spartanburg	4,510,651	68
Honolulu	4,446,563	69
Nashville	4,228,982	70
Akron	4,209,389	71
Las Vegas	4,042,736	72
Youngstown - Warren	3,962,101	73
Gary - Hammond	3,904,404	74
San Antonio	3,849,797	75
York	3,834,816	76
Knoxville	3,716,025	77
Tulsa	3,650,197	78
Columbia, S.C.	3,602,593	79
Springfield, Mass.	3,598,327	80
Lancaster	3,556,597	81
Charleston, S.C.	3,507,736	82
Tacoma	3,464,124	83
Raleigh - Durham	3,393,323	84
Joliet	3,391,242	85
Jersey City	3,288,177	86
Trenton	3,244,421	87
Bakersfield	3,184,103	88
Flint	3,093,670	89
Augusta	3,077,228	90
Fresno	3,050,842	91
Baton Rouge	3,049,535	92
Atlantic City	2,992,641	93
Canton	2,953,488	94
Austin	2,934,196	95
Orange County, N.Y.	2,932,966	96
Toledo	2,872,176	97
New Bedford - Fall River - Attleboro	2,856,323	98
Portsmouth - Dover - Rochester	2,847,046	99
Lansing - East Lansing	2,837,749	100
Total Top 100	**1,840,586,882**	
Poughkeepsie	2,824,163	101
Omaha	2,808,823	102
Reading	2,790,928	103
Johnson City - Kingsport - Bristol	2,786,560	104
Daytona Beach	2,703,495	105
Saginaw - Bay City - Midland	2,677,090	106
Peoria	2,608,602	107
Tucson	2,537,210	108
Pensacola	2,536,660	109
Lakeland - Winter Haven	2,487,774	110
Santa Rosa - Petaluma	2,481,749	111
Chattanooga	2,479,537	112
Memphis	2,459,304	113
Brazoria	2,442,433	114
New London - Norwich	2,417,009	115
Binghamton	2,396,437	116
Norfolk - Virginia Beach - Newport News	2,378,747	117
Des Moines	2,357,164	118
Beaumont - Port Arthur	2,356,343	119
Sarasota	2,332,701	120
Aurora - Elgin	2,325,687	121
Mobile	2,303,728	122
Davenport - Rock Island - Moline	2,284,730	123
Beaver County, Pa.	2,214,474	124
Santa Cruz	2,211,977	125
Jacksonville, Fla.	2,203,753	126
Melbourne - Titusville - Palm Bay	2,197,694	127
Santa Barbara - Santa Maria - Lompoc	2,140,529	128
Charleston, W.Va.	2,119,579	129
Little Rock - North Little Rock	2,112,097	130
Huntington - Ashland	2,083,849	131
Utica - Rome	2,044,273	132
Ann Arbor	1,976,537	133
Fort Myers - Cape Coral	1,972,779	134
Fort Wayne	1,972,548	135
Vallejo - Fairfield - Napa	1,960,638	136
Madison	1,958,190	137
Salinas - Seaside - Monterey	1,942,810	138
Johnstown	1,918,439	139
Wichita	1,895,983	140
Portland, Me.	1,781,831	141
Stockton	1,767,023	142
Erie	1,762,811	143
Hickory	1,760,050	144
Kalamazoo	1,729,796	145
Vancouver	1,722,360	146
Hamilton - Middletown	1,720,439	147
Appleton - Oshkosh - Neenah	1,718,144	148
Spokane	1,671,934	149
Niagara Falls	1,663,794	150
Total Top 150	**1,150,588,087**	
Evansville	1,633,590	151
Rockford	1,630,546	152
Jackson, Miss.	1,621,613	153
Fort Pierce	1,611,984	154
Benton Harbor	1,611,862	155
Manchester - Nashua	1,603,369	156
Fayetteville, N.C.	1,591,833	157
Lorain - Elyria	1,533,935	158
Bradenton	1,463,369	159
Duluth	1,455,647	160
Bremerton	1,444,597	161
Salem, Ore.	1,400,436	162
Galveston - Texas City	1,333,229	163
Lafayette, La.	1,327,012	164
Wheeling	1,324,730	165
Houma - Thibodaux	1,321,983	166
Reno	1,315,212	167
Roanoke	1,314,848	168
Modesto	1,293,665	169
Chico	1,250,739	170
Killeen - Temple	1,208,936	171
Jackson, Mich.	1,197,545	172
Olympia	1,187,469	173
Muskegon	1,170,666	174
St. Cloud	1,166,661	175
Eugene - Springfield	1,163,354	176
Macon - Warner Robins	1,162,932	177
Lexington-Fayette	1,138,916	178
Boulder - Longmont	1,133,610	179
Visalia - Tulare - Porterville	1,119,414	180
Yakima	1,099,294	181
Lima	1,076,705	182
Sharon	1,049,962	183
Fort Walton Beach	1,046,580	184
Racine	1,034,417	185
Pittsfield	1,032,532	186
Anderson, S.C.	1,021,106	187
Lake Charles	1,014,498	188
Asheville	1,012,563	189
Springfield, Ill.	1,011,304	190
McAllen - Edinburg - Mission	1,006,407	191
Burlington, Vt.	1,002,787	192
Gainesville	989,970	193
Green Bay	985,754	194
Steubenville - Weirton	974,815	195
Parkersburg - Marietta	964,136	196
South Bend - Mishawaka	956,986	197
Ocala	948,556	198
Bangor	946,111	199
Charlottesville	943,047	200
Total Top 200	**1,211,439,299**	
Albuquerque	940,085	201
Battle Creek	935,012	202
Glens Falls	934,518	203
Naples	922,388	204
Savannah	910,940	205
Colorado Springs	901,183	206
Biloxi - Gulfport	889,981	207
Pascagoula	886,859	208
Shreveport	869,257	209
Montgomery	855,498	210
Athens	853,633	211
Florence, Ala.	850,711	212
Boise	844,942	213
Springfield, Mo.	838,487	214
Tallahassee	823,120	215
Williamsport	811,116	216
Tyler	806,137	217
Elkhart - Goshen	805,489	218
Monroe	802,661	219
Joplin	800,507	220
Waco	794,225	221
State College	791,743	222
Medford	789,477	223
Corpus Christi	788,445	224
Mansfield	784,768	225
Alexandria, La.	773,438	226
Fort Smith	768,025	227
Provo - Orem	767,696	228
Anniston	764,338	229
Wausau	762,668	230
Hagerstown	762,490	231
Eau Claire	760,440	232
Anderson, Ind.	759,972	233
Terre Haute	756,505	234
Yuba City	749,703	235
Kankakee	734,555	236
Altoona	724,755	237
Greeley	716,838	238
Cedar Rapids	712,576	239
Lynchburg	706,619	240
Richland - Kennewick - Pasco	701,564	241
Redding	697,994	242
Longview - Marshall	695,358	243
Fort Collins - Loveland	688,957	244
Cumberland	688,081	245
Bellingham	661,617	246
Wilmington, N.C.	658,350	247
Kokomo	652,103	248
Champaign - Urbana - Rantoul	645,420	249
Elmira	633,183	250
Total Top 250	**1,250,613,727**	
Jacksonville, N.C.	631,911	251
Santa Fe	619,098	252
Florence, S.C.	611,361	253
Panama City	600,144	254
Sheboygan	592,292	255
Danville, Va.	587,498	256
Brownsville - Harlingen	580,143	257
Burlington, N.C.	578,540	258
Janesville - Beloit	573,715	259
Kenosha	572,993	260
Tuscaloosa	567,972	261
Dothan	558,028	262
Waterloo - Cedar Falls	556,492	263
Huntsville	553,388	264
Texarkana	549,485	265
Topeka	548,148	266
Columbus, Ga.	545,945	267
Clarksville - Hopkinsville	540,544	268
Lafayette - West Lafayette	539,152	269
Muncie	533,397	270
Fargo - Moorhead	526,196	271
Columbia, Mo.	516,399	272
La Crosse	514,240	273
Billings	505,071	274
Bloomington - Normal	493,297	275
Bloomington, Ind.	492,831	276
Amarillo	452,015	277
Gadsden	450,028	278
El Paso	437,623	279
Iowa City	434,547	280
Rochester, Minn.	434,313	281
Decatur	426,558	282
Sherman - Denison	417,061	283
Las Cruces	416,715	284
Bismarck	370,535	285
Fayetteville - Springdale	353,796	286
Lubbock	352,827	287
Vineland - Millville - Bridgeton	351,050	288
Sioux City	346,266	289
Sioux Falls	334,449	290
Lewiston - Auburn	331,999	291
Odessa	327,092	292
Albany, Ga.	325,647	293
Owensboro	302,418	294
Lincoln	301,295	295
Casper	297,728	296
Grand Forks	295,730	297
Lawton	295,598	298
Dubuque	284,762	299
Wichita Falls	274,562	300
Rapid City	264,101	301
Pine Bluff	261,197	302
Pueblo	226,275	303
Jackson, Tenn.	221,242	304
Cheyenne	219,882	305
Victoria	211,321	306
Great Falls	194,685	307
Lawrence, Kans.	179,704	308
Enid	142,212	309
San Angelo	130,134	310
St. Joseph	126,567	311
Midland, Tex.	121,510	312
Abilene	110,109	313
Bryan - College Station	102,004	314
Laredo	86,659	315
Anchorage	0	316
Total Above Areas	**1,276,314,223**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,276,314,223**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	41,279	1
Bridgeport - Stamford - Norwalk - Danbury	39,223	2
Anchorage	38,143	3
Middlesex - Somerset - Hunterdon	38,100	4
San Jose	37,776	5
Lake County, Ill.	37,494	6
Bergen - Passaic	36,140	7
Brazoria	36,059	8
Washington	36,002	9
Anaheim - Santa Ana	35,901	10
Oxnard - Ventura	34,790	11
Newark	33,741	12
Hartford - New Britain - Middletown - Bristol	33,599	13
Grand Forks	33,492	14
Poughkeepsie	33,099	15
Aurora - Elgin	32,914	16
Joliet	32,896	17
Midland, Tex.	32,817	18
Minneapolis - St. Paul	32,698	19
Richland - Kennewick - Pasco	32,672	20
Trenton	32,444	21
Monmouth - Ocean	32,393	22
Wichita	32,316	23
New London - Norwich	32,220	24
Honolulu	32,161	25
New Haven - Waterbury - Meriden	32,071	26
Oakland	32,005	27
Boston - Lawrence - Salem - Lowell - Brockton	31,626	28
San Francisco	31,439	29
Casper	31,355	30
Rochester, Minn.	31,340	31
Manchester - Nashua	31,169	32
Kenosha	31,028	33
Houston	31,012	34
Wilmington, Del.	30,873	35
Topeka	30,753	36
Portsmouth - Dover - Rochester	30,708	37
Chicago	30,695	38
Seattle	30,639	39
Peoria	30,604	40
Omaha	30,453	41
Rochester, N.Y.	30,404	42
Lincoln	30,402	43
Bismarck	29,998	44
Denver	29,984	45
Kansas City	29,826	46
Dallas	29,821	47
Davenport - Rock Island - Moline	29,790	48
Fort Worth - Arlington	29,720	49
Ann Arbor	29,598	50
Galveston - Texas City	29,594	51
Sioux Falls	29,473	52
Racine	29,420	53
Beaumont - Port Arthur	29,410	54
Cedar Rapids	29,295	55
Orange County, N.Y.	29,293	56
Odessa	29,282	57
Rockford	29,266	58
Beaver County, Pa.	29,238	59
Detroit	29,170	60
Lansing - East Lansing	29,024	61
Milwaukee	29,020	62
Kalamazoo	28,973	63
Lorain - Elyria	28,937	64
Syracuse	28,852	65
Grand Rapids	28,763	66
Bloomington - Normal	28,721	67
Atlanta	28,610	68
Worcester - Fitchburg - Leominster	28,601	69
Vallejo - Fairfield - Napa	28,569	70
Boulder - Longmont	28,440	71
Santa Rosa - Petaluma	28,407	72
St. Louis	28,404	73
Jackson, Mich.	28,389	74
Des Moines	28,345	75
Waterloo - Cedar Falls	28,258	76
Sheboygan	28,217	77
Santa Cruz	28,147	78
Philadelphia	28,146	79
Kokomo	28,055	80
Janesville - Beloit	28,041	81
Los Angeles - Long Beach	27,897	82
Santa Barbara - Santa Maria - Lompoc	27,892	83
Appleton - Oshkosh - Neenah	27,813	84
Richmond - Petersburg	27,808	85
Decatur	27,668	86
Victoria	27,603	87
Santa Fe	27,589	88
Allentown - Bethlehem	27,537	89
Gary - Hammond	27,415	90
Tyler	27,399	91
Fargo - Moorhead	27,359	92
Salinas - Seaside - Monterey	27,347	93
Madison	27,330	94
Niagara Falls	27,321	95
Saginaw - Bay City - Midland	27,280	96
Albany - Schenectady - Troy	27,262	97
Green Bay	27,253	98
Harrisburg - Lebanon - Carlisle	27,245	99
Indianapolis	27,154	100
Binghamton	27,131	101
San Diego	27,128	102
Burlington, Vt.	27,076	103
Hamilton - Middletown	27,074	104
Flint	27,070	105
Baltimore	26,967	106
Cleveland	26,917	107
Houma - Thibodaux	26,891	108
Cincinnati	26,864	109
Baton Rouge	26,861	110
Lancaster	26,858	111
York	26,758	112
Lake Charles	26,649	113
Vancouver	26,643	114
West Palm Beach - Boca Raton - Delray Beach	26,579	115
Huntsville	26,508	116
Providence - Pawtucket - Woonsocket	26,412	117
Pittsfield	26,411	118
Buffalo	26,389	119
Lafayette, La.	26,389	119
Bremerton	26,365	121
Fort Wayne	26,331	122
Oklahoma City	26,329	123
Dayton - Springfield	26,293	124
Austin	26,269	125
Portland, Ore.	26,264	126
Dubuque	26,251	127
Battle Creek	26,246	128
Columbia, Mo.	26,204	129
Youngstown - Warren	26,195	130
Pascagoula	26,169	131
Reading	26,085	132
Anderson, Ind.	26,080	133
Akron	26,031	134
Raleigh - Durham	26,028	135
La Crosse	25,991	136
Boise	25,953	137
Rapid City	25,927	138
Nashville	25,915	139
Tulsa	25,898	140
Longview - Marshall	25,847	141
Canton	25,812	142
Pittsburgh	25,779	143
Springfield, Mass.	25,779	143
Sacramento	25,768	145
Salt Lake City - Ogden	25,768	145
Toledo	25,763	147
Bakersfield	25,736	148
Springfield, Ill.	25,708	149
Erie	25,691	150
Louisville	25,648	151
St. Cloud	25,594	152
Reno	25,536	153
Norfolk - Virginia Beach - Newport News	25,496	154
Amarillo	25,495	155
Iowa City	25,467	156
Riverside - San Bernardino	25,442	157
Fort Lauderdale - Hollywood - Pompano Beach	25,411	158
Columbus, Ohio	25,405	159
Olympia	25,399	160
Charlotte - Gastonia - Rock Hill	25,356	161
Evansville	25,355	162
Macon - Warner Robins	25,334	163
Wausau	25,323	164
Duluth	25,307	165
Charlottesville	25,260	166
Cheyenne	25,168	167
Kankakee	25,165	168
Enid	25,162	169
Columbia, S.C.	25,161	170
Elkhart - Goshen	25,159	171
Phoenix	25,153	172
Portland, Me.	25,131	173
Corpus Christi	25,111	174
Benton Harbor	25,100	175
Lynchburg	25,081	176
New Bedford - Fall River - Attleboro	25,058	177
South Bend - Mishawaka	25,051	178
Muskegon	24,988	179
Charleston, W.Va.	24,947	180
Vineland - Millville - Bridgeton	24,917	181
Billings	24,852	182
Lawrence, Kans.	24,617	183
Las Vegas	24,577	184
Glens Falls	24,552	185
San Antonio	24,521	186
Lexington-Fayette	24,518	187
Sherman - Denison	24,465	188
Muncie	24,409	189
Mansfield	24,408	190
Utica - Rome	24,404	191
Lima	24,373	192
New York	24,354	193
Little Rock - North Little Rock	24,344	194
Greensboro - Winston-Salem - High Point	24,256	195
Orlando	24,226	196
Fresno	24,215	197
Fort Collins - Loveland	24,173	198
San Angelo	24,096	199
Steubenville - Weirton	24,083	200
New Orleans	24,041	201
Champaign - Urbana - Rantoul	24,014	202
Lafayette - West Lafayette	23,974	203
Sharon	23,895	204
Shreveport	23,864	205
Lawton	23,862	206
Modesto	23,813	207
Atlantic City	23,791	208
Roanoke	23,771	209
Sioux City	23,705	210
Colorado Springs	23,694	211
Jacksonville, Fla.	23,681	212
Pensacola	23,649	213
Elmira	23,600	214
Wichita Falls	23,572	215
Albuquerque	23,532	216
Stockton	23,453	217
Jersey City	23,436	218
St. Joseph	23,410	219
Hickory	23,357	220
Jackson, Miss.	23,316	221
Fort Walton Beach	23,262	222
Savannah	23,258	223
Albany, Ga.	23,235	224
Burlington, N.C.	23,191	225
Miami - Hialeah	23,179	226
Owensboro	23,152	227
Bryan - College Station	23,105	228
Parkersburg - Marietta	23,095	229
Abilene	22,954	230
Bangor	22,948	231
Great Falls	22,936	232
Eau Claire	22,917	233
Memphis	22,897	234
Melbourne - Titusville - Palm Bay	22,791	235
Springfield, Mo.	22,787	236
Lubbock	22,723	237
Augusta	22,643	238
Mobile	22,627	239
Wheeling	22,615	240
Hagerstown	22,547	241
State College	22,398	242
Fort Myers - Cape Coral	22,325	243
Terre Haute	22,285	244
Williamsport	22,265	245
Greeley	22,249	246
Sarasota	22,181	247
Scranton - Wilkes-Barre	22,063	248
Danville, Va.	22,056	249
Chattanooga	21,988	250
Montgomery	21,926	251
Tacoma	21,921	252
Anderson, S.C.	21,896	253
Bellingham	21,848	254
Waco	21,838	255
Birmingham	21,813	256
Lewiston - Auburn	21,738	257
Charleston, S.C.	21,717	258
Eugene - Springfield	21,625	259
Knoxville	21,625	259
Killeen - Temple	21,563	261
Tampa - St. Petersburg - Clearwater	21,561	262
Greenville - Spartanburg	21,540	263
Naples	21,493	264
El Paso	21,491	265
Wilmington, N.C.	21,387	266
Fayetteville, N.C.	21,338	267
Pueblo	21,281	268
Altoona	21,246	269
Asheville	21,212	270
Tucson	21,012	271
Jackson, Tenn.	20,918	272
Spokane	20,855	273
Johnson City - Kingsport - Bristol	20,783	274
Texarkana	20,759	275
Salem, Ore.	20,736	276
Fort Smith	20,705	277
Tallahassee	20,694	278
Bradenton	20,655	279
Provo - Orem	20,633	280
Daytona Beach	20,617	281
Bloomington, Ind.	20,554	282
Lakeland - Winter Haven	20,517	283
Cumberland	20,508	284
Huntington - Ashland	20,399	285
Alexandria, La.	20,369	286
Biloxi - Gulfport	20,361	287
Florentia, Ala.	20,351	288
Johnstown	20,321	289
Fort Pierce	20,298	290
Monroe	20,222	291
Clarksville - Hopkinsville	20,180	292
Gainesville	20,132	293
Medford	20,076	294
Joplin	19,972	295
Yakima	19,893	296
Columbus, Ga.	19,830	297
Athens	19,746	298
Anniston	19,606	299
Redding	19,512	300
Dothan	19,431	301
Pine Bluff	19,278	302
Fayetteville - Springdale	19,268	303
Tuscaloosa	19,072	304
Yuba City	19,050	305
Florence, S.C.	19,035	306
Chico	18,660	307
Las Cruces	18,462	308
Brownsville - Harlingen	18,293	309
Visalia - Tulare - Porterville	17,838	310
Gadsden	17,829	311
Panama City	17,550	312
Ocala	17,286	313
McAllen - Edinburg - Mission	17,167	314
Laredo	16,663	315
Jacksonville, N.C.	16,356	316
Median Above Areas	**27,399**	
U.S. Median	**25,496**	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6231	1
New York	3.5216	2
Chicago	2.7313	3
Philadelphia	2.0728	4
Detroit	1.8751	5
Boston - Lawrence - Salem - Lowell - Brockton	1.8292	6
Washington	1.7965	7
Houston	1.5233	8
Nassau - Suffolk	1.3887	9
Dallas	1.1000	10
Minneapolis - St. Paul	1.0986	11
Atlanta	1.0983	12
Anaheim - Santa Ana	1.0870	13
St. Louis	1.0643	14
Baltimore	.9571	15
San Diego	.9359	16
Oakland	.9239	17
Pittsburgh	.9091	18
Newark	.8868	19
San Francisco	.8598	20
Seattle	.8440	21
Cleveland	.8111	22
Denver	.8008	23
Tampa - St. Petersburg - Clearwater	.7978	24
Miami - Hialeah	.7867	25
Phoenix	.7653	26
Riverside - San Bernardino	.7357	27
San Jose	.7174	28
Kansas City	.7014	29
Bergen - Passaic	.6868	30
Milwaukee	.6056	31
Cincinnati	.6007	32
Fort Lauderdale - Hollywood - Pompano Beach	.5656	33
New Orleans	.5526	34
Sacramento	.5477	35
Columbus, Ohio	.5438	36
Fort Worth - Arlington	.5350	37
Indianapolis	.5303	38
Hartford - New Britain - Middletown - Bristol	.5225	39
Portland, Ore.	.5094	40
Norfolk - Virginia Beach - Newport News	.5006	41
San Antonio	.4729	42
Bridgeport - Stamford - Norwalk - Danbury	.4669	43
Middlesex - Somerset - Hunterdon	.4656	44
Oklahoma City	.4642	45
Monmouth - Ocean	.4520	46
Rochester, N.Y.	.4364	47
Charlotte - Gastonia - Rock Hill	.4348	48
Louisville	.4022	49
Buffalo	.3989	50
Total Top 50	**43.9371**	
Dayton - Springfield	.3901	51
Nashville	.3875	52
Salt Lake City - Ogden	.3851	53
Memphis	.3774	54
Orlando	.3747	55
Greensboro - Winston-Salem - High Point	.3722	56
Albany - Schenectady - Troy	.3685	57
Providence - Pawtucket - Woonsocket	.3668	58
West Palm Beach - Boca Raton - Delray Beach	.3668	58
New Haven - Waterbury - Meriden	.3642	60
Honolulu	.3630	61
Birmingham	.3440	62
Richmond - Petersburg	.3440	62
Jacksonville, Fla.	.3308	64
Tulsa	.3213	65
Austin	.3002	66
Worcester - Fitchburg - Leominster	.2858	67
Omaha	.2842	68
Allentown - Bethlehem	.2816	69
Scranton - Wilkes-Barre	.2791	70
Syracuse	.2765	71
Grand Rapids	.2698	72
Oxnard - Ventura	.2696	73
Toledo	.2694	74
Raleigh - Durham	.2690	75
Akron	.2659	76
Harrisburg - Lebanon - Carlisle	.2587	77
Las Vegas	.2515	78
Gary - Hammond	.2514	79
Knoxville	.2505	80
Springfield, Mass.	.2483	81
Wilmington, Del.	.2430	82
Tucson	.2346	83
Lake County, Ill.	.2326	84
Greenville - Spartanburg	.2283	85
Baton Rouge	.2268	86
Fresno	.2265	87
Wichita	.2117	88
Jersey City	.2106	89
Youngstown - Warren	.2079	90
New Bedford - Fall River - Attleboro	.2076	91
Little Rock - North Little Rock	.2049	92
Tacoma	.1989	93
Albuquerque	.1948	94
Bakersfield	.1899	95
Lansing - East Lansing	.1820	96
Flint	.1809	97
El Paso	.1805	98
Mobile	.1790	99
Columbia, S.C.	.1769	100
Total Top 100	**62.6224**	
Des Moines	.1768	101
Charleston, S.C.	.1755	102
Beaumont - Port Arthur	.1728	103
Davenport - Rock Island - Moline	.1703	104
Saginaw - Bay City - Midland	.1695	105
Chattanooga	.1691	106
Johnson City - Kingsport - Bristol	.1639	107
Canton	.1610	108
Peoria	.1607	109
Santa Barbara - Santa Maria - Lompoc	.1602	110
Lancaster	.1587	111
York	.1574	112
Vallejo - Fairfield - Napa	.1561	113
Madison	.1558	114
Jackson, Miss.	.1545	115
Santa Rosa - Petaluma	.1516	116
Stockton	.1515	117
Shreveport	.1489	118
Trenton	.1486	119
Fort Wayne	.1476	120
Joliet	.1470	121
Manchester - Nashua	.1469	122
Aurora - Elgin	.1462	123
Colorado Springs	.1455	124
Corpus Christi	.1449	125
Portsmouth - Dover - Rochester	.1447	126
Anchorage	.1435	127
Lexington-Fayette	.1426	128
Spokane	.1394	129
Atlantic City	.1391	130
Reading	.1391	130
Augusta	.1376	132
Lakeland - Winter Haven	.1376	132
Melbourne - Titusville - Palm Bay	.1374	134
Salinas - Seaside - Monterey	.1355	135
Daytona Beach	.1309	136
Pensacola	.1280	137
Evansville	.1233	138
Ann Arbor	.1228	139
Utica - Rome	.1222	140
Huntington - Ashland	.1218	141
Appleton - Oshkosh - Neenah	.1212	142
Rockford	.1205	143
Modesto	.1201	144
Sarasota	.1188	145
Fort Myers - Cape Coral	.1171	146
New London - Norwich	.1167	147
Orange County, N.Y.	.1143	148
Poughkeepsie	.1137	149
Charleston, W.Va.	.1132	150
Total Top 150	**69.7647**	
Erie	.1121	151
Reno	.1119	152
Binghamton	.1114	153
Macon - Warner Robins	.1112	154
Portland, Me.	.1103	155
Montgomery	.1084	156
Duluth	.1061	157
Lorain - Elyria	.1058	158
Boulder - Longmont	.1033	159
McAllen - Edinburg - Mission	.1031	160
Eugene - Springfield	.1028	161
Hamilton - Middletown	.1017	162
South Bend - Mishawaka	.1008	163
Santa Cruz	.0985	164
Kalamazoo	.0930	165
Lafayette, La.	.0980	165
Lubbock	.0949	167
Fayetteville, N.C.	.0947	168
Galveston - Texas City	.0947	168
Springfield, Mo.	.0947	168
Lincoln	.0943	171
Savannah	.0933	172
Visalia - Tulare - Porterville	.0922	173
Roanoke	.0921	174
Salem, Ore.	.0903	175
Amarillo	.0895	176
Huntsville	.0886	177
Johnstown	.0874	178
Killeen - Temple	.0856	179
Columbus, Ga.	.0855	180
Springfield, Ill.	.0852	181
Niagara Falls	.0850	182
Brazoria	.0849	183
Hickory	.0825	184
Tallahassee	.0815	185
Fort Pierce	.0800	186
Boise	.0795	187
Vancouver	.0789	188
Beaver County, Pa.	.0784	189
Brownsville - Harlingen	.0781	190
Topeka	.0774	191
Cedar Rapids	.0765	192
Gainesville	.0765	192
Longview - Marshall	.0763	194
Green Bay	.0762	195
Houma - Thibodaux	.0762	195
Bradenton	.0755	197
St. Cloud	.0754	198
Waco	.0744	199
Biloxi - Gulfport	.0737	200
Total Top 200	**74.2988**	
Provo - Orem	.0725	201
Lake Charles	.0719	202
Odessa	.0716	203
Fort Collins - Loveland	.0715	204
Champaign - Urbana - Rantoul	.0707	205
Asheville	.0705	206
Racine	.0703	207
Wheeling	.0699	208
Waterloo - Cedar Falls	.0679	209
Richland - Kennewick - Pasco	.0677	210
Fargo - Moorhead	.0670	211
Tyler	.0664	212
Pittsfield	.0657	213
Yakima	.0656	214
Bremerton	.0651	215
Fort Smith	.0649	216
Benton Harbor	.0640	217
Elkhart - Goshen	.0625	218
Lima	.0620	219
Chico	.0619	220
Ocala	.0619	220
Parkersburg - Marietta	.0619	220
Midland, Tex.	.0606	223
Jackson, Mich.	.0590	224
Sioux Falls	.0588	225
Terre Haute	.0588	225
Olympia	.0584	227
Muskegon	.0581	228
Burlington, Vt.	.0577	229
Janesville - Beloit	.0576	230
Lynchburg	.0573	231
Abilene	.0567	232
Decatur	.0566	233
Billings	.0561	234
Bloomington - Normal	.0558	235
Steubenville - Weirton	.0557	236
Naples	.0555	237
Battle Creek	.0553	238
Wichita Falls	.0553	238
Anderson, Ind.	.0550	240
Bangor	.0547	241
Clarksville - Hopkinsville	.0546	242
Monroe	.0540	243
Eau Claire	.0538	244
Fort Walton Beach	.0536	245
Vineland - Millville - Bridgeton	.0536	245
Charlottesville	.0530	247
Alexandria, La.	.0524	248
Mansfield	.0524	248
Joplin	.0521	250
Total Top 250	**77.3339**	
Athens	.0520	251
Muncie	.0519	252
Anderson, S.C.	.0514	253
Kenosha	.0514	253
Medford	.0513	255
Altoona	.0511	256
Redding	.0509	257
Lafayette - West Lafayette	.0506	258
Tuscaloosa	.0506	258
Bryan - College Station	.0491	260
Florence, Ala.	.0488	261
Greeley	.0488	261
Rochester, Minn.	.0484	263
Sioux City	.0484	263
Wilmington, N.C.	.0482	265
Pueblo	.0473	266
Dothan	.0471	267
Sharon	.0470	268
Santa Fe	.0468	269
Pascagoula	.0463	270
Texarkana	.0461	271
Kokomo	.0460	272
Bellingham	.0455	273
Glens Falls	.0454	274
Hagerstown	.0454	274
Columbia, Mo.	.0452	276
Williamsport	.0451	277
Lawton	.0450	278
Albany, Ga.	.0446	279
San Angelo	.0437	280
Burlington, N.C.	.0434	281
Laredo	.0430	282
Wausau	.0430	282
State College	.0427	284
Panama City	.0423	285
Bismarck	.0415	286
Florence, S.C.	.0413	287
Anniston	.0407	288
La Crosse	.0407	288
Sherman - Denison	.0405	290
Sheboygan	.0400	291
Fayetteville - Springdale	.0394	292
Danville, Va.	.0393	293
Kankakee	.0391	294
Yuba City	.0391	294
Bloomington, Ind.	.0389	296
Lewiston - Auburn	.0386	297
Cumberland	.0385	298
Jacksonville, N.C.	.0385	298
Las Cruces	.0380	300
Casper	.0377	301
Elmira	.0372	302
St. Joseph	.0370	303
Dubuque	.0366	304
Iowa City	.0366	304
Owensboro	.0361	306
Rapid City	.0361	306
Victoria	.0349	308
Grand Forks	.0347	309
Gadsden	.0345	310
Cheyenne	.0335	311
Great Falls	.0334	312
Jackson, Tenn.	.0321	313
Pine Bluff	.0309	314
Enid	.0295	315
Lawrence, Kans.	.0291	316
Total Above Areas	**80.1317**	
Percent of U.S.	**80.1317**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Anchorage	29,122	1
Laredo	28,688	2
Midland, Tex.	25,923	3
Odessa	25,265	4
Abilene	23,899	5
St. Cloud	23,698	6
Portland, Me.	22,690	7
Rochester, Minn.	21,318	8
Victoria	21,091	9
Nassau - Suffolk	20,890	10
Manchester - Nashua	20,833	11
Lafayette, La.	20,670	12
Terre Haute	20,246	13
Bridgeport - Stamford - Norwalk - Danbury	20,241	14
Reno	20,217	15
Burlington, Vt.	20,108	16
Santa Barbara - Santa Maria - Lompoc	20,075	17
Rapid City	20,010	18
Longview - Marshall	19,925	19
San Angelo	19,858	20
Naples	19,536	21
Wichita Falls	19,477	22
Portsmouth - Dover - Rochester	19,385	23
Bergen - Passaic	19,343	24
Wilmington, N.C.	19,278	25
San Jose	19,270	26
Anaheim - Santa Ana	19,253	27
Casper	19,194	28
Oklahoma City	19,193	29
Grand Forks	19,156	30
Billings	19,141	31
Burlington, N.C.	18,957	32
Honolulu	18,929	33
Elkhart - Goshen	18,918	34
Jackson, Tenn.	18,879	35
San Francisco	18,827	36
Dallas	18,669	37
Boston - Lawrence - Salem - Lowell - Brockton	18,626	38
Lubbock	18,564	39
Amarillo	18,527	40
Corpus Christi	18,507	41
Charlottesville	18,432	42
Miami - Hialeah	18,402	43
Fargo - Moorhead	18,336	44
Houston	18,300	45
Bismarck	18,268	46
Orlando	18,252	47
Cheyenne	18,192	48
Atlantic City	18,178	49
Middlesex - Somerset - Hunterdon	18,147	50
Washington	18,118	51
Minneapolis - St. Paul	17,962	52
Bryan - College Station	17,885	53
Fort Worth - Arlington	17,884	54
Sioux Falls	17,882	55
Las Vegas	17,881	56
Brownsville - Harlingen	17,784	57
Boulder - Longmont	17,649	58
Pittsfield	17,600	59
Atlanta	17,557	60
Kansas City	17,512	61
Lake County, Ill.	17,497	62
New Bedford - Fall River - Attleboro	17,462	63
Muncie	17,428	64
Hartford - New Britain - Middletown - Bristol	17,329	65
Bangor	17,268	66
Indianapolis	17,262	67
Kokomo	17,207	68
Asheville	17,206	69
St. Joseph	17,144	70
Denver	17,137	71
West Palm Beach - Boca Raton - Delray Beach	17,121	72
Tyler	17,079	73
Owensboro	17,069	74
Panama City	17,066	75
Knoxville	17,041	76
Toledo	17,036	77
Fort Lauderdale - Hollywood - Pompano Beach	16,986	78
Houma - Thibodaux	16,932	79
Memphis	16,927	80
McAllen - Edinburg - Mission	16,897	81
Austin	16,834	82
Trenton	16,804	83
Fort Walton Beach	16,793	84
Wilmington, Del.	16,780	85
Lafayette - West Lafayette	16,758	86
Springfield, Mo.	16,743	87
Kalamazoo	16,724	88
Beaumont - Port Arthur	16,716	89
South Bend - Mishawaka	16,634	90
Los Angeles - Long Beach	16,594	91
La Crosse	16,589	92
Evansville	16,550	93
Sarasota	16,538	94
St. Louis	16,506	95
Lexington-Fayette	16,503	96
Springfield, Mass.	16,486	97
New London - Norwich	16,476	98
Albany, Ga.	16,435	99
Madison	16,387	100
Harrisburg - Lebanon - Carlisle	16,345	101
Colorado Springs	16,290	102
San Antonio	16,287	103
Seattle	16,272	104
Charlotte - Gastonia - Rock Hill	16,245	105
Ann Arbor	16,229	106
Richmond - Petersburg	16,191	107
Baton Rouge	16,129	108
Orange County, N.Y.	16,107	109
Santa Fe	16,068	110
Hagerstown	16,054	111
Grand Rapids	16,053	112
Lake Charles	16,034	113
Phoenix	16,029	114
Ocala	15,990	115
Raleigh - Durham	15,985	116
New Haven - Waterbury - Meriden	15,974	117
Bloomington - Normal	15,973	118
Fort Myers - Cape Coral	15,971	119
Oakland	15,954	120
Salinas - Seaside - Monterey	15,942	121
Wichita	15,941	122
Nashville	15,940	123
Texarkana	15,939	124
Enid	15,926	125
Omaha	15,914	126
Galveston - Texas City	15,899	127
Savannah	15,897	128
Monmouth - Ocean	15,885	129
Baltimore	15,786	130
Fort Wayne	15,786	130
Oxnard - Ventura	15,752	132
Gary - Hammond	15,746	133
Joplin	15,717	134
Saginaw - Bay City - Midland	15,708	135
Portland, Ore.	15,700	136
Lynchburg	15,695	137
Topeka	15,659	138
Glens Falls	15,624	139
Jacksonville, Fla.	15,620	140
Lansing - East Lansing	15,617	141
Flint	15,616	142
Gainesville	15,585	143
Des Moines	15,574	144
Eau Claire	15,562	145
Waco	15,517	146
New Orleans	15,509	147
Lawton	15,484	148
Shreveport	15,406	149
Jacksonville, N.C.	15,394	150
Champaign - Urbana - Rantoul	15,393	151
Norfolk - Virginia Beach - Newport News	15,389	152
Reading	15,382	153
Dothan	15,367	154
Florence, S.C.	15,363	155
San Diego	15,324	156
Worcester - Fitchburg - Leominster	15,312	157
Albuquerque	15,302	158
Fort Pierce	15,295	159
Macon - Warner Robins	15,284	160
Little Rock - North Little Rock	15,272	161
Greensboro - Winston-Salem - High Point	15,266	162
Bakersfield	15,229	163
Great Falls	15,220	164
Bradenton	15,203	165
Green Bay	15,156	166
Lima	15,152	167
Jackson, Miss.	15,144	168
Lancaster	15,143	169
Cleveland	15,128	170
Newark	15,122	171
Sherman - Denison	15,103	172
Philadelphia	15,097	173
Dubuque	15,092	174
Louisville	15,074	175
Cincinnati	15,058	176
Sioux City	15,058	176
Anderson, Ind.	15,052	178
Chicago	15,046	179
Fayetteville, N.C.	15,035	180
Tulsa	15,030	181
Columbus, Ohio	15,010	182
Roanoke	15,010	182
Modesto	14,999	184
Monroe	14,958	185
Mansfield	14,931	186
Detroit	14,892	187
El Paso	14,889	188
Salt Lake City - Ogden	14,886	189
Sacramento	14,880	190
Chattanooga	14,828	191
Vineland - Millville - Bridgeton	14,780	192
Lewiston - Auburn	14,757	193
Tallahassee	14,702	194
Poughkeepsie	14,683	195
Biloxi - Gulfport	14,679	196
Bloomington, Ind.	14,677	197
Lakeland - Winter Haven	14,634	198
Fayetteville - Springdale	14,631	199
Albany - Schenectady - Troy	14,555	200
Columbia, S.C.	14,537	201
Pensacola	14,534	202
Providence - Pawtucket - Woonsocket	14,524	203
Charleston, S.C.	14,515	204
Charleston, W.Va.	14,469	205
Parkersburg - Marietta	14,468	206
Rockford	14,410	207
Cedar Rapids	14,408	208
Rochester, N.Y.	14,359	209
Bellingham	14,358	210
Melbourne - Titusville - Palm Bay	14,349	211
Tampa - St. Petersburg - Clearwater	14,347	212
Allentown - Bethlehem	14,344	213
Huntsville	14,324	214
Duluth	14,305	215
Daytona Beach	14,283	216
Spokane	14,253	217
Elmira	14,243	218
Redding	14,153	219
Columbia, Mo.	14,148	220
Riverside - San Bernardino	14,145	221
Fort Collins - Loveland	14,143	222
Athens	14,142	223
Visalia - Tulare - Portersville	14,132	224
State College	14,102	225
Springfield, Ill.	14,095	226
Milwaukee	14,088	227
Syracuse	14,086	228
Davenport - Rock Island - Moline	14,078	229
Santa Rosa - Petaluma	14,076	230
Mobile	14,075	231
Canton	14,053	232
Greenville - Spartanburg	14,036	233
Santa Cruz	14,031	234
Alexandria, La.	14,027	235
Medford	14,025	236
Akron	13,998	237
Fresno	13,991	238
Dayton - Springfield	13,973	239
Clarksville - Hopkinsville	13,971	240
Hickory	13,965	241
Janesville - Beloit	13,954	242
Altoona	13,877	243
Killeen - Temple	13,853	244
Columbus, Ga.	13,844	245
Binghamton	13,780	246
Decatur	13,732	247
Lawrence, Kans.	13,615	248
Aurora - Elgin	13,579	249
Brazoria	13,578	250
Pine Bluff	13,566	251
Appleton - Oshkosh - Neenah	13,489	252
Las Cruces	13,413	253
Richland - Kennewick - Pasco	13,404	254
Waterloo - Cedar Falls	13,359	255
Erie	13,330	256
Youngstown - Warren	13,313	257
Tacoma	13,297	258
Vallejo - Fairfield - Napa	13,290	259
Pittsburgh	13,285	260
Olympia	13,283	261
Williamsport	13,271	262
Montgomery	13,256	263
Boise	13,230	264
Buffalo	13,228	265
Lincoln	13,199	266
Johnson City - Kingsport - Bristol	13,186	267
Pueblo	13,175	268
Wheeling	13,137	269
Augusta	13,132	270
Cumberland	13,132	270
Stockton	13,110	272
Jackson, Mich.	13,085	273
Yakima	13,084	274
Tuscaloosa	13,062	275
Utica - Rome	13,037	276
Tucson	13,033	277
Peoria	13,009	278
Eugene - Springfield	12,960	279
Fort Smith	12,951	280
Battle Creek	12,908	281
Huntington - Ashland	12,853	282
Scranton - Wilkes-Barre	12,775	283
Racine	12,763	284
Chico	12,614	285
Pascagoula	12,496	286
Wausau	12,473	287
Yuba City	12,460	288
Kankakee	12,407	289
Birmingham	12,365	290
Iowa City	12,306	291
Lorain - Elyria	12,306	291
Benton Harbor	12,279	293
York	12,259	294
Muskegon	12,231	295
Kenosha	12,216	296
Provo - Orem	12,093	297
Anderson, S.C.	11,983	298
Salem, Ore.	11,970	299
New York	11,710	300
Sharon	11,681	301
Niagara Falls	11,639	302
Florence, Ala.	11,627	303
Sheboygan	11,577	304
Joliet	11,307	305
Hamilton - Middletown	11,270	306
Jersey City	11,195	307
Danville, Va.	11,184	308
Greeley	11,181	309
Beaver County, Pa.	10,943	310
Bremerton	10,924	311
Steubenville - Weirton	10,826	312
Gadsden	10,539	313
Vancouver	10,418	314
Anniston	10,416	315
Johnstown	10,374	316
Average Above Areas	**15,798**	
U.S. Average	**14,917**	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	47,859,617	1
New York	38,784,867	2
Chicago	33,154,580	3
Philadelphia	26,174,542	4
Boston - Lawrence - Salem - Lowell - Brockton	25,284,770	5
Detroit	23,479,797	6
Washington	22,858,033	7
Houston	20,891,033	8
Nassau - Suffolk	18,013,334	9
Dallas	15,416,879	10
Atlanta	15,274,396	11
Minneapolis - St. Paul	14,867,520	12
Anaheim - Santa Ana	14,426,479	13
St. Louis	14,301,141	14
Baltimore	12,872,140	15
San Francisco	12,013,600	16
Miami - Hialeah	11,979,377	17
San Diego	11,745,639	18
Oakland	11,587,461	19
Pittsburgh	11,151,843	20
Seattle	11,004,876	21
Tampa - St. Petersburg - Clearwater	10,949,718	22
Denver	10,938,512	23
Phoenix	10,724,956	24
Cleveland	10,695,324	25
Newark	10,115,041	26
Kansas City	9,666,861	27
San Jose	9,363,319	28
Riverside - San Bernardino	9,218,191	29
Bergen - Passaic	9,093,022	30
Fort Lauderdale - Hollywood - Pompano Beach	8,124,536	31
Cincinnati	7,814,994	32
Indianapolis	7,567,742	33
New Orleans	7,560,519	34
Fort Worth - Arlington	7,393,053	35
Milwaukee	7,369,238	36
Columbus, Ohio	7,263,121	37
Sacramento	7,233,364	38
Oklahoma City	7,095,775	39
Portland, Ore.	6,986,524	40
Hartford - New Britain - Middletown - Bristol	6,720,220	41
Norfolk - Virginia Beach - Newport News	6,475,831	42
San Antonio	6,431,839	43
Charlotte - Gastonia - Rock Hill	6,117,975	44
Bridgeport - Stamford - Norwalk - Danbury	5,873,912	45
Middlesex - Somerset - Hunterdon	5,808,892	46
Orlando	5,665,310	47
Monmouth - Ocean	5,515,153	48
Memphis	5,514,767	49
Louisville	5,324,260	50
Total Top 50	**637,763,893**	
Nashville	5,236,228	51
Rochester, N.Y.	5,209,563	52
West Palm Beach - Boca Raton - Delray Beach	5,115,709	53
Greensboro - Winston-Salem - High Point	5,098,907	54
Salt Lake City - Ogden	4,976,401	55
Dayton - Springfield	4,912,873	56
Buffalo	4,822,866	57
Honolulu	4,804,259	58
Albany - Schenectady - Troy	4,651,906	59
Providence - Pawtucket - Woonsocket	4,624,561	60
Richmond - Petersburg	4,591,647	61
Jacksonville, Fla.	4,567,174	62
New Haven - Waterbury - Meriden	4,510,941	63
Birmingham	4,237,532	64
Tulsa	4,223,559	65
Austin	4,137,874	66
Toledo	3,901,290	67
Las Vegas	3,839,058	68
Knoxville	3,817,089	69
Raleigh - Durham	3,665,341	70
Worcester - Fitchburg - Leominster	3,653,380	71
Omaha	3,612,578	72
Harrisburg - Lebanon - Carlisle	3,573,073	73
Grand Rapids	3,563,682	74
Scranton - Wilkes-Barre	3,555,379	75
Allentown - Bethlehem	3,553,068	76
Springfield, Mass.	3,483,409	77
Gary - Hammond	3,410,669	78
Akron	3,373,453	79
Syracuse	3,297,616	80
Wilmington, Del.	3,176,504	81
Oxnard - Ventura	3,137,801	82
Greenville - Spartanburg	3,117,321	83
New Bedford - Fall River - Attleboro	3,097,727	84
Tucson	3,079,688	85
Baton Rouge	3,045,147	86
Fresno	2,821,909	87
Little Rock - North Little Rock	2,758,093	88
Lake County, Ill.	2,704,973	89
Albuquerque	2,694,689	90
Wichita	2,611,158	91
Tacoma	2,586,242	92
Youngstown - Warren	2,538,727	93
Bakersfield	2,471,657	94
Flint	2,465,779	95
Anchorage	2,440,434	96
Santa Barbara - Santa Maria - Lompoc	2,411,063	97
Mobile	2,358,934	98
Chattanooga	2,354,728	99
El Paso	2,352,424	100
Total Top 100	**818,009,976**	
Charleston, S.C.	2,351,498	101
Jersey City	2,348,748	102
Des Moines	2,342,367	103
Beaumont - Port Arthur	2,336,877	104
Lansing - East Lansing	2,325,433	105
Saginaw - Bay City - Midland	2,279,285	106
Columbia, S.C.	2,241,618	107
Manchester - Nashua	2,216,597	108
Madison	2,161,418	109
Johnson City - Kingsport - Bristol	2,154,582	110
Corpus Christi	2,139,367	111
Atlantic City	2,132,276	112
Portsmouth - Dover - Rochester	2,093,629	113
Lancaster	2,070,104	114
Canton	2,069,983	115
Jackson, Miss.	2,068,624	116
Colorado Springs	2,060,685	117
Davenport - Rock Island - Moline	2,055,343	118
Lexington-Fayette	2,018,261	119
Shreveport	2,015,095	120
Fort Wayne	2,014,356	121
Spokane	1,965,434	122
Lakeland - Winter Haven	1,915,592	123
Portland, Me.	1,915,077	124
Reading	1,895,090	125
Melbourne - Titusville - Palm Bay	1,881,098	126
Stockton	1,877,289	127
Trenton	1,865,274	128
Santa Rosa - Petaluma	1,842,610	129
Reno	1,825,620	130
Daytona Beach	1,825,309	131
York	1,805,702	132
Sarasota	1,800,962	133
Vallejo - Fairfield - Napa	1,792,859	134
Peoria	1,778,376	135
Evansville	1,765,932	136
Salinas - Seaside - Monterey	1,715,354	137
Augusta	1,703,266	138
Fort Myers - Cape Coral	1,700,861	139
Pensacola	1,675,803	140
Modesto	1,607,880	141
Aurora - Elgin	1,602,306	142
Huntington - Ashland	1,600,207	143
Ann Arbor	1,583,905	144
McAllen - Edinburg - Mission	1,547,735	145
Lafayette, La.	1,541,953	146
Charleston, W.Va.	1,507,716	147
Rockford	1,495,748	148
Utica - Rome	1,491,388	149
Macon - Warner Robins	1,477,979	150
Total Top 150	**913,510,447**	
Orange County, N.Y.	1,470,605	151
Lubbock	1,460,984	152
Boulder - Longmont	1,459,568	153
Appleton - Oshkosh - Neenah	1,458,178	154
South Bend - Mishawaka	1,450,515	155
New London - Norwich	1,449,892	156
Joliet	1,412,273	157
Duluth	1,404,730	158
Springfield, Mo.	1,398,058	159
Montgomery	1,377,300	160
Erie	1,371,644	161
Eugene - Springfield	1,350,404	162
Binghamton	1,344,933	163
Amarillo	1,341,362	164
Kalamazoo	1,314,484	165
Savannah	1,303,570	166
Poughkeepsie	1,300,899	167
Visalia - Tulare - Porterville	1,300,126	168
St. Cloud	1,298,656	169
Roanoke	1,250,309	170
Fayetteville, N.C.	1,246,365	171
Odessa	1,243,034	172
Galveston - Texas City	1,217,865	173
Brownsville - Harlingen	1,205,779	174
Longview - Marshall	1,203,470	175
Fort Pierce	1,176,187	176
Lorain - Elyria	1,171,543	177
Santa Cruz	1,157,564	178
Columbus, Ga.	1,119,980	179
Salem, Ore.	1,119,169	180
Asheville	1,114,944	181
Tallahassee	1,114,424	182
Bradenton	1,108,295	183
Huntsville	1,098,675	184
Springfield, Ill.	1,097,997	185
Gainesville	1,095,615	186
Hickory	1,089,288	187
Hamilton - Middletown	1,080,780	188
Houma - Thibodaux	1,056,586	189
Waco	1,044,297	190
Lincoln	1,044,037	191
Killeen - Temple	1,033,446	192
Biloxi - Gulfport	1,011,365	193
Abilene	1,010,931	194
Green Bay	1,009,362	195
Terre Haute	994,095	196
Johnstown	993,823	197
Lake Charles	986,096	198
Ocala	983,390	199
Midland, Tex.	979,898	200
Total Top 200	**973,837,237**	
Topeka	973,999	201
Fargo - Moorhead	973,638	202
Elkhart - Goshen	968,592	203
Pittsfield	955,655	204
Cedar Rapids	953,832	205
Boise	952,580	206
Champaign - Urbana - Rantoul	938,970	207
Fort Collins - Loveland	929,206	208
Niagara Falls	928,815	209
Wheeling	915,630	210
Tyler	915,408	211
Naples	904,525	212
Billings	899,642	213
Burlington, Vt.	892,803	214
Brazoria	885,266	215
Laredo	877,865	216
Yakima	868,773	217
Wichita Falls	862,828	218
Lima	853,064	219
Parkersburg - Marietta	847,806	220
Provo - Orem	834,423	221
Fort Smith	828,853	222
Chico	824,985	223
Sioux Falls	824,380	224
Bangor	820,223	225
Wilmington, N.C.	811,617	226
Beaver County, Pa.	805,389	227
Vancouver	803,207	228
Waterloo - Cedar Falls	800,211	229
Racine	796,381	230
Joplin	782,708	231
Charlottesville	779,677	232
Fort Walton Beach	774,154	233
Lynchburg	772,208	234
Muncie	766,818	235
Monroe	759,854	236
Eau Claire	757,883	237
Richland - Kennewick - Pasco	754,667	238
Rochester, Minn.	748,278	239
Benton Harbor	744,103	240
Anderson, Ind.	736,043	241
Redding	724,618	242
Medford	723,709	243
Olympia	722,606	244
Bloomington - Normal	718,804	245
Janesville - Beloit	718,649	246
Mansfield	718,201	247
Bryan - College Station	711,808	248
Burlington, N.C.	708,998	249
Lafayette - West Lafayette	708,855	250
Total Top 250	**1,015,118,444**	
Athens	708,514	251
Altoona	706,317	252
Clarksville - Hopkinsville	701,368	253
Panama City	699,715	254
Vineland - Millville - Bridgeton	699,080	255
Dothan	696,138	256
Alexandria, La.	692,926	257
Texarkana	690,158	258
Decatur	687,966	259
San Angelo	681,141	260
Jackson, Mich.	676,513	261
Muskegon	676,371	262
Bremerton	673,988	263
Tuscaloosa	672,674	264
Sioux City	671,602	265
Hagerstown	669,440	266
Battle Creek	662,177	267
Kokomo	653,857	268
Albany, Ga.	640,974	269
Anderson, S.C.	636,316	270
Glens Falls	624,957	271
Steubenville - Weirton	624,683	272
Bellingham	623,129	273
Pueblo	621,866	274
Florence, S.C.	619,112	275
Santa Fe	618,634	276
Florence, Ala.	608,619	277
Williamsport	585,246	278
Lawton	577,571	279
Bismarck	577,254	280
Fayetteville - Springdale	569,127	281
La Crosse	568,997	282
Rapid City	564,271	283
Greeley	555,671	284
Victoria	550,467	285
St. Joseph	550,309	286
Kenosha	549,703	287
State College	548,575	288
Casper	547,036	289
Sherman - Denison	546,724	290
Sharon	546,658	291
Owensboro	546,217	292
Columbia, Mo.	541,887	293
Lewiston - Auburn	540,115	294
Jackson, Tenn.	532,386	295
Pascagoula	531,094	296
Jacksonville, N.C.	524,926	297
Bloomington, Ind.	523,979	298
Cumberland	517,391	299
Wausau	510,161	300
Cheyenne	507,560	301
Las Cruces	505,663	302
Yuba City	500,882	303
Elmira	491,370	304
Dubuque	481,421	305
Great Falls	473,328	306
Kankakee	456,562	307
Anniston	451,009	308
Grand Forks	448,258	309
Danville, Va.	447,367	310
Sheboygan	428,336	311
Pine Bluff	413,763	312
Gadsden	412,079	313
Iowa City	409,802	314
Enid	406,103	315
Lawrence, Kans.	344,448	316
Total Above Areas	**1,052,926,397**	
Percent of U.S.	**81.196%**	
U.S. Total	**1,296,689,715**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,299,974	1
New York	4,945,191	2
Chicago	3,216,087	3
Boston - Lawrence - Salem - Lowell - Brockton	3,010,928	4
Philadelphia	2,377,929	5
Washington	2,302,682	6
Houston	2,278,330	7
Detroit	2,099,953	8
San Francisco	1,829,504	9
Anaheim - Santa Ana	1,736,544	10
Dallas	1,732,211	11
Atlanta	1,562,062	12
Nassau - Suffolk	1,411,664	13
Seattle	1,347,912	14
San Diego	1,326,482	15
St. Louis	1,275,534	16
Minneapolis - St. Paul	1,273,084	17
Baltimore	1,253,969	18
Denver	1,169,432	19
Oakland	1,131,078	20
Tampa - St. Petersburg - Clearwater	1,082,623	21
Pittsburgh	1,081,061	22
Miami - Hialeah	1,054,545	23
Phoenix	1,019,053	24
San Jose	995,733	25
Cleveland	985,155	26
Riverside - San Bernardino	959,137	27
New Orleans	956,741	28
Newark	901,796	29
Fort Lauderdale - Hollywood - Pompano Beach	891,002	30
Honolulu	877,940	31
Kansas City	819,676	32
Cincinnati	800,798	33
Bergen - Passaic	796,727	34
Oklahoma City	792,565	35
Sacramento	782,932	36
Portland, Ore.	771,397	37
Fort Worth - Arlington	767,347	38
San Antonio	762,439	39
Milwaukee	731,403	40
Columbus, Ohio	716,689	41
Indianapolis	713,599	42
Hartford - New Britain - Middletown - Bristol	676,444	43
Norfolk - Virginia Beach - Newport News	604,894	44
Orlando	592,987	45
Bridgeport - Stamford - Norwalk - Danbury	526,306	46
Louisville	522,453	47
Buffalo	505,335	48
Rochester, N.Y.	504,140	49
Monmouth - Ocean	503,296	50
Total Top 50	**66,278,763**	
West Palm Beach - Boca Raton - Delray Beach	501,314	51
Charlotte - Gastonia - Rock Hill	500,340	52
Austin	498,256	53
Nashville	472,872	54
Greensboro - Winston-Salem - High Point	471,419	55
Middlesex - Somerset - Hunterdon	467,731	56
Dayton - Springfield	462,196	57
Tulsa	453,135	58
New Haven - Waterbury - Meriden	443,069	59
Providence - Pawtucket - Woonsocket	440,653	60
Jacksonville, Fla.	428,227	61
Memphis	411,332	62
Knoxville	398,492	63
Las Vegas	396,279	64
Salt Lake City - Ogden	381,863	65
Toledo	379,316	66
Albany - Schenectady - Troy	373,836	67
Richmond - Petersburg	365,303	68
Worcester - Fitchburg - Leominster	357,644	69
Springfield, Mass.	352,852	70
Raleigh - Durham	346,086	71
Gary - Hammond	335,691	72
Omaha	333,973	73
Akron	333,289	74
Birmingham	315,186	75
Scranton - Wilkes-Barre	312,761	76
Tucson	307,852	77
Anchorage	304,357	78
Syracuse	304,007	79
Grand Rapids	298,969	80
Atlantic City	295,666	81
Allentown - Bethlehem	294,729	82
Harrisburg - Lebanon - Carlisle	287,526	83
Baton Rouge	287,511	84
Albuquerque	282,406	85
Tacoma	275,378	86
Santa Barbara - Santa Maria - Lompoc	271,654	87
Oxnard - Ventura	265,414	88
Bakersfield	259,163	89
Greenville - Spartanburg	257,667	90
New Bedford - Fall River - Attleboro	256,164	91
El Paso	251,954	92
Fresno	251,466	93
Wilmington, Del.	248,822	94
Little Rock - North Little Rock	246,337	95
Charleston, S.C.	232,541	96
Madison	230,999	97
Corpus Christi	223,382	98
Flint	220,527	99
Wichita	218,285	100
Total Top 100	**83,184,654**	
Youngstown - Warren	218,219	101
Columbia, S.C.	212,670	102
Spokane	211,573	103
Vallejo - Fairfield - Napa	209,425	104
Beaumont - Port Arthur	207,230	105
Des Moines	206,689	106
Davenport - Rock Island - Moline	205,964	107
Lansing - East Lansing	203,466	108
Lexington-Fayette	202,883	109
Daytona Beach	202,531	110
Saginaw - Bay City - Midland	202,513	111
Colorado Springs	199,610	112
Salinas - Seaside - Monterey	198,765	113
Fort Wayne	196,542	114
Lake County, Ill.	193,367	115
Stockton	189,824	116
Shreveport	188,662	117
Lancaster	186,829	118
Canton	185,610	119
Mobile	184,440	120
Santa Rosa - Petaluma	184,351	121
Jersey City	182,202	122
Portsmouth - Dover - Rochester	181,339	123
Manchester - Nashua	179,555	124
Chattanooga	179,364	125
Lafayette, La.	176,820	126
Sarasota	173,166	127
Melbourne - Titusville - Palm Bay	172,054	128
Trenton	166,470	129
Portland, Me.	162,891	130
Reading	160,859	131
Houma - Thibodaux	159,846	132
Reno	159,252	133
Johnson City - Kingsport - Bristol	158,317	134
Pensacola	157,877	135
Boulder - Longmont	156,390	136
Evansville	155,675	137
Peoria	155,010	138
York	154,985	139
Lakeland - Winter Haven	154,249	140
Fort Myers - Cape Coral	149,871	141
Ann Arbor	148,163	142
Aurora - Elgin	147,377	143
Jackson, Miss.	147,035	144
Lubbock	146,877	145
Savannah	146,389	146
New London - Norwich	145,476	147
Eugene - Springfied	143,784	148
Augusta	140,187	149
Amarillo	140,180	150
Total Top 150	**91,977,477**	
Modesto	138,726	151
Santa Cruz	138,133	152
Appleton - Oshkosh - Neenah	135,123	153
Galveston - Texas City	133,295	154
South Bend - Mishawaka	132,958	155
Odessa	131,928	156
Rockford	130,993	157
Duluth	128,442	158
Huntington - Ashland	126,960	159
Erie	126,401	160
Utica - Rome	124,169	161
Kalamazoo	123,825	162
Joliet	121,985	163
McAllen - Edinburg - Mission	121,562	164
Salem, Ore.	120,681	165
Springfield, Mo.	117,891	166
Macon - Warner Robins	115,827	167
Binghamton	115,341	168
Boise	114,521	169
Tallahassee	113,924	170
Brownsville - Harlingen	113,663	171
Gainesville	113,125	172
Killeen - Temple	112,353	173
Fayetteville, N.C.	111,925	174
Roanoke	111,853	175
Biloxi - Gulfport	109,813	176
Longview - Marshall	109,357	177
Charleston, W.Va	107,953	178
Lincoln	107,150	179
Bradenton	106,026	180
Waco	105,819	181
Hamilton - Middletown	105,791	182
Champaign - Urbana - Rantoul	105,361	183
Visalia - Tulare - Porterville	104,914	184
Montgomery	103,398	185
Green Bay	102,572	186
Springfield, Ill.	99,557	187
Huntsville	98,870	188
Vancouver	98,020	189
Poughkeepsie	97,330	190
Asheville	97,243	191
Lorain - Elyria	94,131	192
Hickory	93,411	193
Columbus, Ga.	93,203	194
Orange County, N.Y.	93,016	195
Topeka	90,953	196
Panama City	90,948	197
Abilene	90,576	198
Pittsfield	90,149	199
Niagara Falls	89,572	200
Total Top 200	**97,538,214**	
Burlington, Vt.	87,479	201
Bryan - College Station	87,437	202
Fort Collins - Loveland	87,203	203
Midland, Tex.	85,896	204
Naples	85,676	205
Fargo - Moorhead	84,873	206
Yakima	84,863	207
Billings	84,220	208
Fort Walton Beach	82,957	209
Chico	82,287	210
Cedar Rapids	81,522	211
Fort Pierce	80,490	212
Terre Haute	78,609	213
Wichita Falls	77,851	214
Olympia	77,565	215
Fort Smith	76,882	216
Lake Charles	76,640	217
Bremerton	75,932	218
Elkhart - Goshen	75,570	219
Bellingham	75,478	220
Muncie	75,053	221
Lima	74,545	222
Monroe	73,946	223
Wilmington, N.C.	73,833	224
Tyler	73,487	225
Racine	72,884	226
Wheeling	70,697	227
Lafayette - West Lafayette	70,266	228
Bloomington - Normal	70,021	229
Parkersburg - Marietta	69,568	230
St. Cloud	69,229	231
Richland - Kennewick - Pasco	69,193	232
Waterloo - Cedar Falls	68,923	233
Athens	68,430	234
Benton Harbor	68,160	235
Brazoria	68,132	236
San Angelo	67,664	237
Johnstown	67,054	238
Janesville - Beloit	66,529	239
Sioux Falls	65,396	240
Ocala	64,967	241
Eau Claire	64,477	242
Medford	64,210	243
Battle Creek	64,039	244
Muskegon	62,653	245
Joplin	62,401	246
Lawton	62,134	247
Santa Fe	61,633	248
Lynchburg	61,428	249
Bangor	61,363	250
Total Top 250	**101,199,989**	
Kenosha	60,463	251
Texarkana	59,686	252
Kokomo	59,605	253
Pueblo	59,518	254
Anderson, Ind.	59,404	255
Charlottesville	59,173	256
Redding	58,929	257
Clarksville - Hopkinsville	58,827	258
Jackson, Mich.	57,844	259
Glens Falls	57,449	260
Laredo	57,258	261
Mansfield	57,046	262
Beaver County, Pa.	57,023	263
State College	56,808	264
Burlington, N.C.	56,724	265
Bloomington, Ind.	55,533	266
La Crosse	55,465	267
Alexandria, La.	55,266	268
Fayetteville - Springdale	54,528	269
Decatur	54,496	270
Rochester, Minn.	54,169	271
Albany, Ga.	53,927	272
Tuscaloosa	52,801	273
Provo - Orem	52,784	274
Owensboro	52,523	275
Columbia, Mo.	51,631	276
Sioux City	51,580	277
Steubenville - Weirton	51,332	278
Greeley	50,026	279
Sharon	49,473	280
Dothan	49,357	281
Altoona	48,746	282
Yuba City	47,437	283
Rapid City	47,376	284
Bismarck	47,238	285
Las Cruces	46,772	286
Jacksonville, N.C.	46,763	287
Anderson, S.C.	46,522	288
Victoria	46,137	289
Cheyenne	45,613	290
Great Falls	45,606	291
Kankakee	45,598	292
Sherman - Denison	45,549	293
Casper	45,454	294
Vineland - Millville - Bridgeton	45,101	295
Iowa City	45,050	296
Florence, Ala.	43,853	297
St. Joseph	43,387	298
Cumberland	42,942	299
Williamsport	42,842	300
Dubuque	42,542	301
Enid	42,352	302
Pascagoula	41,982	303
Florence, S.C.	40,961	304
Elmira	40,657	305
Sheboygan	39,339	306
Jackson, Tenn.	39,044	307
Hagerstown	38,229	308
Lawrence, Kans.	38,019	309
Lewiston - Auburn	37,834	310
Danville, Va.	37,721	311
Wausau	34,252	312
Gadsden	33,367	313
Anniston	31,992	314
Grand Forks	28,913	315
Pine Bluff	28,381	316
Total Above Areas	**104,384,176**	
Percent of U.S.	**84.1870**	
U.S. Total	**124,005,813**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	9,670,514	1
New York	7,815,956	2
Chicago	5,794,937	3
Philadelphia	5,178,575	4
Detroit	4,494,607	5
Boston - Lawrence - Salem - Lowell - Brockton	4,416,741	6
Washington	4,301,898	7
Houston	4,176,878	8
Nassau - Suffolk	3,671,437	9
St. Louis	3,003,179	10
Dallas	2,811,676	11
Anaheim - Santa Ana	2,737,929	12
Atlanta	2,673,926	13
Minneapolis - St. Paul	2,626,464	14
Baltimore	2,515,898	15
Pittsburgh	2,392,947	16
Phoenix	2,392,019	17
Oakland	2,373,522	18
Tampa - St. Petersburg - Clearwater	2,354,277	19
Denver	2,258,260	20
San Diego	2,246,213	21
Newark	2,245,464	22
Cleveland	2,236,298	23
Seattle	2,234,250	24
San Francisco	2,231,772	25
Riverside - San Bernardino	2,146,975	26
Miami - Hialeah	1,958,688	27
Kansas City	1,807,046	28
San Jose	1,750,828	29
Bergen - Passaic	1,745,640	30
New Orleans	1,719,101	31
Cincinnati	1,620,362	32
Sacramento	1,545,604	33
Fort Worth - Arlington	1,506,930	34
Milwaukee	1,504,536	35
Columbus, Ohio	1,451,236	36
Fort Lauderdale - Hollywood - Pompano Beach	1,408,478	37
Charlotte - Gastonia - Rock Hill	1,394,393	38
San Antonio	1,390,785	39
Hartford - New Britain - Middletown - Bristol	1,309,633	40
Indianapolis	1,287,291	41
Oklahoma City	1,269,856	42
Middlesex - Somerset - Hunterdon	1,255,360	43
Buffalo	1,239,925	44
Monmouth - Ocean	1,212,130	45
Portland, Ore.	1,207,598	46
Norfolk - Virginia Beach - Newport News	1,203,317	47
Rochester, N.Y.	1,142,245	48
Memphis	1,137,427	49
Louisville	1,118,325	50
Total Top 50	**125,189,346**	
Bridgeport - Stamford - Norwalk - Danbury	1,111,608	51
Salt Lake City - Ogden	1,092,515	52
Albany - Schenectady - Troy	1,079,267	53
Nashville	1,076,163	54
Orlando	1,040,223	55
Dayton - Springfield	1,027,433	56
Greensboro - Winston-Salem - High Point	994,641	57
West Palm Beach - Boca Raton - Delray Beach	988,805	58
Birmingham	974,658	59
New Haven - Waterbury - Meriden	966,465	60
Providence - Pawtucket - Woonsocket	960,004	61
Richmond - Petersburg	956,852	62
Tulsa	882,989	63
Knoxville	842,903	64
Honolulu	832,535	65
Jacksonville, Fla.	831,534	66
Las Vegas	812,026	67
Syracuse	808,061	68
Scranton - Wilkes-Barre	802,040	69
New Bedford - Fall River - Attleboro	791,921	70
Toledo	786,774	71
Austin	780,426	72
Harrisburg - Lebanon - Carlisle	771,280	73
Akron	757,408	74
Raleigh - Durham	735,296	75
Gary - Hammond	733,622	76
Allentown - Bethlehem	730,980	77
Springfield, Mass.	730,534	78
Omaha	705,883	79
Tucson	690,950	80
Worcester - Fitchburg - Leominster	686,470	81
Greenville - Spartanburg	685,538	82
Baton Rouge	681,270	83
Oxnard - Ventura	678,402	84
Jersey City	631,485	85
Fresno	620,377	86
Wilmington, Del.	596,777	87
Mobile	586,317	88
Bakersfield	585,619	89
Chattanooga	578,676	90
Albuquerque	568,614	91
Grand Rapids	554,922	92
Youngstown - Warren	537,095	93
Des Moines	526,843	94
Little Rock - North Little Rock	525,197	95
Tacoma	524,190	96
Charleston, S.C.	515,204	97
Johnson City - Kingsport - Bristol	500,876	98
Wichita	499,851	99
Corpus Christi	485,566	100
Total Top 100	**169,568,831**	
Beaumont - Port Arthur	481,979	101
Canton	478,300	102
Santa Barbara - Santa Maria - Lompoc	469,757	103
Lancaster	463,964	104
Atlantic City	457,033	105
El Paso	456,607	106
Lakeland - Winter Haven	450,176	107
Portsmouth - Dover - Rochester	448,228	108
Vallejo - Fairfield - Napa	444,380	109
Spokane	434,133	110
Santa Rosa - Petaluma	433,234	111
Saginaw - Bay City - Midland	431,243	112
Stockton	425,031	113
Lansing - East Lansing	423,846	114
Flint	420,272	115
Jackson, Miss.	415,789	116
Columbia, S.C.	412,166	117
Manchester - Nashua	410,090	118
Davenport - Rock Island - Moline	402,048	119
York	401,907	120
Daytona Beach	400,896	121
Lexington-Fayette	396,404	122
Shreveport	394,688	123
Lake County, Ill.	391,237	124
Trenton	389,856	125
Fort Wayne	387,003	126
Portland, Me.	385,302	127
Colorado Springs	380,370	128
Modesto	378,400	129
Evansville	365,509	130
Utica - Rome	364,186	131
Fort Myers - Cape Coral	361,057	132
Reading	360,351	133
Reno	360,058	134
Anchorage	359,583	135
Peoria	358,806	136
Pensacola	353,344	137
Orange County, N.Y.	349,911	138
Huntington - Ashland	349,882	139
Augusta	348,197	140
Madison	345,772	141
Melbourne - Titusville - Palm Bay	341,792	142
Boulder - Longmont	337,334	143
Sarasota	336,482	144
Charleston, W.Va.	334,219	145
McAllen - Edinburg - Mission	322,160	146
Visalia - Tulare - Porterville	320,988	147
Binghamton	319,953	148
Aurora - Elgin	318,477	149
Galveston - Texas City	314,071	150
Total Top 150	**182,545,502**	
Poughkeepsie	314,071	150
Erie	307,557	152
Salinas - Seaside - Monterey	307,415	153
Macon - Warner Robins	299,332	154
Duluth	295,697	155
Rockford	294,305	156
Springfield, Mo.	289,570	157
Montgomery	288,174	158
Brownsville - Harlingen	285,656	159
Lorain - Elyria	282,865	160
New London - Norwich	281,396	161
Eugene - Springfield	280,250	162
Santa Cruz	277,182	163
Roanoke	276,514	164
Lafayette, La.	272,596	165
Appleton - Oshkosh - Neenah	270,310	166
Hamilton - Middletown	267,592	167
Joliet	267,411	168
South Bend - Mishawaka	263,766	169
Lubbock	261,316	170
Fort Pierce	257,689	171
Brazoria	255,422	172
Savannah	255,018	173
Amarillo	252,003	174
Longview - Marshall	249,683	175
Gainesville	249,439	176
Hickory	248,534	177
Niagara Falls	247,431	178
Ann Arbor	242,990	179
Johnstown	241,596	180
Lake Charles	241,319	181
Fayetteville, N.C.	240,351	182
Houma - Thibodaux	234,924	183
Boise	231,361	184
Tallahassee	231,297	185
Chico	228,145	186
Odessa	225,939	187
Bradenton	224,777	188
Waco	222,989	189
Killeen - Temple	222,138	190
Beaver County, Pa.	220,935	191
Salem, Ore.	219,527	192
Pittsfield	218,168	193
Huntsville	215,974	194
Topeka	213,314	195
Asheville	213,195	196
Yakima	211,572	197
Elkhart - Goshen	210,623	198
Biloxi - Gulfport	209,459	199
Wheeling	208,016	200
Total Top 200	**198,172,305**	
Cedar Rapids	205,498	201
Fort Collins - Loveland	203,287	202
Ocala	201,726	203
Columbus, Ga.	201,499	204
Lincoln	200,786	205
Springfield, Ill.	198,945	206
Vancouver	195,969	207
Provo - Orem	193,061	208
Naples	190,387	209
Laredo	185,373	210
Kalamazoo	184,438	211
Midland, Tex.	183,723	212
Racine	181,295	213
Richland - Kennewick - Pasco	179,481	214
Vineland - Millville - Bridgeton	178,654	215
Olympia	178,626	216
Redding	176,972	217
Bangor	172,897	218
Joplin	172,657	219
Billings	172,560	220
Burlington, Vt.	172,431	221
Steubenville - Weirton	172,327	222
St. Cloud	171,609	223
Tuscaloosa	171,441	224
Anderson, Ind.	170,627	225
Parkersburg - Marietta	170,259	226
Terre Haute	169,021	227
Lynchburg	168,196	228
Abilene	166,839	229
Lima	166,548	230
Charlottesville	165,117	231
Tyler	163,934	232
Waterloo - Cedar Falls	162,145	233
Pueblo	161,180	234
Altoona	160,378	235
Bremerton	159,767	236
Champaign - Urbana - Rantoul	158,906	237
Bryan - College Station	155,546	238
Glens Falls	155,517	239
Athens	154,665	240
Pascagoula	151,630	241
Anderson, S.C.	149,513	242
Fort Smith	149,247	243
Monroe	148,083	244
Wilmington, N.C.	147,696	245
Janesville - Beloit	146,997	246
Sioux City	146,920	247
Green Bay	146,523	248
Kenosha	144,153	249
Fargo - Moorhead	143,721	250
Total Top 250	**203,790,975**	
Muncie	143,072	251
Benton Harbor	142,711	252
Bellingham	142,363	253
Wichita Falls	142,245	254
Clarksville - Hopkinsville	142,198	255
Texarkana	141,937	256
Williamsport	141,921	257
Alexandria, La.	141,632	258
Dothan	140,417	259
Muskegon	138,229	260
Greeley	137,347	261
Burlington, N.C.	137,335	262
Lewiston - Auburn	137,226	263
Fort Walton Beach	133,717	264
Sioux Falls	133,599	265
San Angelo	132,255	266
Medford	130,986	267
Mansfield	130,646	268
Rochester, Minn.	130,497	269
St. Joseph	129,687	270
Albany, Ga.	129,370	271
Lawton	128,943	272
Decatur	128,916	273
Santa Fe	128,670	274
Florence, Ala.	126,022	275
Florence, S.C.	123,877	276
Columbia, Mo.	122,577	277
Bloomington - Normal	122,516	278
Sharon	122,343	279
Battle Creek	122,218	280
Kokomo	122,162	281
Eau Claire	121,557	282
Yuba City	121,255	283
Jackson, Mich.	118,321	284
Casper	117,241	285
Owensboro	117,178	286
Lafayette - West Lafayette	116,919	287
Hagerstown	115,082	288
Gadsden	113,933	289
Danville, Va.	112,559	290
State College	110,889	291
Fayetteville - Springdale	110,196	292
Cumberland	108,474	293
Victoria	108,362	294
Panama City	106,560	295
Sherman - Denison	104,635	296
La Crosse	102,918	297
Bloomington, Ind.	102,646	298
Jacksonville, N.C.	101,712	299
Wausau	100,818	300
Rapid City	100,233	301
Las Cruces	99,810	302
Dubuque	98,409	303
Anniston	97,755	304
Kankakee	97,478	305
Elmira	96,425	306
Jackson, Tenn.	94,545	307
Sheboygan	94,449	308
Pine Bluff	93,147	309
Bismarck	89,632	310
Iowa City	86,955	311
Enid	86,700	312
Great Falls	86,542	313
Cheyenne	79,318	314
Lawrence, Kans.	72,241	315
Grand Forks	55,457	316
Total Above Areas	**211,368,961**	
Percent of U.S.	**78.944%**	
U.S. Total	**279,831,186**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,284,489	1
Chicago	6,155,029	2
Detroit	5,452,772	3
Philadelphia	5,291,713	4
Washington	5,228,319	5
Boston - Lawrence - Salem - Lowell - Brockton	4,817,195	6
New York	4,569,065	7
Houston	4,452,249	8
Atlanta	3,728,300	9
Minneapolis - St. Paul	3,438,529	10
Dallas	3,395,796	11
Anaheim - Santa Ana	3,241,442	12
Miami - Hialeah	3,235,318	13
Nassau - Suffolk	3,195,924	14
St. Louis	3,160,605	15
Baltimore	2,830,444	16
Tampa - St. Petersburg - Clearwater	2,748,411	17
San Diego	2,694,943	18
Oakland	2,519,355	19
Fort Lauderdale - Hollywood - Pompano Beach	2,402,153	20
Kansas City	2,344,796	21
Pittsburgh	2,290,427	22
San Francisco	2,128,061	23
Phoenix	2,120,195	24
Seattle	2,109,891	25
Denver	2,084,004	26
San Jose	2,059,584	27
Cleveland	2,034,665	28
Newark	2,031,927	29
Riverside - San Bernardino	1,947,303	30
Oklahoma City	1,739,931	31
Indianapolis	1,733,976	32
Bergen - Passaic	1,697,132	33
Fort Worth - Arlington	1,631,931	34
Orlando	1,619,382	35
Sacramento	1,600,143	36
Columbus, Ohio	1,589,744	37
Charlotte - Gastonia - Rock Hill	1,570,180	38
Norfolk - Virginia Beach - Newport News	1,496,351	39
Cincinnati	1,488,904	40
Milwaukee	1,473,944	41
Portland, Ore.	1,431,509	42
Monmouth - Ocean	1,375,675	43
West Palm Beach - Boca Raton - Delray Beach	1,335,527	44
Hartford - New Britain - Middletown - Bristol	1,334,237	45
Memphis	1,283,518	46
Jacksonville, Fla.	1,253,318	47
Nashville	1,232,153	48
Greensboro - Winston-Salem - High Point	1,231,227	49
San Antonio	1,214,134	50
Total Top 50	**123,225,870**	
New Orleans	1,194,555	51
Rochester, N.Y.	1,177,041	52
Bridgeport - Stamford - Norwalk - Danbury	1,130,176	53
Louisville	1,057,670	54
Middlesex - Somerset - Hunterdon	1,028,398	55
Richmond - Petersburg	1,017,086	56
Birmingham	1,012,996	57
Dayton - Springfield	999,252	58
Salt Lake City - Ogden	959,318	59
Tulsa	952,142	60
Lake County, Ill.	921,683	61
Albany - Schenectady - Troy	918,727	62
Buffalo	900,578	63
Austin	869,779	64
Raleigh - Durham	868,724	65
Grand Rapids	836,433	66
Omaha	819,478	67
New Haven - Waterbury - Meriden	810,535	68
Knoxville	805,651	69
Oxnard - Ventura	791,835	70
Toledo	773,553	71
Providence - Pawtucket - Woonsocket	767,394	72
Allentown - Bethlehem	743,215	73
Harrisburg - Lebanon - Carlisle	715,842	74
Wilmington, Del.	713,941	75
Las Vegas	703,592	76
Worcester - Fitchburg - Leominster	697,759	77
Syracuse	694,287	78
Greenville - Spartanburg	670,648	79
Akron	659,044	80
Wichita	650,791	81
Gary - Hammond	646,677	82
Fresno	640,322	83
Scranton - Wilkes-Barre	639,828	84
Honolulu	622,781	85
Little Rock - North Little Rock	618,191	86
Charleston, S.C.	611,110	87
Springfield, Mass.	610,646	88
New Bedford - Fall River - Attleboro	597,636	89
Tucson	588,467	90
Flint	581,468	91
Tacoma	564,960	92
Johnson City - Kingsport - Bristol	562,463	93
Albuquerque	555,152	94
Baton Rouge	544,949	95
Bakersfield	536,088	96
Mobile	528,162	97
Lakeland - Winter Haven	524,782	98
Columbia, S.C.	524,478	99
Chattanooga	518,255	100
Total Top 100	**171,393,658**	
Lansing - East Lansing	513,278	101
Jackson, Miss.	507,432	102
Des Moines	507,424	103
Melbourne - Titusville - Palm Bay	505,824	104
Saginaw - Bay City - Midland	493,376	105
Beaumont - Port Arthur	488,767	106
Davenport - Rock Island - Moline	461,189	107
Youngstown - Warren	455,485	108
Manchester - Nashua	453,819	109
Portsmouth - Dover - Rochester	447,584	110
Colorado Springs	446,059	111
Corpus Christi	441,482	112
Sarasota	441,254	113
Madison	441,150	114
El Paso	436,087	115
Anchorage	435,959	116
Santa Barbara - Santa Maria - Lompoc	428,162	117
Pensacola	423,270	118
Spokane	421,971	119
Lexington-Fayette	420,952	120
Canton	418,171	121
Daytona Beach	417,939	122
Fort Wayne	416,146	123
Lancaster	412,901	124
Macon - Warner Robins	406,292	125
Stockton	405,617	126
Peoria	404,810	127
Reading	404,515	128
Augusta	400,907	129
Charleston, W.Va.	400,346	130
Fort Myers - Cape Coral	399,888	131
Salinas - Seaside - Monterey	388,399	132
Shreveport	387,664	133
York	380,034	134
Jersey City	375,015	135
Vallejo - Fairfield - Napa	372,654	136
Lubbock	370,271	137
Atlantic City	356,044	138
New London - Norwich	353,427	139
Montgomery	351,408	140
Evansville	347,649	141
Elkhart - Goshen	345,429	142
Ann Arbor	338,086	143
Bradenton	336,814	144
Santa Rosa - Petaluma	336,591	145
Portland, Me.	333,444	146
Springfield, Mo.	332,478	147
Amarillo	330,714	148
Rockford	328,672	149
Reno	322,983	150
Total Top 150	**191,549,490**	
Fort Pierce	322,177	151
Joliet	317,390	152
South Bend - Mishawaka	311,857	153
Trenton	311,133	154
Fayetteville, N.C.	307,059	155
Columbus, Ga.	303,559	156
Savannah	301,708	157
Eugene - Springfield	297,280	158
Longview - Marshall	291,074	159
Visalia - Tulare - Porterville	290,508	160
Boulder - Longmont	286,354	161
Modesto	286,190	162
Lafayette, La.	286,172	163
Odessa	286,016	164
Appleton - Oshkosh - Neenah	285,257	165
Huntington - Ashland	284,845	166
Aurora - Elgin	282,125	167
Erie	275,509	168
Orange County, N.Y.	275,113	169
Huntsville	274,626	170
Utica - Rome	269,821	171
Asheville	268,296	172
Binghamton	268,161	173
Fargo - Moorhead	264,026	174
Lorain - Elyria	261,732	175
Gainesville	259,716	176
McAllen - Edinburg - Mission	257,679	177
Kalamazoo	256,581	178
Poughkeepsie	253,945	179
Biloxi - Gulfport	251,025	180
Hamilton - Middletown	247,940	181
Hickory	244,838	182
Galveston - Texas City	244,067	183
Abilene	234,000	184
Salem, Ore.	232,754	185
Santa Cruz	229,470	186
Killeen - Temple	228,597	187
Roanoke	227,325	188
Lincoln	220,957	189
Topeka	218,748	190
Duluth	216,338	191
Sioux Falls	212,785	192
Springfield, Ill.	210,594	193
Waco	210,418	194
Ocala	209,492	195
Naples	208,466	196
Burlington, Vt.	207,178	197
Panama City	205,783	198
St. Cloud	203,842	199
Green Bay	202,270	200
Total Top 200	**204,452,286**	
Johnstown	202,139	201
Houma - Thibodaux	201,885	202
Wilmington, N.C.	201,214	203
Tyler	200,563	204
Brownsville - Harlingen	200,544	205
Tallahassee	198,768	206
Wichita Falls	197,777	207
Clarksville - Hopkinsville	197,364	208
Terre Haute	195,015	209
Joplin	194,161	210
Fort Walton Beach	190,406	211
Burlington, N.C.	189,605	212
Eau Claire	189,345	213
Bangor	188,876	214
Dothan	187,973	215
Parkersburg - Marietta	187,692	216
Cedar Rapids	186,198	217
Yakima	185,282	218
Brazoria	184,920	219
Waterloo - Cedar Falls	184,895	220
Rochester, Minn.	180,097	221
Fort Collins - Loveland	178,315	222
Billings	176,208	223
Niagara Falls	174,752	224
Boise	172,755	225
Champaign - Urbana - Rantoul	171,628	226
Pittsfield	171,146	227
Fort Smith	167,856	228
Bismarck	164,550	229
Midland, Tex.	164,127	230
Lake Charles	162,958	231
Wheeling	161,725	232
Lima	161,261	233
Anderson, Ind.	160,968	234
Lafayette - West Lafayette	160,491	235
Kokomo	159,159	236
Altoona	158,093	237
Medford	155,032	238
Jacksonville, N.C.	153,854	239
Provo - Orem	153,300	240
San Angelo	152,949	241
Albany, Ga.	151,924	242
Mansfield	151,718	243
Racine	149,570	244
Athens	148,551	245
Lynchburg	148,403	246
Florence, S.C.	147,136	247
Monroe	146,754	248
Florence, Ala.	146,445	249
Chico	145,939	250
Total Top 250	**213,115,372**	
Muncie	145,898	251
Vineland - Millville - Bridgeton	143,909	252
Rapid City	142,902	253
Decatur	142,152	254
Bloomington - Normal	141,470	255
Sioux City	140,410	256
Anderson, S.C.	139,638	257
St. Joseph	139,553	258
Richland - Kennewick - Pasco	138,429	259
Benton Harbor	138,410	260
Vancouver	136,448	261
Battle Creek	134,534	262
Charlottesville	134,108	263
Alexandria, La.	131,458	264
Grand Forks	130,803	265
Tuscaloosa	130,624	266
Sharon	130,541	267
Casper	130,402	268
Bremerton	130,243	269
Texarkana	128,406	270
Hagerstown	128,409	271
Redding	128,286	272
Williamsport	126,820	273
Sherman - Denison	125,940	274
Muskegon	125,587	275
Greeley	124,710	276
Lawton	124,419	277
Olympia	122,688	278
Lewiston - Auburn	122,437	279
Columbia, Mo.	120,811	280
Santa Fe	120,521	281
Janesville - Beloit	118,488	282
Glens Falls	116,747	283
La Crosse	115,153	284
Beaver County, Pa.	115,095	285
Steubenville - Weirton	114,145	286
Bryan - College Station	113,855	287
Bellingham	113,275	288
Fayetteville - Springdale	109,506	289
Victoria	108,739	290
Jackson, Mich.	107,322	291
Danville, Va.	106,610	292
Kankakee	105,751	293
Anniston	105,097	294
Wausau	104,371	295
Owensboro	103,196	296
Jackson, Tenn.	102,913	297
Las Cruces	100,729	298
Pascagoula	100,690	299
Great Falls	99,946	300
State College	99,751	301
Pueblo	99,520	302
Bloomington, Ind.	99,515	303
Dubuque	98,581	304
Elmira	98,092	305
Cheyenne	93,144	306
Yuba City	93,091	307
Enid	92,697	308
Cumberland	87,768	309
Laredo	87,524	310
Pine Bluff	86,455	311
Lawrence, Kans.	86,340	312
Sheboygan	83,671	313
Gadsden	80,370	314
Kenosha	77,437	315
Iowa City	72,925	316
Total Above Areas	**230,714,840**	
Percent of U.S.	**88.9804**	
U.S. Total	**272,833,000**	

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,473,944	1
New York	4,431,828	2
Chicago	3,996,413	3
Philadelphia	3,242,336	4
Washington	2,859,661	5
Boston - Lawrence - Salem - Lowell - Brockton	2,819,411	6
Detroit	2,774,584	7
Houston	2,431,128	8
Minneapolis - St. Paul	2,166,209	9
St. Louis	2,070,017	10
Atlanta	1,962,366	11
Nassau Suffolk	1,912,108	12
Anaheim - Santa Ana	1,775,208	13
Dallas	1,738,468	14
Pittsburgh	1,658,909	15
San Diego	1,559,210	16
Baltimore	1,539,227	17
Cleveland	1,520,798	18
Oakland	1,490,948	19
Miami - Hialeah	1,382,480	20
San Francisco	1,366,221	21
Kansas City	1,361,738	22
Denver	1,300,229	23
Tampa - St. Petersburg - Clearwater	1,295,837	24
Portland, Ore.	1,288,803	25
San Jose	1,274,844	26
Cincinnati	1,258,367	27
Seattle	1,234,238	28
Phoenix	1,210,472	29
Riverside - San Bernardino	1,138,732	30
Bergen - Passaic	1,053,332	31
Milwaukee	971,136	32
Columbus, Ohio	965,994	33
Indianapolis	936,685	34
Fort Worth - Arlington	914,973	35
Newark	867,364	36
New Orleans	862,513	37
Oklahoma City	854,120	38
Fort Lauderdale - Hollywood - Pompano Beach	841,158	39
Sacramento	825,696	40
Louisville	805,981	41
Norfolk - Virginia Beach - Newport News	788,241	42
San Antonio	778,421	43
Memphis	741,892	44
Nashville	728,859	45
Hartford - New Britain - Middletown - Bristol	713,703	46
Honolulu	699,173	47
Dayton - Springfield	693,545	48
Bridgeport - Stamford - Norwalk - Danbury	565,027	49
Salt Lake City - Ogden	658,903	50
Total Top 50	**77,901,450**	
Toledo	654,599	51
Middlesex - Somerset - Hunterdon	649,683	52
Orlando	632,939	53
Charlotte - Gastonia - Rock Hill	632,286	54
Richmond - Petersburg	614,853	55
Greensboro - Winston-Salem - High Point	576,784	56
Grand Rapids	574,481	57
Providence - Pawtucket - Woonsocket	565,307	58
West Palm Beach - Boca Raton - Delray Beach	564,033	59
Rochester, N.Y.	555,510	60
New Haven - Waterbury - Meriden	549,861	61
Monmouth - Ocean	540,144	62
Buffalo	539,211	63
Las Vegas	485,257	64
Worcester - Fitchburg - Leominster	484,073	65
Tulsa	483,460	66
Omaha	482,530	67
Scranton - Wilkes-Barre	481,811	68
Albany - Schenectady - Troy	473,873	69
Knoxville	472,020	70
Raleigh - Durham	471,476	71
Birmingham	471,283	72
Jacksonville, Fla.	460,867	73
Austin	459,790	74
Flint	452,529	75
Springfield, Mass.	440,701	76
Wilmington, Del.	434,822	77
Baton Rouge	432,286	78
Oxnard - Ventura	424,554	79
Tucson	424,510	80
Akron	424,484	81
Allentown - Bethlehem	417,216	82
Youngstown - Warren	413,739	83
Harrisburg - Lebanon - Carlisle	408,446	84
Gary - Hammond	402,527	85
Wichita	401,037	86
Lansing - East Lansing	390,822	87
Little Rock - North Little Rock	383,616	88
Greenville - Spartanburg	378,954	89
El Paso	364,522	90
Manchester - Nashua	364,114	91
Saginaw - Bay City - Midland	354,357	92
Des Moines	338,558	93
Lexington-Fayette	334,004	94
Syracuse	328,597	95
Jackson, Miss.	324,107	96
Fresno	322,177	97
Tacoma	321,728	98
Albuquerque	321,054	99
New Bedford - Fall River - Attleboro	317,941	100
Total Top 100	**100,698,983**	
Mobile	314,964	101
Anchorage	310,472	102
Huntington - Ashland	303,782	103
Columbia, S.C.	299,350	104
Johnson City - Kingsport - Bristol	297,390	105
Chattanooga	297,304	106
Davenport - Rock Island - Moline	291,560	107
Beaumont - Port Arthur	285,497	108
Reno	282,206	109
Colorado Springs	272,186	110
Shreveport	270,706	111
Fort Wayne	266,771	112
Charleston, S.C.	265,721	113
Melbourne - Titusville - Palm Bay	260,545	114
Pensacola	259,428	115
Canton	259,153	116
Kalamazoo	256,651	117
Madison	255,666	118
Evansville	253,045	119
Spokane	251,774	120
Peoria	249,349	121
Ann Arbor	246,863	122
Trenton	244,903	123
Lake County, Ill.	244,294	124
Bakersfield	239,195	125
Springfield, Mo.	231,069	126
Reading	230,615	127
Lakeland - Winter Haven	227,681	128
Corpus Christi	224,302	129
Santa Barbara - Santa Maria - Lompoc	224,176	130
McAllen - Edinburg - Mission	224,140	131
Augusta	224,052	132
Lancaster	223,596	133
Lafayette, La.	223,039	134
York	217,872	135
Stockton	217,022	136
Appleton - Oshkosh - Neenah	215,393	137
Rockford	211,226	138
South Bend - Mishawaka	210,847	139
Green Bay	210,211	140
Daytona Beach	204,501	141
Modesto	203,594	142
Santa Rosa - Petaluma	201,112	143
Montgomery	200,099	144
Sarasota	199,949	145
Fort Myers - Cape Coral	199,414	146
Macon - Warner Robins	198,488	147
Eugene - Springfield	198,117	148
Portland, Me.	198,090	149
Duluth	194,513	150
Total Top 150	**112,790,876**	
Aurora - Elgin	194,114	151
Atlantic City	192,376	152
Fayetteville, N.C.	191,050	153
Charleston, W.Va.	190,718	154
Salem, Ore.	190,460	155
Roanoke	186,043	156
Lubbock	185,001	157
Orange County, N.Y.	183,814	158
Salinas - Seaside - Monterey	180,160	159
Tallahassee	179,937	160
Cedar Rapids	172,462	161
Odessa	171,520	162
Vallejo - Fairfield - Napa	169,224	163
Wheeling	168,270	164
Savannah	167,610	165
Portsmouth - Dover - Rochester	166,972	166
Erie	166,859	167
Biloxi - Gulfport	162,702	168
Springfield, Ill.	161,876	169
Lorain - Elyria	161,730	170
Huntsville	161,471	171
Visalia - Tulare - Porterville	157,691	172
Killeen - Temple	156,839	173
Columbus, Ga.	155,056	174
Utica - Rome	153,769	175
Brownsville - Harlingen	153,001	176
Binghamton	152,768	177
Beaver County, Pa.	151,916	178
Joliet	150,414	179
Lincoln	149,564	180
Longview - Marshall	149,336	181
Lima	149,086	182
Amarillo	146,368	183
Vancouver	146,257	184
Waco	144,555	185
Jackson, Mich.	140,575	186
Poughkeepsie	140,520	187
Laredo	140,252	188
Tyler	138,936	189
Asheville	138,367	190
Topeka	138,331	191
Champaign - Urbana - Rantoul	137,421	192
Mansfield	135,345	193
Wichita Falls	134,942	194
Muskegon	134,386	195
Parkersburg - Marietta	134,384	196
Midland, Tex.	133,361	197
Gainesville	133,282	198
Abilene	129,383	199
Lynchburg	129,280	200
Total Top 200	**120,650,630**	
Houma - Thibodaux	128,115	201
Terre Haute	127,730	202
Hamilton - Middletown	127,156	203
Billings	127,048	204
Boulder - Longmont	126,247	205
Johnstown	126,023	206
Niagara Falls	125,356	207
Janesville - Beloit	122,234	208
Fargo - Moorhead	122,092	209
Fort Smith	122,042	210
Wilmington, N.C.	118,154	211
Rochester, Minn.	117,668	212
Joplin	117,197	213
Lake Charles	115,206	214
Fayetteville - Springdale	115,082	215
Bradenton	114,793	216
Benton Harbor	114,786	217
Provo - Orem	112,402	218
Galveston - Texas City	111,971	219
Medford	111,946	220
Ocala	111,732	221
Jackson, Tenn.	111,523	222
Decatur	111,156	223
Sioux Falls	110,160	224
New London - Norwich	109,961	225
Battle Creek	109,838	226
Lafayette - West Lafayette	109,323	227
Jersey City	109,256	228
Monroe	108,407	229
Waterloo - Cedar Falls	108,288	230
Fort Collins - Loveland	107,504	231
Bryan - College Station	106,680	232
Charlottesville	106,597	233
Fort Walton Beach	106,481	234
Racine	106,424	235
Athens	106,172	236
Olympia	105,397	237
St. Cloud	104,783	238
Yakima	104,518	239
Bloomington - Normal	103,387	240
Altoona	103,268	241
Richland - Kennewick - Pasco	102,208	242
Fort Pierce	102,024	243
Hickory	101,294	244
Bangor	101,181	245
Alexandria, La.	100,979	246
Clarksville - Hopkinsville	100,961	247
Lawton	99,599	248
Sioux City	98,729	249
Eau Claire	98,185	250
Total Top 250	**126,219,893**	
Florence, Ala.	98,114	251
Dothan	97,415	252
Tuscaloosa	96,725	253
Pascagoula	95,570	254
Cumberland	95,308	255
Grand Forks	94,139	256
St. Joseph	93,862	257
Texarkana	93,735	258
Pueblo	93,275	259
Pittsfield	92,569	260
Albany, Ga.	92,528	261
La Crosse	92,341	262
Burlington, Vt.	92,242	263
Muncie	91,887	264
San Angelo	91,838	265
Santa Cruz	91,784	266
Elmira	91,629	267
Brazoria	89,855	268
Owensboro	87,867	269
Anderson, Ind.	87,644	270
Bismarck	87,493	271
Chico	85,082	272
Yuba City	84,463	273
Panama City	84,392	274
Hagerstown	83,895	275
Dubuque	82,900	276
Florence, S.C.	80,890	277
Steubenville - Weirton	80,273	278
Wausau	80,254	279
Elkhart - Goshen	80,083	280
Rapid City	79,532	281
Williamsport	79,426	282
Sharon	78,864	283
Jacksonville, N.C.	78,668	284
Kokomo	78,550	285
Boise	76,806	286
Vineland - Millville - Bridgeton	74,476	287
Anderson, S.C.	74,167	288
Columbia, Mo.	73,422	289
Bellingham	73,420	290
Naples	73,392	291
Victoria	72,140	292
Redding	71,949	293
Sherman - Denison	70,715	294
Bloomington, Ind.	69,949	295
Sheboygan	69,913	296
Burlington, N.C.	65,642	297
Kenosha	65,580	298
Great Falls	64,477	299
Lewiston - Auburn	64,260	300
Greeley	63,143	301
Glens Falls	63,137	302
Bremerton	62,811	303
Anniston	62,050	304
Las Cruces	61,702	305
State College	59,548	306
Gadsden	59,056	307
Pine Bluff	58,522	308
Cheyenne	57,676	309
Kankakee	56,267	310
Iowa City	52,375	311
Casper	51,211	312
Santa Fe	49,102	313
Danville, Va.	39,920	314
Enid	37,029	315
Lawrence, Kans.	23,832	316
Total Above Areas	**131,224,674**	
Percent of U.S.	**85.5003**	
U.S. Total	**153,478,589**	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,795,480	1
New York	2,701,855	2
Chicago	1,735,204	3
Washington	1,353,419	4
Philadelphia	1,207,827	5
Boston - Lawrence - Salem - Lowell - Brockton	1,181,674	6
Houston	1,147,034	7
Nassau - Suffolk	1,125,086	8
Detroit	1,120,635	9
Dallas	844,069	10
Denver	775,450	11
Anaheim - Santa Ana	752,081	12
Phoenix	740,355	13
Atlanta	698,655	14
Minneapolis - St. Paul	667,057	15
San Francisco	657,874	16
Miami - Hialeah	650,324	17
San Diego	642,663	18
Tampa - St. Petersburg - Clearwater	624,094	19
Newark	620,242	20
St. Louis	619,941	21
Baltimore	594,318	22
Oakland	593,135	23
Bergen - Passaic	576,121	24
San Jose	566,200	25
Seattle	549,321	26
Fort Lauderdale - Hollywood - Pompano Beach	513,763	27
Cleveland	511,607	28
Pittsburgh	496,303	29
New Orleans	445,522	30
Middlesex - Somerset - Hunterdon	409,087	31
Oklahoma City	404,556	32
Riverside - San Bernardino	402,384	33
Norfolk - Virginia Beach - Newport News	397,645	34
Kansas City	383,293	35
Sacramento	370,391	36
Columbus, Ohio	356,315	37
San Antonio	361,010	38
Salt Lake City - Ogden	353,853	39
Milwaukee	345,674	40
Cincinnati	345,143	41
West Palm Beach - Boca Raton - Delray Beach	339,832	42
Fort Worth - Arlington	339,416	43
Portland, Ore.	323,481	44
Indianapolis	320,165	45
Charlotte - Gastonia - Rock Hill	308,698	46
Greensboro - Winston-Salem - High Point	302,937	47
Hartford - New Britain - Middletown - Bristol	300,214	48
Bridgeport - Stamford - Norwalk - Danbury	285,953	49
Memphis	283,601	50
Total Top 50	**34,450,957**	
Orlando	265,600	51
Rochester, N.Y.	251,854	52
Austin	251,063	53
Tulsa	243,470	54
Louisville	237,087	55
Nashville	235,645	56
Omaha	233,401	57
Dayton - Springfield	232,891	58
Monmouth - Ocean	230,491	59
Las Vegas	228,646	60
Buffalo	222,412	61
Madison	220,099	62
Albany - Schenectady - Troy	217,483	63
Birmingham	215,976	64
Grand Rapids	211,461	65
Raleigh - Durham	209,568	66
Tucson	203,136	67
New Haven - Waterbury - Meriden	199,830	68
Jacksonville, Fla.	198,123	69
Richmond - Petersburg	196,146	70
Baton Rouge	189,224	71
Knoxville	185,047	72
Albuquerque	175,820	73
Providence - Pawtucket - Woonsocket	175,070	74
Toledo	166,660	75
Greenville - Spartanburg	163,055	76
Honolulu	159,895	77
Syracuse	158,000	78
Wilmington, Del.	152,255	79
Sarasota	143,946	80
Harrisburg - Lebanon - Carlisle	143,320	81
Springfield, Mass.	141,140	82
Worcester - Fitchburg - Leominster	140,867	83
El Paso	139,315	84
Fresno	138,694	85
Santa Barbara - Santa Maria - Lompoc	136,558	86
Allentown - Bethlehem	134,640	87
Gary - Hammond	132,072	88
Scranton - Wilkes-Barre	129,025	89
Anchorage	128,725	90
Little Rock - North Little Rock	128,471	91
Charleston, S.C.	126,637	92
Wichita	125,990	93
Fort Myers - Cape Coral	125,328	94
Oxnard - Ventura	124,480	95
New Bedford - Fall River - Attleboro	122,050	96
Lake County, Ill.	118,359	97
Corpus Christi	118,763	98
Jersey City	118,226	99
Colorado Springs	117,449	100
Total Top 100	**43,213,920**	
Lansing - East Lansing	117,101	101
Des Moines	116,841	102
Chattanooga	114,417	103
Lancaster	113,856	104
Bakersfield	113,637	105
Shreveport	113,223	106
Saginaw - Bay City - Midland	112,970	107
Tacoma	111,249	108
Akron	110,905	109
Beaumont - Port Arthur	109,647	110
Flint	108,817	111
Boulder - Longmont	108,342	112
Mobile	106,324	113
Youngstown - Warren	105,369	114
Manchester - Nashua	104,677	115
Columbia, S.C.	104,231	116
Fayetteville, N.C.	103,180	117
Fort Wayne	102,834	118
South Bend - Mishawaka	100,443	119
McAllen - Edinburg - Mission	97,105	120
Modesto	96,918	121
Daytona Beach	95,090	122
Lubbock	93,639	123
Spokane	93,354	124
Trenton	92,486	125
Lexington-Fayette	91,272	126
Kalamazoo	90,873	127
Laredo	90,803	128
Stockton	90,594	129
Santa Rosa - Petaluma	90,447	130
Jackson, Miss.	90,133	131
Portsmouth - Dover - Rochester	90,120	132
Ann Arbor	89,991	133
Johnson City - Kingsport - Bristol	89,259	134
Reading	87,464	135
Evansville	86,414	136
Melbourne - Titusville - Palm Bay	84,554	137
Salinas - Seaside - Monterey	83,711	138
Augusta	82,599	139
Atlantic City	82,470	140
Reno	81,759	141
York	80,611	142
Canton	80,496	143
Peoria	80,477	144
Odessa	80,432	145
Davenport - Rock Island - Moline	79,473	146
Naples	78,306	147
Pensacola	78,273	148
Lafayette, La.	78,070	149
Vallejo - Fairfield - Napa	77,307	150
Total Top 150	**47,976,583**	
Rockford	75,535	151
Amarillo	74,313	152
Brownsville - Harlingen	72,718	153
Appleton - Oshkosh - Neenah	72,526	154
Springfield, Mo.	71,485	155
Fort Pierce	70,450	156
Orange County, N.Y.	70,314	157
Macon - Warner Robins	70,133	158
Eugene - Springfield	69,109	159
Longview - Marshall	68,917	160
Tallahassee	68,877	161
Roanoke	68,681	162
Columbus, Ga.	67,955	163
Huntington - Ashland	67,506	164
Savannah	67,473	165
Lakeland - Winter Haven	65,180	166
Erie	64,271	167
New London - Norwich	63,987	168
Utica - Rome	63,004	169
Binghamton	61,220	170
Midland, Tex.	60,805	171
Boise	60,607	172
Billings	60,528	173
Aurora - Elgin	59,815	174
Visalia - Tulare - Porterville	58,959	175
Huntsville	58,292	176
Bradenton	56,832	177
Charleston, W.Va.	54,731	178
Green Bay	54,518	179
Killeen - Temple	54,293	180
Fort Collins - Loveland	53,296	181
Wichita Falls	52,613	182
Ocala	52,513	183
Montgomery	52,417	184
Hickory	52,362	185
Duluth	51,866	186
Poughkeepsie	51,822	187
Lake Charles	51,528	188
Santa Cruz	51,366	189
Provo - Orem	51,173	190
Houma - Thibodaux	51,033	191
Fort Walton Beach	50,747	192
Springfield, Ill.	50,282	193
Portland, Me.	49,698	194
Asheville	49,119	195
Salem, Ore.	49,065	196
Abilene	48,106	197
Gainesville	47,435	198
Waco	46,410	199
Monroe	45,711	200
Total Top 200	**50,938,179**	
Lincoln	45,660	201
Tyler	44,813	202
Wheeling	44,697	203
Johnstown	43,333	204
Charlottesville	42,819	205
Cedar Rapids	42,755	206
Fargo - Moorhead	41,327	207
Wilmington, N.C.	41,092	208
Champaign - Urbana - Rantoul	40,461	209
Sioux Falls	40,368	210
Muncie	40,328	211
Joliet	39,861	212
Lorain - Elyria	39,664	213
Burlington, N.C.	39,459	214
Burlington, Vt.	39,264	215
San Angelo	38,321	216
Pueblo	38,243	217
Biloxi - Gulfport	37,785	218
Fort Smith	37,415	219
Great Falls	37,341	220
Galveston - Texas City	37,100	221
Jacksonville, N.C.	36,752	222
Altoona	35,622	223
Racine	35,447	224
Parkersburg - Marietta	35,396	225
Waterloo - Cedar Falls	35,271	226
Hamilton - Middletown	34,953	227
Anderson, S.C.	34,882	228
Brazoria	34,785	229
Alexandria, La.	34,621	230
Chico	34,525	231
Topeka	34,498	232
Olympia	34,041	233
La Crosse	33,505	234
Bloomington - Normal	33,341	235
Decatur	33,308	236
Panama City	33,285	237
Lynchburg	33,099	238
Bremerton	33,086	239
Albany, Ga.	32,428	240
Dothan	32,279	241
Santa Fe	32,204	242
Eau Claire	32,202	243
Beaver County, Pa.	32,137	244
St. Cloud	32,099	245
Cheyenne	32,030	246
Lawton	31,947	247
Terre Haute	31,545	248
Casper	31,441	249
Texarkana	31,403	250
Total Top 250	**53,762,417**	
Rochester, Minn.	31,137	251
Bellingham	30,679	252
Vancouver	30,040	253
Niagara Falls	29,944	254
Sioux City	29,642	255
Hagerstown	29,616	256
Medford	29,120	257
Anderson, Ind.	28,919	258
Lima	28,796	259
Rapid City	28,789	260
Pittsfield	28,440	261
Joplin	28,345	262
Florence, S.C.	28,073	263
Lafayette - West Lafayette	27,906	264
Muskegon	27,901	265
Yakima	27,879	266
Athens	26,915	267
Richland - Kennewick - Pasco	26,843	268
Greeley	26,602	269
Las Cruces	26,507	270
Bryan - College Station	26,451	271
Grand Forks	26,062	272
Clarksville - Hopkinsville	25,977	273
Enid	25,923	274
Jackson, Mich.	25,904	275
Tuscaloosa	25,904	275
Williamsport	25,531	277
State College	25,142	278
Victoria	25,132	279
Bismarck	25,000	280
Dubuque	24,811	281
Sherman - Denison	24,746	282
Janesville - Beloit	24,708	283
Owensboro	24,466	284
Vineland - Millville - Bridgeton	24,309	285
Sharon	23,826	286
Cumberland	23,331	287
Redding	22,833	288
Steubenville - Weirton	22,822	289
Bloomington, Ind.	22,759	290
Bangor	22,716	291
Columbia, Mo.	22,685	292
Fayetteville - Springdale	22,313	293
Florence, Ala.	22,293	294
Battle Creek	21,699	295
Wausau	21,690	296
Jackson, Tenn.	21,667	297
Elkhart - Goshen	21,631	298
Kokomo	21,560	299
Iowa City	21,276	300
Mansfield	21,117	301
Yuba City	21,059	302
Kenosha	20,426	303
Kankakee	19,816	304
St. Joseph	19,536	305
Anniston	19,465	306
Elmira	18,567	307
Benton Harbor	18,267	308
Gadsden	17,165	309
Danville, Va.	17,120	310
Pine Bluff	16,561	311
Pascagoula	16,171	312
Glens Falls	15,779	313
Sheboygan	14,571	314
Lawrence, Kans.	14,445	315
Lewiston - Auburn	12,301	316
Total Above Areas	**54,332,043**	
Percent of U.S.	**85.4579**	
U.S. Total	**63,577,582**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,624,078	1
Los Angeles - Long Beach	1,611,338	2
New York	1,365,529	3
Detroit	1,136,333	4
Philadelphia	893,523	5
Boston - Lawrence - Salem - Lowell - Brockton	875,324	6
Washington	813,380	7
Houston	580,002	8
Nassau - Suffolk	522,461	9
Cleveland	505,226	10
Phoenix	488,543	11
Miami - Hialeah	477,929	12
Oakland	458,554	13
Baltimore	438,348	14
Atlanta	436,910	15
Anaheim - Santa Ana	428,611	16
St. Louis	386,504	17
San Francisco	385,459	18
Pittsburgh	384,170	19
Dallas	376,724	20
Seattle	369,934	21
San Diego	364,361	22
Minneapolis - St. Paul	354,489	23
San Jose	345,225	24
Tampa - St. Petersburg - Clearwater	337,182	25
New Orleans	323,990	26
Indianapolis	322,252	27
Sacramento	311,466	28
Newark	304,804	29
Cincinnati	304,627	30
Riverside - San Bernardino	295,199	31
Honolulu	289,491	32
Fort Lauderdale - Hollywood - Pompano Beach	268,865	33
Bergen - Passaic	264,948	34
Kansas City	261,494	35
Denver	259,739	36
Hartford - New Britain - Middletown - Bristol	247,912	37
Milwaukee	242,489	38
Buffalo	235,732	39
Columbus, Ohio	222,147	40
Rochester, N.Y.	219,988	41
Louisville	212,901	42
Providence - Pawtucket - Woonsocket	209,068	43
Memphis	195,702	44
Charlotte - Gastonia - Rock Hill	182,640	45
West Palm Beach - Boca Raton - Delray Beach	179,111	46
Gary - Hammond	178,713	47
Albany - Schenectady - Troy	171,105	48
Richmond - Petersburg	169,950	49
Fort Worth - Arlington	168,241	50
Total Top 50	**22,002,911**	
Norfolk - Virginia Beach - Newport News	165,594	51
Jacksonville, Fla.	163,530	52
Toledo	160,924	53
Greensboro - Winston-Salem - High Point	160,564	54
Birmingham	157,949	55
Las Vegas	156,853	56
Syracuse	153,694	57
Nashville	153,083	58
Monmouth - Ocean	151,312	59
Middlesex - Somerset - Hunterdon	150,694	60
Dayton - Springfield	148,890	61
Scranton - Wilkes-Barre	147,268	62
Bridgeport - Stamford - Norwalk - Danbury	147,118	63
Tucson	145,327	64
Worcester - Fitchburg - Leominster	141,218	65
Fresno	140,201	66
New Haven - Waterbury - Meriden	135,126	67
Salt Lake City - Ogden	133,670	68
Orlando	132,209	69
Oklahoma City	131,166	70
Raleigh - Durham	130,693	71
Akron	125,454	72
Springfield, Mass.	120,338	73
San Antonio	115,371	74
Lake County, Ill.	113,874	75
Harrisburg - Lebanon - Carlisle	112,260	76
Knoxville	111,787	77
Oxnard - Ventura	110,513	78
Portland, Ore.	107,169	79
Omaha	106,176	80
Allentown - Bethlehem	105,817	81
Wilmington, Del.	102,935	82
Flint	102,271	83
Greenville - Spartanburg	98,842	84
Melbourne - Titusville - Palm Bay	98,675	85
Mobile	98,302	86
Anchorage	94,935	87
Santa Rosa - Petaluma	94,307	88
Baton Rouge	91,487	89
New Bedford - Fall River - Attleboro	90,419	90
Vallejo - Fairfield - Napa	90,296	91
Youngstown - Warren	89,657	92
Stockton	89,029	93
Santa Barbara - Santa Maria - Lompoc	87,560	94
Grand Rapids	85,212	95
Bakersfield	84,000	96
Modesto	83,282	97
Albuquerque	83,075	98
Fort Wayne	82,246	99
Utica - Rome	80,438	100
Total Top 100	**27,960,716**	
Aurora - Elgin	80,127	101
Jersey City	79,810	102
Austin	79,606	103
Daytona Beach	79,297	104
Tulsa	77,661	105
Davenport - Rock Island - Moline	77,228	106
Jackson, Miss.	76,119	107
Saginaw - Bay City - Midland	75,657	108
Tacoma	75,120	109
Johnson City - Kingsport - Bristol	72,781	110
Sarasota	72,766	111
Joliet	71,067	112
Beaumont - Port Arthur	69,174	113
Salinas - Seaside - Monterey	68,314	114
Fort Myers - Cape Coral	68,098	115
Canton	67,759	116
Lancaster	63,498	117
South Bend - Mishawaka	63,202	118
Little Rock - North Little Rock	62,901	119
Atlantic City	62,702	120
Binghamton	61,629	121
Spokane	61,567	122
Springfield, Ill.	61,356	123
Augusta	60,577	124
Columbia, S.C.	60,565	125
Chattanooga	59,624	126
Portsmouth - Dover - Rochester	59,334	127
Lexington-Fayette	58,862	128
Shreveport	58,783	129
Trenton	58,628	130
Manchester - Nashua	58,303	131
Reno	57,684	132
Charleston, S.C.	57,460	133
Evansville	56,742	134
Visalia - Tulare - Portorville	56,319	135
Lakeland - Winter Haven	55,608	136
Huntington - Ashland	55,303	137
Peoria	55,251	138
Lansing - East Lansing	54,996	139
Des Moines	54,476	140
Ann Arbor	54,177	141
Portland, Me.	53,523	142
Boise	53,029	143
Madison	52,860	144
Montgomery	52,222	145
Wichita	51,700	146
Charleston, W.Va.	51,058	147
Erie	50,205	148
El Paso	49,340	149
York	48,782	150
Total Top 150	**31,083,558**	
Lorain - Elyria	48,306	151
Roanoke	47,188	152
Redding	46,711	153
Santa Cruz	46,405	154
Chico	45,917	155
Reading	45,551	156
Macon - Warner Robins	45,289	157
Niagara Falls	44,280	158
Rockford	44,069	159
Hickory	43,583	160
Orange County, N.Y.	43,177	161
Asheville	42,959	162
Poughkeepsie	41,286	163
Hamilton - Middletown	40,594	164
Lake Charles	40,242	165
New London - Norwich	40,001	166
Corpus Christi	39,753	167
Duluth	39,363	168
Pensacola	39,235	169
Bremerton	38,376	170
Fort Pierce	37,943	171
Houma - Thibodaux	37,848	172
Biloxi - Gulfport	37,840	173
Lafayette, La.	37,732	174
Savannah	37,713	175
Lincoln	37,068	176
Muncie	36,686	177
Bradenton	36,666	178
Sioux Falls	36,477	179
Richland - Kennewick - Pasco	36,374	180
Parkersburg - Marietta	35,651	181
McAllen - Edinburg - Mission	35,632	182
Champaign - Urbana - Rantoul	35,294	183
Kalamazoo	35,113	184
Topeka	34,621	185
Boulder - Longmont	34,605	186
Galveston - Texas City	34,252	187
Anderson, Ind.	33,847	188
Johnstown	33,755	189
Colorado Springs	33,690	190
Billings	33,678	191
Elkhart - Goshen	33,474	192
Eugene - Springfield	33,341	193
Springfield, Mo.	32,851	194
Santa Fe	32,035	195
Beaver County, Pa.	31,741	196
Appleton - Oshkosh - Neenah	31,541	197
Ocala	31,405	198
Columbus, Ga.	31,370	199
Naples	31,018	200
Total Top 200	**32,984,999**	
Longview - Marshall	30,955	201
Pittsfield	30,547	202
Salem, Ore.	30,265	203
Provo - Orem	30,126	204
Cedar Rapids	29,958	205
Lafayette - West Lafayette	29,956	206
Wheeling	29,955	207
Monroe	29,778	208
Huntsville	29,171	209
Kokomo	29,139	210
Terre Haute	28,934	211
Bloomington - Normal	28,604	212
Vancouver	28,350	213
Battle Creek	27,773	214
Lima	27,338	215
Lynchburg	27,248	216
Waterloo - Cedar Falls	27,110	217
Decatur	27,035	218
Tyler	27,018	219
Athens	26,920	220
Tallahassee	26,778	221
Fayetteville, N.C.	26,637	222
Yakima	26,609	223
Glens Falls	26,402	224
Benton Harbor	26,366	225
Altoona	26,305	226
Bangor	26,177	227
Jackson, Mich.	26,081	228
Racine	25,835	229
Alexandria, La.	25,599	230
Steubenville - Weirton	25,530	231
Abilene	24,835	232
Brownsville - Harlingen	24,689	233
Gainesville	24,505	234
Muskegon	24,261	235
Hagerstown	24,219	236
Anderson, S.C.	24,008	237
Brazoria	23,925	238
Charlottesville	23,533	239
Vineland - Millville - Bridgeton	23,474	240
Burlington, Vt.	23,456	241
Rochester, Minn.	23,314	242
Casper	23,070	243
Burlington, N.C.	23,060	244
Wilmington, N.C.	22,888	245
Olympia	22,871	246
Cumberland	22,805	247
Janesville - Beloit	22,802	248
Clarksville - Hopkinsville	22,747	249
Lubbock	22,553	250
Total Top 250	**34,298,513**	
Great Falls	22,434	251
St. Cloud	22,324	252
Kankakee	21,519	253
Waco	21,484	254
Owensboro	21,453	255
Amarillo	21,236	256
Elmira	21,124	257
Killeen - Temple	20,955	258
Texarkana	20,882	259
Mansfield	20,481	260
Danville, Va.	20,359	261
Fort Smith	20,321	262
Williamsport	20,029	263
Bellingham	20,020	264
Fargo - Moorhead	19,852	265
Tuscaloosa	19,767	266
Florence, S.C.	19,595	267
Panama City	19,536	268
Wichita Falls	19,525	269
Fort Walton Beach	19,102	270
Dothan	19,079	271
State College	19,049	272
Sherman - Denison	18,672	273
Bloomington, Ind.	18,664	274
Cheyenne	18,550	275
Odessa	18,443	276
Pueblo	18,350	277
Fort Collins - Loveland	18,238	278
Sioux City	18,111	279
Yuba City	17,927	280
Anniston	17,877	281
Pascagoula	17,687	282
Kenosha	17,547	283
Midland, Tex.	17,399	284
Columbia, Mo.	17,022	285
Green Bay	16,827	286
Las Cruces	16,789	287
Bismarck	16,569	288
Dubuque	16,329	289
Joplin	16,307	290
Eau Claire	15,995	291
Laredo	15,906	292
La Crosse	15,838	293
Jackson, Tenn.	15,583	294
Sharon	15,488	295
Florence, Ala.	15,390	296
Albany, Ga.	15,190	297
Medford	15,141	298
Enid	15,094	299
Greeley	14,986	300
Lewiston - Auburn	14,933	301
Sheboygan	14,084	302
Rapid City	13,755	303
Gadsden	13,731	304
San Angelo	13,557	305
St. Joseph	12,436	306
Jacksonville, N.C.	12,399	307
Pine Bluff	11,892	308
Fayetteville - Springdale	11,335	309
Iowa City	11,327	310
Bryan - College Station	10,350	311
Lawton	9,645	312
Victoria	9,306	313
Wausau	7,469	314
Lawrence, Kans.	7,217	315
Grand Forks	6,135	316
Total Above Areas	**35,490,097**	
Percent of U.S.	**80.0072**	
U.S. Total	**44,391,918**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	3,732,686	1
Los Angeles - Long Beach	2,863,919	2
Chicago	2,478,603	3
Philadelphia	1,615,058	4
Boston - Lawrence - Salem - Lowell - Brockton	1,485,410	5
Detroit	1,450,829	6
Washington	1,213,901	7
Houston	1,178,595	8
Nassau - Suffolk	1,168,246	9
San Francisco	878,789	10
Anaheim - Santa Ana	854,393	11
Dallas	842,477	12
Miami - Hialeah	839,731	13
Seattle	716,795	14
Bergen - Passaic	685,541	15
Atlanta	666,947	16
Newark	655,181	17
St. Louis	636,395	18
San Diego	618,102	19
Minneapolis - St. Paul	608,868	20
Baltimore	585,026	21
Oakland	580,340	22
Pittsburgh	577,348	23
Cleveland	541,432	24
San Jose	518,166	25
New Orleans	469,000	26
Denver	451,543	27
Kansas City	429,076	28
Oklahoma City	410,476	29
Riverside - San Bernardino	409,012	30
Middlesex - Somerset - Hunterdon	382,890	31
Portland, Ore.	380,330	32
Honolulu	378,801	33
Phoenix	378,644	34
Fort Lauderdale - Hollywood - Pompano Beach	370,333	35
Fort Worth - Arlington	362,753	36
Hartford - New Britain - Middletown - Bristol	359,706	37
Birmingham	344,704	38
Bridgeport - Stamford - Norwalk - Danbury	344,341	39
Tampa - St. Petersburg - Clearwater	343,047	40
Indianapolis	333,185	41
San Antonio	331,577	42
Cincinnati	325,788	43
Memphis	324,103	44
Norfolk - Virginia Beach - Newport News	319,271	45
Charlotte - Gastonia - Rock Hill	317,989	46
Buffalo	305,012	47
Milwaukee	303,038	48
Sacramento	297,981	49
Albany - Schenectady - Troy	283,330	50
Total Top 50	**26,948,616**	
Columbus, Ohio	282,042	51
West Palm Beach - Boca Raton - Delray Beach	276,913	52
Monmouth - Ocean	270,469	53
Louisville	257,482	54
Greensboro - Winston-Salem - High Point	255,302	55
Rochester, N.Y.	232,411	56
New Haven - Waterbury - Meriden	251,931	57
Tulsa	251,218	58
Providence - Pawtucket - Woonsocket	245,046	59
Nashville	235,390	60
Salt Lake City - Ogden	228,003	61
Reading	221,585	62
Austin	214,570	63
Jersey City	212,806	64
Syracuse	204,619	65
Dayton - Springfield	202,135	66
Orlando	201,651	67
Knoxville	200,896	68
Grand Rapids	200,661	69
Scranton - Wilkes-Barre	197,825	70
Richmond - Petersburg	195,669	71
Las Vegas	184,359	72
Raleigh - Durham	184,258	73
Jacksonville, Fla.	176,687	74
Springfield, Mass.	174,542	75
Little Rock - North Little Rock	174,227	76
Worcester - Fitchburg - Leominster	171,025	77
Allentown - Bethlehem	166,707	78
New Bedford - Fall River - Attleboro	155,416	79
McAllen - Edinburg - Mission	153,650	80
El Paso	153,155	81
Greenville - Spartanburg	152,823	82
Gary - Hammond	152,813	83
Omaha	151,434	84
Beaumont - Port Arthur	144,502	85
Lake County, Ill.	143,177	86
Fresno	141,939	87
Oxnard - Ventura	141,059	88
Toledo	140,744	89
Wilmington, Del.	139,311	90
Baton Rouge	136,629	91
Santa Barbara - Santa Maria - Lompoc	133,317	92
Harrisburg - Lebanon - Carlisle	133,027	93
Saginaw - Bay City - Midland	123,022	94
Anchorage	122,302	95
Albuquerque	121,299	96
Lansing - East Lansing	120,382	97
Akron	120,269	98
Chattanooga	117,984	99
Salinas - Seaside - Monterey	117,406	100
Total Top 100	**44,884,575**	
Trenton	114,576	101
Charleston, S.C.	113,804	102
Tucson	112,292	103
Tacoma	109,034	104
Wichita	108,918	105
Shreveport	108,405	106
Bakersfield	108,014	107
Atlantic [illegible]	107,742	108
Evansville	105,684	109
Des Moines	105,484	110
Flint	105,425	111
Laredo	104,925	112
Columbia, S.C.	104,181	113
Manchester - Nashua	102,269	114
Lexington-Fayette	101,715	115
Utica - Rome	101,567	116
Youngstown - Warren	101,395	117
Canton	101,021	118
Spokane	100,271	119
Corpus Christi	98,066	120
Madison	97,776	121
Jackson, Miss.	96,669	122
Fort Wayne	95,700	123
Johnson City - Kingsport - Bristol	94,742	124
Lancaster	93,016	125
Brownsville - Harlingen	92,916	126
Portsmouth - Dover - Rochester	91,893	127
Mobile	89,715	128
Stockton	88,976	129
Modesto	86,995	130
Augusta	86,403	131
Lafayette, La.	85,506	132
Davenport - Rock Island - Moline	84,216	133
Amarillo	83,403	134
Colorado Springs	82,302	135
Huntington - Ashland	81,068	136
Orange County, N.Y.	79,573	137
Montgomery	78,605	138
Kalamazoo	76,932	139
Santa Rosa - Petaluma	76,903	140
Poughkeepsie	76,152	141
Peoria	76,069	142
Portland, Me.	76,019	143
Lubbock	75,235	144
Savannah	74,502	145
Ann Arbor	73,520	146
York	73,259	147
Reno	72,042	148
Binghamton	71,811	149
Galveston - Texas City	71,440	150
Total Top 150	**28,663,481**	
Sarasota	71,129	151
Erie	70,155	152
Aurora - Elgin	69,198	153
Huntsville	67,613	154
Vallejo - Fairfield - Napa	66,129	155
Charleston, W.Va.	64,807	156
Rockford	63,954	157
Longview - Marshall	63,128	158
Joliet	62,603	159
Eugene - Springfield	62,454	160
Macon - Warner Robins	61,935	161
Appleton - Oshkosh - Neenah	61,571	162
Visalia - Tulare - Porterville	61,340	163
South Bend - Mishawaka	61,153	164
Salem, Ore.	60,826	165
Lakeland - Winter Haven	60,788	166
Springfield, Mo.	60,452	167
Springfield, Ill.	58,568	168
Daytona Beach	58,074	169
Burlington, N.C.	57,970	170
Asheville	57,795	171
Boulder - Longmont	57,075	172
Roanoke	56,629	173
Hickory	56,454	174
Monroe	55,923	175
Odessa	55,780	176
Tyler	54,174	177
Santa Cruz	53,561	178
Niagara Falls	52,315	179
New London - Norwich	52,198	180
Duluth	52,156	181
Yakima	51,788	182
Fort Myers - Cape Coral	51,397	183
Alexandria, La.	51,340	184
Burlington, Vt.	50,953	185
Lincoln	50,812	186
Terre Haute	50,447	187
Green Bay	49,668	188
Columbus, Ga.	48,763	189
Lake Charles	48,584	190
Waco	47,761	191
Pensacola	47,369	192
Melbourne - Titusville - Palm Bay	46,764	193
Wilmington, N.C.	46,434	194
Charlottesville	46,185	195
Abilene	46,171	196
Champaign - Urbana - Rantoul	45,683	197
Fayetteville, N.C.	45,153	198
Naples	43,966	199
Pittsfield	43,936	200
Total Top 200	**30,623,168**	
Houma - Thibodaux	43,867	201
Midland, Tex.	43,825	202
Tuscaloosa	42,795	203
Altoona	42,207	204
Gainesville	41,697	205
Fort Smith	41,372	206
Biloxi - Gulfport	40,789	207
Sioux Falls	40,343	208
Williamsport	40,104	209
Bryan - College Station	39,801	210
Killeen - Temple	39,750	211
Billings	39,633	212
Cedar Rapids	39,551	213
Waterloo - Cedar Falls	39,517	214
Fort Pierce	39,510	215
Boise	39,376	216
Tallahassee	39,361	217
Wheeling	38,192	218
Fort Collins - Loveland	37,834	219
Texarkana	37,658	220
Johnstown	37,597	221
Bangor	37,447	222
Fargo - Moorhead	37,189	223
Brazoria	36,779	224
Rochester, Minn.	36,689	225
Dothan	36,596	226
Santa Fe	36,368	227
Provo - Orem	36,314	228
Lorain - Elyria	36,236	229
Bloomington - Normal	35,937	230
Decatur	35,776	231
Florence, Ala.	35,668	232
Topeka	35,651	233
Vineland - Millville - Bridgeton	35,157	234
San Angelo	34,538	235
Wichita Falls	34,482	236
Racine	34,468	237
Anderson, Ind.	34,330	238
Joplin	34,319	239
Chico	33,967	240
Vancouver	33,510	241
Elkhart - Goshen	33,484	242
Benton Harbor	33,070	243
Sioux City	32,983	244
Kokomo	32,971	245
Bradenton	32,795	246
Beaver County, Pa.	31,763	247
Richland - Kennewick - Pasco	31,699	248
Albany, Ga.	31,473	249
Parkersburg - Marietta	31,409	250
Total Top 250	**32,286,490**	
Lima	31,323	251
Jackson, Tenn.	31,280	252
St. Cloud	31,219	253
Danville, Va.	30,986	254
Medford	30,958	255
Columbia, Mo.	30,854	256
Anniston	30,819	257
Eau Claire	30,774	258
Glens Falls	30,753	259
Lynchburg	30,701	260
Bloomington, Ind.	30,610	261
Ocala	30,559	262
Olympia	30,527	263
Victoria	30,289	264
Athens	29,817	265
Casper	29,770	266
Jacksonville - Saint	29,562	267
Muncie	28,986	268
Florence, S.C.	28,856	269
La Crosse	28,798	270
Hagerstown	28,680	271
Redding	28,610	272
Lawton	28,587	273
Mansfield	28,557	274
Elmira	28,321	275
Lafayette - West Lafayette	28,321	275
Enid	28,149	277
Pueblo	27,730	278
Anderson, S.C.	27,348	279
Jackson, Mich.	27,270	280
Muskegon	27,111	281
Pine Bluff	26,625	282
Sharon	26,523	283
Bellingham	26,505	284
Bismarck	25,361	285
Owensboro	25,185	286
Panama City	25,101	287
Sherman - Denison	25,086	288
Cheyenne	24,686	289
State College	24,622	290
Pascagoula	24,279	291
Rapid City	23,996	292
Gadsden	23,715	293
Clarksville - Hopkinsville	23,701	294
Bremerton	23,637	295
Dubuque	23,507	296
Battle Creek	23,378	297
St. Joseph	22,942	298
Hamilton - Middletown	22,751	299
Cumberland	22,708	300
Fort Walton Beach	22,546	301
Kankakee	22,372	302
Wausau	22,367	303
Grand Forks	22,175	304
Steubenville - Weirton	21,885	305
Las Cruces	21,773	306
Lewiston - Auburn	21,045	307
Yuba City	20,861	308
Fayetteville - Springdale	20,800	309
Great Falls	20,785	310
Iowa City	18,874	311
Greeley	18,664	312
Kenosha	17,667	313
Lawrence, Kans.	15,117	314
Jacksonville, N.C.	11,967	315
Sheboygan	11,817	316
Total Above Areas	**36,971,550**	
Percent of U.S.	**[illegible]**	
U.S. Total	**[illegible]**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,608,297	1
Chicago	2,290,242	2
Detroit	2,035,210	3
Philadelphia	1,929,262	4
Boston - Lawrence - Salem - Lowell - Brockton	1,864,012	5
Washington	1,825,310	6
Houston	1,649,067	7
New York	1,562,225	8
St. Louis	1,358,261	9
Minneapolis - St. Paul	1,354,262	10
Dallas	1,324,182	11
Atlanta	1,319,679	12
Nassau - Suffolk	1,138,034	13
Baltimore	1,010,882	14
Cleveland	1,002,900	15
Anaheim - Santa Ana	986,021	16
Pittsburgh	927,055	17
San Diego	851,089	18
Miami - Hialeah	828,182	19
Denver	827,258	20
Kansas City	809,163	21
Phoenix	808,297	22
Tampa - St. Petersburg - Clearwater	806,618	23
Indianapolis	802,233	24
Oakland	795,750	25
Newark	794,543	26
Riverside - San Bernardino	783,577	27
Seattle	757,921	28
Cincinnati	751,879	29
Columbus, Ohio	721,681	30
Bergen - Passaic	710,486	31
San Francisco	669,130	32
San Jose	651,247	33
Milwaukee	622,414	34
Hartford - New Britain - Middletown - Bristol	616,509	35
Memphis	613,857	36
New Orleans	601,467	37
San Antonio	558,603	38
Fort Worth - Arlington	553,649	39
Sacramento	553,372	40
Nashville	550,074	41
Fort Lauderdale - Hollywood - Pompano Beach	539,497	42
Middlesex - Somerset - Hunterdon	529,389	43
Louisville	514,431	44
Dayton - Springfield	490,237	45
Portland, Ore.	482,167	46
Norfolk - Virginia Beach - Newport News	475,485	47
Bridgeport - Stamford - Norwalk - Danbury	473,361	48
Monmouth - Ocean	445,233	49
Toledo	424,687	50
Total Top 50	**48,598,387**	
Richmond - Petersburg	423,672	51
Orlando	415,818	52
Charlotte - Gastonia - Rock Hill	403,982	53
Rochester, N.Y.	403,715	54
Jacksonville, Fla.	399,449	55
Oklahoma City	396,239	56
Providence - Pawtucket - Woonsocket	393,901	57
Salt Lake City - Ogden	392,106	58
Gary - Hammond	380,918	59
Knoxville	370,066	60
Albany - Schenectady - Troy	368,091	61
Greensboro - Winston-Salem - High Point	364,447	62
Harrisburg - Lebanon - Carlisle	359,160	63
New Haven - Waterbury - Meriden	358,142	64
Buffalo	350,435	65
Akron	348,222	66
Omaha	341,628	67
West Palm Beach - Boca Raton - Delray Beach	336,358	68
Birmingham	327,046	69
Allentown - Bethlehem	316,065	70
Honolulu	309,380	71
Las Vegas	307,413	72
Wilmington, Del.	297,650	73
Worcester - Fitchburg - Leominster	295,862	74
Tulsa	294,114	75
Springfield, Mass.	286,410	76
Scranton - Wilkes-Barre	279,162	77
Youngstown - Warren	278,555	78
Greenville - Spartanburg	275,539	79
Grand Rapids	271,270	80
Austin	269,468	81
Bakersfield	253,448	82
Chattanooga	252,064	83
Little Rock - North Little Rock	237,254	84
Syracuse	228,477	85
Raleigh - Durham	228,401	86
Oxnard - Ventura	227,963	87
Tucson	223,274	88
Saginaw - Bay City - Midland	222,552	89
Baton Rouge	222,078	90
Columbia, S.C.	213,824	91
Lake County, Ill.	212,964	92
Tacoma	209,392	93
Corpus Christi	206,431	94
Beaumont - Port Arthur	205,494	95
Canton	205,417	96
Fresno	205,275	97
Jersey City	198,211	98
Davenport - Rock Island - Moline	197,990	99
Lansing - East Lansing	197,688	100
Total Top 100	**63,362,867**	
Des Moines	197,660	101
Joliet	197,066	102
New Bedford - Fall River - Attleboro	196,944	103
Santa Barbara - Santa Maria - Lompoc	196,398	104
Flint	195,112	105
Lexington-Fayette	194,566	106
Mobile	194,321	107
Albuquerque	192,045	108
Jackson, Miss.	187,873	109
Fort Wayne	186,711	110
Wichita	186,539	111
Madison	179,340	112
Shreveport	178,398	113
Charleston, S.C.	165,828	114
El Paso	162,061	115
Erie	161,131	116
Peoria	159,640	117
Aurora - Elgin	157,073	118
Trenton	156,976	119
Manchester - Nashua	155,413	120
Vallejo - Fairfield - Napa	155,099	121
Reno	154,868	122
Stockton	154,405	123
Santa Rosa - Petaluma	153,941	124
Atlantic City	150,002	125
Ann Arbor	149,114	126
Huntington - Ashland	148,510	127
Portsmouth - Dover - Rochester	147,065	128
York	142,432	129
Evansville	141,951	130
Augusta	141,920	131
New London - Norwich	141,682	132
Lakeland - Winter Haven	141,558	133
Salinas - Seaside - Monterey	141,074	134
Colorado Springs	138,814	135
Melbourne - Titusville - Palm Bay	138,232	136
Johnson City - Kingsport - Bristol	136,741	137
Duluth	136,130	138
Rockford	134,364	139
Anchorage	134,005	140
Orange County, N.Y.	132,805	141
Lorain - Elyria	132,468	142
Reading	130,981	143
Daytona Beach	130,400	144
Spokane	129,860	145
Charleston, W.Va.	128,425	146
Appleton - Oshkosh - Neenah	125,836	147
Montgomery	125,788	148
Lancaster	123,519	149
Utica - Rome	121,344	150
Total Top 150	**71,127,295**	
Roanoke	120,341	151
Pensacola	118,752	152
Binghamton	117,569	153
South Bend - Mishawaka	116,438	154
Modesto	116,018	155
Lima	114,827	156
Toledo	113,399	157
Hamilton - Middletown	112,342	158
Lafayette, La.	111,438	159
Sarasota	110,006	160
Kalamazoo	105,869	161
Macon - Warner Robins	105,606	162
Fort Myers - Cape Coral	105,550	163
Benton Harbor	104,965	164
Muncie	103,693	165
Fargo - Moorhead	102,738	166
Boulder - Longmont	101,947	167
Portland, Me.	99,053	168
Savannah	97,758	169
Springfield, Ill.	96,438	170
Visalia - Tulare - Porterville	95,189	171
Galveston - Texas City	95,039	172
Columbus, Ga.	94,226	173
Eugene - Springfield	93,845	174
Poughkeepsie	93,787	175
Wheeling	89,036	176
Terre Haute	87,238	177
Asheville	86,736	178
Midland, Tex.	86,512	179
Fayetteville, N.C.	86,444	180
Salem, Ore.	86,257	181
Redding	85,550	182
Champaign - Urbana - Rantoul	84,40[illegible]	183
Johnstown	83,670	184
Tallahassee	83,572	185
Fort Pierce	83,300	186
Green Bay	83,263	187
Parkersburg - Marietta	82,738	188
Janesville - Beloit	81,202	189
Mansfield	81,147	190
Lincoln	80,986	191
St. Cloud	80,766	192
Gainesville	80,536	193
Battle Creek	79,797	194
Springfield, Mo.	79,728	195
Provo - Orem	78,324	196
Santa Cruz	78,250	197
Anderson, Ind.	77,943	198
Pittsfield	77,214	199
Fort Smith	77,197	200
Total Top 200	**75,835,935**	
Tyler	77,007	201
Bloomington - Normal	76,727	202
Amarillo	75,915	203
Sioux Falls	73,290	204
Beaver County, Pa.	72,596	205
Bradenton	72,476	206
Waco	72,018	207
Racine	71,656	208
Abilene	70,848	209
Kokomo	70,415	210
Topeka	69,543	211
Longview - Marshall	69,511	212
Boise	68,474	213
Joplin	68,146	214
Huntsville	68,142	215
Lake Charles	67,764	216
Kenosha	67,242	217
Jackson, Mich.	66,200	218
Fort Collins - Loveland	65,779	219
Biloxi - Gulfport	65,327	220
Richland - Kennewick - Pasco	65,165	221
Elkhart - Goshen	65,140	222
Yakima	65,072	223
Muskegon	64,686	224
Lynchburg	64,340	225
Steubenville - Weirton	64,278	226
Houma - Thibodaux	64,122	227
Waterloo - Cedar Falls	64,079	228
Cedar Rapids	63,812	229
Eau Claire	63,647	230
Bangor	63,622	231
Texarkana	63,481	232
Burlington, N.C.	63,311	233
Rochester, Minn.	63,088	234
Killeen - Temple	62,462	235
Lafayette - West Lafayette	60,288	236
Decatur	60,004	237
Sioux City	59,321	238
Lubbock	59,14[illegible]	239
Las Cruces	59,11[illegible]	240
Naples	58,696	241
McAllen - Edinburg - Mission	58,636	242
Florence, S.C.	58,300	243
Tuscaloosa	58,026	244
Vineland - Millville - Bridgeton	57,549	245
Cheyenne	57,428	246
Billings	57,062	247
Charlottesville	55,737	248
Wichita Falls	55,276	249
Bismarck	54,334	250
Total Top 250	**79,074,235**	
Brazoria	53,687	251
Anderson, S.C.	53,000	252
Dothan	52,199	253
Olympia	52,183	254
Fort Walton Beach	51,888	255
Glens Falls	51,571	256
Niagara Falls	51,249	257
Bryan - College Station	50,921	258
Vancouver	50,415	259
Victoria	50,055	260
Hagerstown	49,748	261
Medford	49,744	262
Brownsville - Harlingen	49,599	263
Alexandria, La.	49,221	264
Cumberland	48,832	265
Florence, Ala.	48,728	266
Odessa	48,658	267
Altoona	48,014	268
Panama City	47,643	269
Hickory	47,492	270
Rapid City	47,313	271
Sharon	46,939	272
Bremerton	46,798	273
Wausau	46,273	274
Pueblo	45,645	275
Clarksville - Hopkinsville	45,026	276
Burlington, Vt.	44,554	277
Bloomington, Ind.	43,797	278
Greeley	43,099	279
La Crosse	42,999	280
Bellingham	42,865	281
State College	41,850	282
Chico	41,702	283
Jackson, Tenn.	41,621	284
Lewiston - Auburn	40,393	285
St. Joseph	40,316	286
Athens	40,134	287
Columbia, Mo.	40,129	288
Elmira	39,799	289
Iowa City	36,726	290
Owensboro	36,587	291
Casper	36,356	292
Santa Fe	35,978	293
Wilmington, N.C.	35,529	294
Sheboygan	35,070	295
Fayetteville - Springdale	34,893	296
Pascagoula	34,364	297
Dubuque	33,591	298
Grand Forks	33,224	299
Sherman - Denison	33,109	300
Laredo	32,832	301
Great Falls	32,783	302
Monroe	32,303	303
Anniston	31,459	304
Kankakee	30,986	305
Albany, Ga.	30,461	306
Williamsport	30,125	307
Yuba City	29,755	308
Lawrence, Kans.	29,671	309
Danville, Va.	28,360	310
Enid	26,683	311
Pine Bluff	26,654	312
San Angelo	25,715	313
Gadsden	22,646	314
Jacksonville, N.C.	19,494	315
Lawton	18,389	316
Total Above Areas	**81,734,077**	
Percent of U.S.	**78.2530**	
U.S. Total	**104,448,474**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,668,721	1
Houston	1,315,498	2
Chicago	1,253,503	3
New York	1,210,854	4
Philadelphia	1,149,250	5
Boston - Lawrence - Salem - Lowell - Brockton	1,087,137	6
Detroit	1,000,771	7
Atlanta	924,846	8
Nassau - Suffolk	905,450	9
Dallas	817,351	10
Washington	758,961	11
Minneapolis - St. Paul	734,667	12
St. Louis	680,823	13
Anaheim - Santa Ana	627,335	14
Oklahoma City	598,206	15
Denver	597,786	16
Phoenix	562,814	17
Baltimore	548,260	18
Tampa - St. Petersburg - Clearwater	531,982	19
Riverside - San Bernardino	517,773	20
Seattle	517,068	21
Fort Worth - Arlington	478,957	22
Pittsburgh	473,380	23
Oakland	464,863	24
San Diego	451,185	25
Miami - Hialeah	445,022	26
Newark	439,591	27
San Antonio	426,233	28
San Francisco	414,501	29
New Orleans	406,976	30
Kansas City	405,358	31
Austin	402,899	32
Bergen - Passaic	380,917	33
Cleveland	372,721	34
Sacramento	365,041	35
San Jose	364,364	36
Indianapolis	364,010	37
Charlotte - Gastonia - Rock Hill	348,748	38
Cincinnati	333,677	39
Orlando	330,616	40
Anchorage	301,999	41
Tulsa	295,268	42
Columbus, Ohio	294,893	43
Norfolk - Virginia Beach - Newport News	291,762	44
Milwaukee	287,527	45
Salt Lake City - Ogden	287,300	46
Hartford - New Britain - Middletown - Bristol	285,875	47
Bridgeport - Stamford - Norwalk - Danbury	276,109	48
Fort Lauderdale - Hollywood - Pompano Beach	275,714	49
Monmouth - Ocean	270,640	50
Total Top 50	**28,545,102**	
Greensboro - Winston-Salem - High Point	260,286	51
Baton Rouge	260,089	52
Middlesex - Somerset - Hunterdon	258,392	53
Rochester, N.Y.	233,373	54
Portland, Ore.	231,597	55
West Palm Beach - Boca Raton - Delray Beach	227,122	56
Jacksonville, Fla.	220,448	57
Louisville	213,535	58
Providence - Pawtucket - Woonsocket	208,438	59
Albany - Schenectady - Troy	205,646	60
Omaha	202,367	61
Akron	199,611	62
New Haven - Waterbury - Meriden	199,239	63
Las Vegas	196,049	64
Raleigh - Durham	193,573	65
Greenville - Spartanburg	191,368	66
Grand Rapids	188,179	67
Dayton - Springfield	186,044	68
Richmond - Petersburg	185,056	69
Nashville	183,957	70
Tacoma	181,425	71
Knoxville	178,854	72
Wichita	178,018	73
Little Rock - North Little Rock	172,831	74
Springfield, Mass.	172,403	75
Memphis	171,674	76
Scranton - Wilkes-Barre	171,320	77
Buffalo	168,757	78
Harrisburg - Lebanon - Carlisle	168,000	79
Lafayette, La.	163,194	80
Birmingham	157,524	81
Albuquerque	157,418	82
Syracuse	156,455	83
Allentown - Bethlehem	148,811	84
Shreveport	147,153	85
Gary - Hammond	146,112	86
Tucson	145,503	87
El Paso	143,664	88
Worcester - Fitchburg - Leominster	142,935	89
McAllen - Edinburg - Mission	142,207	90
Corpus Christi	141,647	91
Portsmouth - Dover - Rochester	141,233	92
Beaumont - Port Arthur	140,270	93
Lakeland - Winter Haven	133,360	94
Oxnard - Ventura	133,203	95
Santa Rosa - Petaluma	132,751	96
Lancaster	130,133	97
Lake Charles	129,580	98
Wilmington, Del.	127,710	99
Odessa	126,787	100
Total Top 100	**37,340,402**	
Sarasota	126,310	101
Charleston, S.C.	126,295	102
Amarillo	124,195	103
Lake County, Ill.	124,131	104
Columbia, S.C.	124,086	105
Toledo	123,687	106
Fresno	123,405	107
Bakersfield	121,561	108
Manchester - Nashua	120,849	109
Lubbock	119,329	110
Colorado Springs	119,136	111
Flint	117,448	112
York	115,934	113
Fort Myers - Cape Coral	113,859	114
Midland, Tex.	113,554	115
Abilene	112,807	116
Santa Barbara - Santa Maria - Lompoc	112,724	117
Portland, Me.	111,509	118
Johnson City - Kingsport - Bristol	110,409	119
Canton	110,350	120
Evansville	110,026	121
Fort Pierce	109,841	122
Daytona Beach	109,801	123
Mobile	109,313	124
Honolulu	108,591	125
Melbourne - Titusville - Palm Bay	107,168	126
Youngstown - Warren	106,492	127
Des Moines	106,398	128
Aurora - Elgin	105,866	129
Saginaw - Bay City - Midland	105,825	130
Galveston - Texas City	104,903	131
Augusta	104,220	132
Lansing - East Lansing	101,954	133
Atlantic City	101,095	134
Fort Wayne	100,349	135
Ocala	99,110	136
Reno	98,242	137
Duluth	98,100	138
New Bedford - Fall River - Attleboro	97,297	139
Brownsville - Harlingen	92,796	140
Boulder - Longmont	91,151	141
Modesto	89,765	142
Santa Cruz	89,678	143
Pensacola	89,517	144
Charleston, W.Va.	89,109	145
Spokane	88,916	146
Davenport - Rock Island - Moline	88,857	147
Stockton	88,505	148
Chattanooga	87,078	149
Orange County, N.Y.	87,010	150
Total Top 150	**42,678,954**	
Jersey City	86,937	151
Madison	86,904	152
Vallejo - Fairfield - Napa	85,555	153
Hickory	84,916	154
Longview - Marshall	84,768	155
New London - Norwich	82,927	156
Houma - Thibodaux	82,629	157
Brazoria	80,899	158
Waco	80,733	159
Asheville	80,548	160
St. Cloud	80,432	161
Huntington - Ashland	80,214	162
Salinas - Seaside - Monterey	80,128	163
Jackson, Miss.	79,843	164
Peoria	79,374	165
Ann Arbor	79,344	166
Fort Collins - Loveland	79,121	167
Tallahassee	79,099	168
Appleton - Oshkosh - Neenah	78,997	169
Joliet	78,850	170
Rockford	78,313	171
Billings	74,627	172
Springfield, Mo.	72,645	173
Wichita Falls	70,658	174
Tyler	69,955	175
Johnstown	69,787	176
Visalia - Tulare - Porterville	69,766	177
Macon - Warner Robins	69,657	178
Fort Smith	69,631	179
Trenton	68,168	180
Lexington-Fayette	67,360	181
Utica - Rome	66,881	182
Poughkeepsie	66,830	183
Bryan - College Station	65,751	184
Gainesville	65,678	185
Fayetteville, N.C.	65,659	186
Kalamazoo	64,594	187
Burlington, Vt.	63,512	188
Springfield, Ill.	63,258	189
Savannah	61,616	190
Eugene - Springfield	60,722	191
Reading	60,704	192
Monroe	60,449	193
Naples	60,442	194
Topeka	59,443	195
Bradenton	59,380	196
Lincoln	59,303	197
Terre Haute	59,194	198
Killeen - Temple	58,537	199
Erie	58,211	200
Total Top 200	**46,271,913**	
San Angelo	58,204	201
Cedar Rapids	58,148	202
Pittsfield	57,999	203
Laredo	57,136	204
Provo - Orem	56,335	205
Salem, Ore.	56,076	206
Chico	55,401	207
Eau Claire	55,367	208
Alexandria, La.	55,288	209
Wilmington, N.C.	55,033	210
Binghamton	55,012	211
South Bend - Mishawaka	53,691	212
Redding	53,333	213
Sherman - Denison	53,024	214
Montgomery	52,963	215
Roanoke	52,736	216
Green Bay	52,329	217
Fort Walton Beach	52,265	218
Huntsville	52,247	219
State College	51,452	220
Boise	51,297	221
Champaign - Urbana - Rantoul	51,041	222
Hagerstown	50,699	223
Bangor	50,582	224
Fargo - Moorhead	50,562	225
Santa Fe	49,648	226
Bremerton	49,410	227
Anderson, S.C.	49,267	228
Muncie	48,629	229
Texarkana	48,624	230
Victoria	48,489	231
Florence, S.C.	48,398	232
Elkhart - Goshen	47,937	233
Bellingham	47,868	234
Charlottesville	47,511	235
Parkersburg - Marietta	46,126	236
Rochester, Minn.	45,851	237
Biloxi - Gulfport	45,023	238
Yakima	44,746	239
Sioux City	43,752	240
Sioux Falls	43,679	241
Olympia	42,442	242
Lafayette - West Lafayette	41,983	243
Lorain - Elyria	41,821	244
Racine	41,792	245
Benton Harbor	41,608	246
Athens	41,302	247
Bloomington - Normal	41,182	248
Wausau	40,595	249
Lynchburg	40,490	250
Total Top 250	**48,748,306**	
Wheeling	40,202	251
Fayetteville - Springdale	39,970	252
Waterloo - Cedar Falls	39,132	253
Lima	39,107	254
Altoona	39,096	255
Casper	38,276	256
Jackson, Mich.	37,714	257
Glens Falls	37,711	258
Richland - Kennewick - Pasco	37,684	259
Tuscaloosa	37,572	260
Clarksville - Hopkinsville	37,383	261
Hamilton - Middletown	37,270	262
Decatur	37,006	263
Erie	36,588	264
Vancouver	36,107	265
Joplin	35,906	266
Columbus, Ga.	35,646	267
Mansfield	35,639	268
Rapid City	35,129	269
Yuba City	34,952	270
Jacksonville, N.C.	34,915	271
Steubenville - Weirton	34,767	272
Muskegon	34,711	273
Pueblo	34,581	274
Burlington, N.C.	34,557	275
Jackson, Tenn.	33,678	276
Niagara Falls	33,589	277
Pine Bluff	33,585	278
Panama City	33,374	279
Lawton	33,278	280
Albany, Ga.	32,922	281
La Crosse	32,838	282
Janesville - Beloit	32,719	283
Greeley	32,714	284
Dothan	31,999	285
Owensboro	30,875	286
Anderson, Ind.	30,725	287
Sheboygan	30,587	288
Medford	30,562	289
Beaver County, Pa.	30,361	290
Bismarck	30,100	291
Columbia, Mo.	29,974	292
Florence, Ala.	29,741	293
Enid	29,302	294
Williamsport	29,115	295
Sharon	28,833	296
Battle Creek	27,964	297
Cheyenne	27,252	298
Vineland - Millville - Bridgeton	27,096	299
Iowa City	26,741	300
Danville, Va.	26,336	301
Kankakee	26,104	302
Bloomington, Ind.	25,963	303
Las Cruces	25,768	304
Cumberland	25,712	305
Dubuque	23,946	306
Great Falls	23,528	307
Anniston	22,921	308
Lewiston - Auburn	22,709	309
Grand Forks	20,896	310
Elmira	20,398	311
St. Joseph	20,367	312
Kenosha	20,041	313
Gadsden	19,047	314
Lawrence, Kans.	18,547	315
Pascagoula	18,473	316
Total Above Areas	**50,800,607**	
Percent of U.S.	**74.1469**	
U.S. Total	**68,513,417**	

Alphabetical listing of S&MM metropolitan markets for the 1985 Survey of Buying Power

The 316 Sales & Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created 18 new metros, changed the names of 41 areas, and merged several others.

The area name appears in **boldface type,** component counties in lightface type.

Abilene, TX — Taylor

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo

Alexandria, LA — Rapides

Allentown - Bethlehem, PA — **New Jersey Portion** — Warren
Pennsylvania Portion — Carbon, Lehigh*, Northampton

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

Anderson, SC — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*

Asheville, NC — Buncombe

Ashland, KY (See Huntington - Ashland)

Athens, GA — Clarke*, Jackson, Madison, Oconee

Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton

Atlantic City, NJ — Atlantic, Cape May

Attleboro, MA (See New Bedford - Fall River - Attleboro)

Auburn, ME (See Lewiston - Auburn

Augusta, GA —
Georgia Portion — Columbia, McDuffie, Richmond*
South Carolina Portion — Aiken

Aurora - Elgin, IL — Kane*, Kendall

Austin, TX — Hays, Travis*, Williamson*

Bakersfield, CA — Kern

Baltimore, MD — Anne Arundel, Baltimore, Baltimore City* Carroll, Hartford, Howard, Queen Anne's

Bangor, ME — Penobscot

Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge

Battle Creek, MI — Calhoun

Bay City, MI (See Saginaw - Bay City - Midland)

Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange

Beaver County, PA — Beaver

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bergen - Passaic, NJ - Bergen, Passaic*

Bethlehem, PA (See Allentown - Bethlehem)

Billings, MT — Yellowstone

Biloxi- Gulfport, MS — Hancock, Harrison*

Binghamton, NY — Broome*, Tioga

Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)

Boise, ID — Ada

Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder - Longmont, CO — Boulder

Bradenton, FL — Manatee

Brazoria, TX — Brazoria

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Middletown - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Brownsville - Harlingen, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls

Burlington, NC — Alamance

Burlington, VT — Chittenden*, Grand Isle

Canton, OH — Carroll, Stark*

Casper, WY — Natrona

Cedar Falls, IA — (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, SC — Berkeley, Charleston*, Dorchester

Charleston, WV — Kanawha*, Putnam

Charlotte - Gastonia - Rock Hill, NC - SC —
North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
South Carolina Portion — York*

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
Georgia Portion — Catoosa, Dade, Walker
Tennessee Portion — Hamilton*, Marion, Sequatchie

Cheyenne, WY — Laramie

Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA — Butte

Cincinnati, OH —
Indiana Portion — Dearborn
Kentucky Portion — Boone, Campbell, Kenton
Ohio Portion — Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH

Clarksville - Hopkinsville, TN - KY —
Kentucky Portion — Christian*
Tennessee Portion — Montgomery*

Clearwater, FL (See Tampa - St. Petersburg - Clearwater)

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH

College Station, TX (See Bryan - College Station)

Colorado Springs, CO — El Paso

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
Alabama Portion — Russell
Georgia Portion — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
Maryland Portion — Allegany*
West Virginia Portion — Mineral

Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
Illinois Portion — Henry, Rock Island*
Iowa Portion — Scott*

Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)

Denison, TX (See Sherman - Denison)

Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
Minnesota Portion — St. Louis*
Wisconsin Portion — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
Indiana Portion — Posey, Vanderburgh*, Warrick
Kentucky Portion — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
Minnesota Portion — Clay*
North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville-Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
Arkansas Portion — Crawford, Sebastian*
Oklahoma Portion — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, DeKalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND - Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston-Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Honolulu, HI — Honolulu

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houma - Thibodaux, LA — Lafourche*, Terrebonne*

Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

Huntington - Ashland, WV - KY —
Kentucky Portion — Boyd*, Carter, Greenup
Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Madison

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

INDIANAPOLIS - ANDERSON CONSOLIDATED AREA — Metro Areas: Indianapolis, Anderson, IN

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Madison, Rankin

Jackson, TN — Madison

Jacksonville, FL — Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN - VA —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol*, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joliet, IL — Grundy, Will*

Joplin, MO — Jasper*, Newton

Kalamazoo, MI — Kalamazoo

Kankakee, IL — Kankakee

Kansas City, MO-KS —
Kansas Portion — Johnson, Leavenworth, Miami, Wyandotte*
Missouri Portion — Cass, Clay, Jackson*, Lafayette, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

Kokomo, IN — Howard*, Tipton

La Crosse, WI — La Crosse

Lafayette - West Lafayette, IN — Tippecanoe

Lafayette, LA — Lafayette, St. Martin

Lake Charles, LA — Calcasieu

Lake County, IL — Lake

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize

Lincoln, NE — Lancaster

Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Longmont, CO (See Boulder - Longmont)

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

Louisville, KY —
Indiana Portion — Clark, Floyd Harrison
Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins - Loveland)

Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Campbell, Lynchburg*

McAllen - Edinburg - Mission, TX — Hidalgo

Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Palm Bay, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - Waterbury - Meriden)

Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford - New Britain - Middletown - Bristol)

Middletown, OH (See Hamilton - Middletown)

Midland, MI (See Saginaw - Bay City - Midland)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
Wisconsin Portion — St. Croix

Mishawaka, IN (See South Bend - Mishawaka)

Mission, TX (See McAllen - Edinburg - Mission)

Mobile, AL — Baldwin, Mobile*

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monmouth - Ocean, NJ — Monmouth, Ocean

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauga, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Muncie, IN — Delaware

Muskegon, MI — Muskegon

Napa, CA (See Vallejo - Fairfield - Napa)

Naples, FL — Collier

Nashua, NH (See Manchester - Nashua)

Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk

Neenah, WI (See Appleton - Oshkosh - Neenah)

Newark, NJ — Essex*, Morris, Sussex, Union

New Bedford - Fall River - Attleboro, MA — Bristol

New Britain, CT (See Hartford - New Britain - Middletown - Bristol)

New Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk - Virginia Beach - Newport News)

New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY — Niagara

Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York

Normal, IL (See Bloomington - Normal)

North Little Rock, AR (See Little Rock - North Little Rock)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — Alameda*, Contra Costa

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NE —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy, Washington

Orange County, NY — Orange

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh - Neenah)

Owensboro, KY — Daviess

Oxnard - Ventura, CA — Ventura

Palm Bay, FL (See Melbourne - Titusville - Palm Bay)

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington*
West Virginia Portion — Wood*

Pascagoula, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Passaic, NJ (See Bergen - Passaic)

Pawtucket, RI (See Providence - Pawtucket - Woonsocket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

Petersburg, VA (See Richmond - Petersburg)

Philadelphia, PA —
New Jersey Portion — Burlington, Camden, Gloucester
Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE

Phoenix, AZ — Maricopa

Pine Bluff, AR — Jefferson

Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA — Berkshire

Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Port Arthur, TX (See Beaumont - Port Arthur)

Portland, ME — Cumberland

Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*

Poughkeepsie, NY — Dutchess

Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington

Provo - Orem, UT — Utah

Pueblo, CO — Pueblo

Racine, WI — Racine

Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*

Rantoul, IL (See Champaign - Urbana - Rantoul)

Rapid City, SD — Pennington

Reading, PA — Berks

Redding, CA — Shasta

Reno, NV — Washoe

Richland - Kennewick - Pasco, WA — Benton*, Franklin

Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

Riverside - San Bernardino, CA — Riverside*, San Bernardino*

Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City

Rochester, MN — Olmsted

Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL — Boone, Winnebago*

Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)

Rock Island, IL (See Davenport - Rock Island - Moline)

Rome, NY (See Utica-Rome)

Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo

Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*

St. Cloud, MN — Benton, Sherburne, Stearns*

St. Joseph, MO — Buchanan

St. Louis, MO, IL —
Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair
Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City

St. Paul, MN (See Minneapolis - St. Paul)

St. Petersburg, FL (See Tampa - St. Petersburg)

Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Salem, OR — Marion*, Polk

Salinas - Seaside - Monterey, CA — Monterey

Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*

San Angelo, TX — Tom Green

San Antonio, TX — Bexar*, Comal, Guadalupe

San Bernardino, CA (See Riverside - San Bernardino)

San Diego, CA — San Diego

San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA

San Jose, CA — Santa Clara

Santa Ana, CA (See Anaheim - Santa Ana)

Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara

Santa Cruz, CA — Santa Cruz

Santa Fe, NM — Los Alamos, Santa Fe

Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)

Santa Rosa - Petaluma, CA — Sonoma

Sarasota, FL — Sarasota

Savannah, GA — Chatham*, Effingham

Schenectady, NY (See Albany - Schenectady-Troy)

Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming

Seaside, CA (See Salinas - Seaside - Monterey)

Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA

Sharon, PA — Mercer

Sheboygan, WI — Sheboygan

Sherman - Denison, TX — Grayson

Shreveport, LA — Bossier, Caddo*

Sioux City, IA —
Iowa Portion — Woodbury*
Nebraska Portion — Dakota

Sioux Falls, SD — Minnehaha

South Bend - Mishawaka, IN — St. Joseph

Spartanburg, SC (See Greenville - Spartanburg)

Spokane, WA — Spokane

Springdale, AR (See Fayettevile - Springdale)

Springfield, IL — Menard, Sangamon*

Springfield, MA — Hampden*, Hampshire

Springfield, MO — Christian, Greene*

Springfield, OH (See Dayton - Springfield)

Springfield, OR (See Eugene - Springfield)

Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)

State College, PA — Centre

Steubenville - Weirton, OH - WV —
Ohio Portion — Jefferson*
West Virginia Portion — Brooke, Hancock*

Stockton, CA — San Joaquin

Syracuse, NY — Madison, Onondaga*, Oswego

Tacoma, WA — Pierce

Tallahassee, FL — Gadsden, Leon*

Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*

Temple, TX (See Killeen - Temple)

Terre Haute, IN — Clay, Vigo*

Texarkana, TX - AR —
Arkansas Portion — Miller*
Texas Portion — Bowie*

Texas City, TX (See Galveston - Texas City)

Titusville, FL (See Melbourne - Titusville - Palm Bay)

Toledo, OH — Fulton, Lucas*, Wood

Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
District of Columbia Portion — District of Columbia*
Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
Ohio Portion — Belmont
West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
Delaware Portion — New Castle*
Maryland Portion — Cecil
New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lakeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

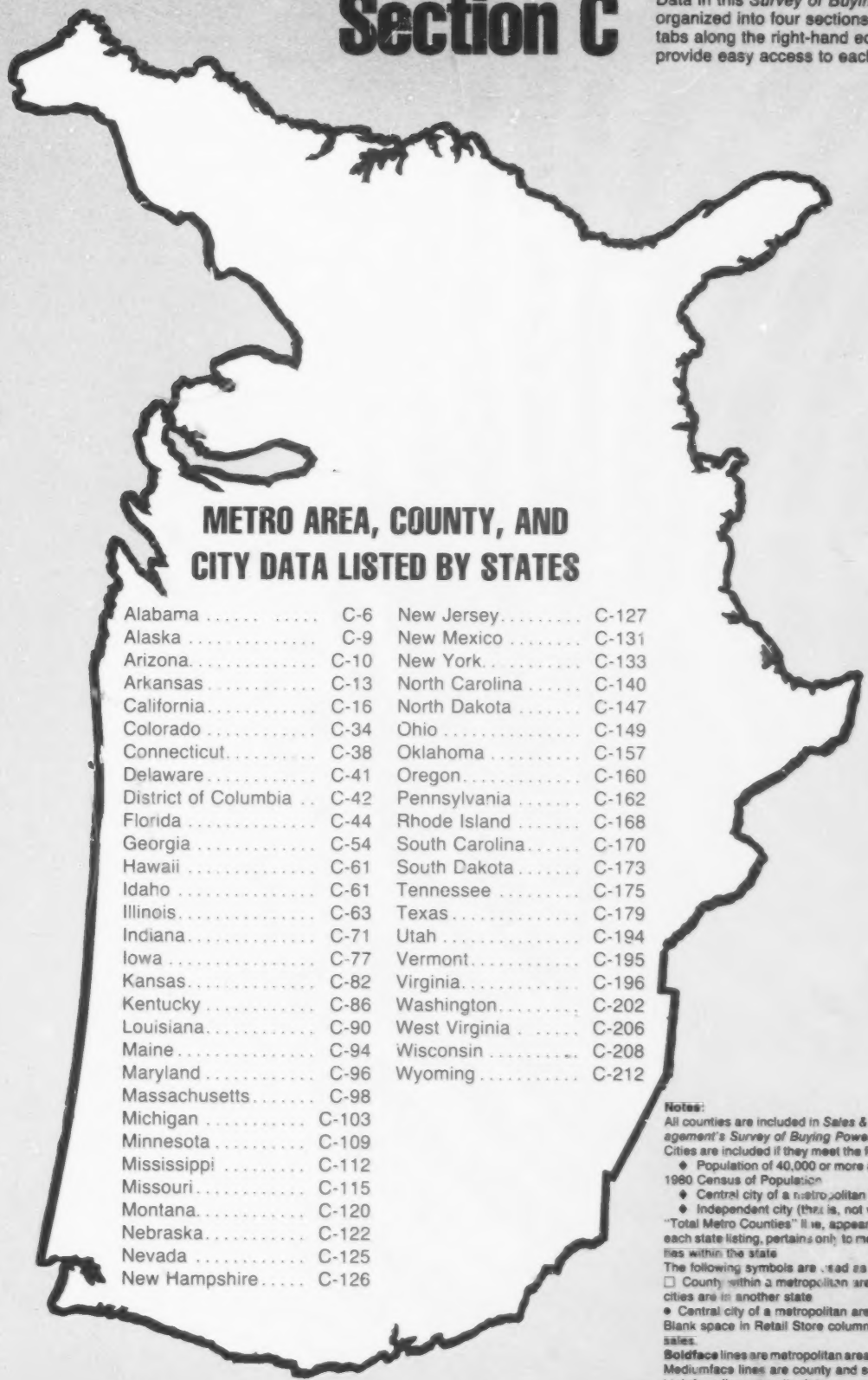
*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

Section C

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

Alabama	C-6	New Jersey	C-127
Alaska	C-9	New Mexico	C-131
Arizona	C-10	New York	C-133
Arkansas	C-13	North Carolina	C-140
California	C-16	North Dakota	C-147
Colorado	C-34	Ohio	C-149
Connecticut	C-38	Oklahoma	C-157
Delaware	C-41	Oregon	C-160
District of Columbia	C-42	Pennsylvania	C-162
Florida	C-44	Rhode Island	C-168
Georgia	C-54	South Carolina	C-170
Hawaii	C-61	South Dakota	C-173
Idaho	C-61	Tennessee	C-175
Illinois	C-63	Texas	C-179
Indiana	C-71	Utah	C-194
Iowa	C-77	Vermont	C-195
Kansas	C-82	Virginia	C-196
Kentucky	C-86	Washington	C-202
Louisiana	C-90	West Virginia	C-206
Maine	C-94	Wisconsin	C-208
Maryland	C-96	Wyoming	C-212
Massachusetts	C-98		
Michigan	C-103		
Minnesota	C-109		
Mississippi	C-112		
Missouri	C-115		
Montana	C-120		
Nebraska	C-122		
Nevada	C-125		
New Hampshire	C-126		

Notes:
All counties are included in *Sales & Marketing Management's Survey of Buying Power*.
Cities are included if they meet the following criteria:
- ◆ Population of 40,000 or more at the time of the 1980 Census of Population
- ◆ Central city of a metropolitan market
- ◆ Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state.
The following symbols are read as indicated:
□ County within a metropolitan area whose central cities are in another state
• Central city of a metropolitan area
Blank space in Retail Store columns indicates zero sales.
Boldface lines are metropolitan area and state totals.
Mediumface lines are county and suburban data.
Lightface lines are city data.
Italicized lines indicate metropolitan counties and central cities located in another state.

Sample tables from Survey Sections C & D

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Caution on population estimates
Population and household estimates in the 1985 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1985 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1985 *Survey* are not directly comparable to those prior to the 1985 issue. The 1985 estimates are updates from the 1982 Census of Retail Trade whereas, prior to this year's *Survey*, retail sales estimates used the 1977 Census as a benchmark.

Section C: Metro Areas, Counties, Cities

ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984					
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index	METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada CMAs, Metro Areas, Counties, Cities

ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

ESTIMATES		$$ EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over: A	B	C	D	E	ESTIMATES		$$ EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over: A	B	C	D	E
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI						County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI					
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are used in the U.S. only. Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4–7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, etc. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table B-44) (SIC Major Group 52. This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENSUS METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor-markets, using the boundaries of minor civil divisions (below the country level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 Census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1985 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP, SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared

foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57.) A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-43, Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., hardware dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDER. Under Census rules, each household must have a head, therefore, the number of householders is always the same as the numbers of households. Two types of householders are recognized by the Census Bureau. A family head is a householder living with one or more persons who are related to him or her by blood or marriage. A nonfamily householder is a householder living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18–21, 46–50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are now based on the 1982 Census of Retail Trade. Several broad changes in product classifications were made between the 1972 and 1982 Censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and Other Health Aids," are now a separate category. (2) "Other Health Aids" are now part of "Health and Beauty Aids." (3) The "Radio, TV, and Musical Instruments" category was divided into (a) "TV" and (b) "Audio, Musical Equipment, and Supplies." **SBP—II**

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey's* Canadian tables. Starting with the numeral 501 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its component units. **SBP, SBP—II**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions,

are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population. Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1981 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1985 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10–15, 30–38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as 2-digit major groups, such as Food Stores (SIC 54); 3-digit subgroups, such as Grocery Stores (SIC 541); and 4-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

TELEVISION MARKET. The *Survey's* TV Markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

ALABAMA

ALA. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**124.9**	**.0534**	**29.1**	**16.9**	**16.6**	**17.3**	**22.9**	**43.3**	**451,009**	**97,755**	**31,992**	**62,050**	**19,465**	**105,097**	**17,877**
Calhoun	124.9	.0524	29.1	16.9	16.6	17.3	22.9	43.3	451,009	97,755	31,992	62,050	19,465	105,097	17,877
• Anniston	30.4	.0128	33.1	10.6	15.5	15.8	31.3	11.8	305,528	67,958	15,607	38,548	12,196	94,651	11,751
SUBURBAN TOTAL	94.5	.0396	27.9	18.9	17.0	17.7	20.3	31.5	145,481	29,797	16,385	23,502	7,269	10,446	6,126
BIRMINGHAM	**915.7**	**.3842**	**31.9**	**11.5**	**17.6**	**17.9**	**26.7**	**342.7**	**4,237,832**	**974,658**	**315,186**	**471,203**	**215,976**	**1,012,996**	**157,949**
Blount	39.2	.0164	33.0	9.9	15.7	20.3	26.5	14.1	75,114	20,854	3,672	8,356	1,593	18,349	2,825
Jefferson	680.4	.2855	32.1	11.8	17.6	17.5	27.5	260.1	3,633,285	802,186	280,479	420,760	197,498	853,390	133,200
• Bessemer	31.4	.0132	32.5	11.3	15.1	14.4	31.8	11.6	229,097	68,916	10,793	24,671	6,581	70,205	4,971
• Birmingham	282.5	.1186	31.8	13.0	17.7	15.0	29.3	111.9	1,836,296	319,174	153,088	199,744	129,712	506,170	47,770
St. Clair	46.8	.0196	31.8	10.1	16.4	19.0	25.7	16.0	91,136	24,864	4,063	6,391	1,843	29,168	3,721
Shelby	77.4	.0325	29.5	11.8	19.8	19.8	19.4	26.5	178,420	67,338	12,411	12,665	5,215	28,996	6,833
Walker	71.9	.0302	32.4	10.5	15.7	18.5	27.4	26.0	259,577	59,416	14,561	23,111	9,827	83,093	11,370
SUBURBAN TOTAL	601.8	.1524	31.9	10.9	17.6	19.5	25.1	219.2	2,172,139	586,568	151,305	246,868	79,683	436,621	105,208
DOTHAN	**126.1**	**.0529**	**29.9**	**12.0**	**17.6**	**18.5**	**22.5**	**45.2**	**696,138**	**140,417**	**49,357**	**97,415**	**22,279**	**187,973**	**19,079**
Dale	45.2	.0190	28.0	14.3	19.2	17.3	19.3	15.5	134,589	33,439	10,579	14,782	3,205	24,945	4,874
Houston	80.9	.0339	31.1	10.6	17.1	19.1	24.2	29.8	561,549	106,978	38,778	82,633	29,074	163,028	14,205
• Dothan	53.9	.0226	30.9	10.7	17.9	19.2	23.6	20.2	513,074	93,596	35,861	71,511	26,819	157,381	12,594
SUBURBAN TOTAL	72.2	.0303	29.1	12.9	17.7	17.9	21.7	25.1	183,064	46,821	13,496	25,904	5,460	30,592	6,485
FLORENCE	**139.6**	**.0586**	**32.1**	**11.9**	**15.9**	**19.2**	**26.2**	**52.0**	**604,619**	**126,022**	**43,853**	**98,114**	**22,293**	**146,445**	**15,390**
Colbert	56.1	.0235	32.6	10.8	16.0	19.2	27.0	21.0	243,661	50,385	20,278	24,616	5,619	65,316	7,020
Lauderdale	83.5	.0351	31.8	12.7	15.9	19.2	25.6	31.0	360,958	75,637	23,575	73,498	16,674	81,129	8,370
• Florence	36.7	.0154	32.1	14.9	15.1	17.6	28.0	14.4	309,032	55,292	19,804	70,475	14,813	72,738	7,437
SUBURBAN TOTAL	102.9	.0432	32.1	10.9	16.0	19.8	25.6	37.6	295,587	70,730	24,049	27,639	7,480	73,707	7,953
GADSDEN	**104.8**	**.0440**	**33.1**	**10.5**	**15.6**	**17.9**	**29.2**	**39.1**	**412,079**	**113,933**	**33,367**	**59,056**	**17,165**	**80,370**	**13,731**
Etowah	104.8	.0440	33.1	10.5	15.6	17.9	29.2	39.1	412,079	113,933	33,367	59,056	17,165	80,370	13,731
• Gadsden	47.1	.0198	35.6	10.9	14.3	15.6	35.1	18.7	303,002	79,226	22,121	42,230	15,056	71,767	10,046
SUBURBAN TOTAL	57.7	.0242	31.5	10.1	16.9	19.8	24.3	20.4	109,077	34,707	11,246	16,826	2,109	8,603	3,685
HUNTSVILLE	**288.0**	**.0873**	**30.3**	**13.4**	**17.3**	**21.5**	**20.4**	**76.7**	**1,098,675**	**215,974**	**98,870**	**161,471**	**58,292**	**274,626**	**29,171**
Madison	208.0	.0873	30.3	13.4	17.3	21.5	20.4	76.7	1,098,675	215,974	98,870	161,471	58,292	274,626	29,171
• Huntsville	147.8	.0620	30.8	13.1	17.2	22.1	20.8	56.6	1,025,660	198,071	91,958	159,237	54,295	262,313	27,610
SUBURBAN TOTAL	60.2	.0253	29.1	14.2	17.3	20.2	19.5	20.1	73,015	17,903	6,912	2,234	3,997	12,313	1,561

Birmingham...Hard Charging!

Birmingham is a vital, growing community in the Sunbelt, where business and leisure opportunities abound. 1986 will be a banner year for Birmingham with the Spring opening of the largest hotel/shopping mall in the Southeast, the $165-millon dollar Riverchase Galleria. And, in the Fall the excitement of horse racing will become a reality in Birmingham with the opening of the new $60 millon dollar horse racing facility.

Hard charging...you bet!

Grow with Birmingham. Be a part of this exciting market...advertise with:

The Birmingham News
Birmingham Post-Herald

Call (205) 325-2230

Represented nationally by Newhouse Newspapers

ALA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
MOBILE	**468.8**	**.1967**	**30.0**	**12.2**	**16.8**	**17.6**	**26.1**	**167.6**	**2,358,934**	**586,317**	**184,640**	**314,984**	**136,334**	**338,163**	**98,382**
Baldwin	87.0	.0365	32.4	10.1	15.1	18.5	27.5	31.6	403,329	115,192	33,381	38,351	15,621	76,715	17,457
Mobile	381.8	.1602	29.6	12.6	17.1	17.4	23.3	136.0	1,955,605	471,125	151,259	276,613	90,703	452,147	80,845
* Mobile	206.2	.0865	30.6	13.2	17.2	16.8	25.7	77.5	1,554,801	305,717	129,358	240,929	75,272	412,998	63,515
SUBURBAN TOTAL	262.6	.1102	29.6	11.3	16.6	18.2	22.8	90.1	804,133	280,600	55,082	74,035	31,052	115,164	34,787
MONTGOMERY	**291.4**	**.1224**	**28.4**	**12.3**	**16.9**	**18.5**	**22.7**	**100.9**	**1,277,280**	**288,174**	**100,398**	**280,099**	**53,417**	**201,486**	**52,222**
Autauga	35.2	.0148	30.1	11.2	14.9	21.5	21.1	11.8	116,244	29,027	8,376	10,513	2,820	32,398	3,152
Elmore	47.8	.0201	31.5	11.1	16.8	18.6	25.6	16.0	111,910	40,115	4,968	8,333	3,040	17,815	7,411
Montgomery	208.4	.0875	30.2	12.7	17.4	18.0	23.6	76.1	1,149,146	219,032	90,054	181,253	46,557	301,195	41,659
* Montgomery	188.0	.0789	30.1	12.8	17.6	17.8	23.6	69.7	1,108,451	208,854	85,800	179,282	43,057	296,668	41,554
SUBURBAN TOTAL	103.4	.0435	31.0	11.4	15.6	19.9	23.8	34.2	268,849	79,320	17,598	20,817	9,360	54,740	10,668
TUSCALOOSA	**143.2**	**.0601**	**29.0**	**17.5**	**17.0**	**16.8**	**23.0**	**51.5**	**672,674**	**171,441**	**52,801**	**96,725**	**25,904**	**130,624**	**19,767**
Tuscaloosa	143.2	.0601	29.0	17.5	17.0	16.8	23.0	51.5	672,674	171,441	52,801	96,725	25,904	130,624	19,767
* Tuscaloosa	75.1	.0315	27.4	23.4	17.1	14.2	22.8	27.6	520,613	108,296	43,055	92,458	21,323	109,684	11,358
SUBURBAN TOTAL	68.1	.0286	30.8	11.0	17.0	19.6	23.2	23.9	152,061	63,145	9,746	4,267	4,581	20,940	8,409
OTHER COUNTIES															
Barbour	25.4	.0106	31.7	9.6	14.7	16.0	29.2	8.8	74,252	24,307	6,840	5,752	1,560	11,018	4,113
Bibb	16.5	.0070	31.3	10.6	14.8	17.6	26.8	5.8	34,927	12,132	1,413	3,296	960	8,063	1,930
Bullock	10.2	.0043	31.2	10.2	13.8	14.4	30.4	3.6	26,520	7,423	1,119	1,028	1,302	1,570	1,406
Butler	21.5	.0090	33.1	9.4	13.7	15.6	31.7	7.6	89,351	22,376	7,183	8,165	1,625	18,069	4,525
Chambers	39.5	.0166	33.1	9.8	14.8	16.6	30.6	14.3	135,926	39,310	7,793	6,103	7,889	36,278	5,819
Cherokee	19.8	.0083	33.4	10.5	15.1	19.6	28.1	7.0	43,026	9,779	2,638	2,150	872	9,706	2,551
Chilton	32.0	.0135	32.5	10.4	15.2	18.6	27.7	12.0	112,046	30,017	5,377	11,282	5,202	27,031	5,395
Choctaw	16.5	.0069	30.6	9.8	14.0	17.4	26.4	5.6	39,839	15,745	4,647	1,782	1,283	4,669	1,662
Clarke	27.8	.0117	30.3	10.3	14.5	17.1	26.1	9.4	121,099	37,589	6,824	12,961	3,712	21,114	7,297
Clay	13.7	.0057	33.5	9.8	13.8	17.9	30.0	4.8	35,650	11,625	1,548	2,526	729	6,717	714
Cleburne	13.0	.0055	32.9	10.3	15.1	19.3	27.6	4.9	20,744	4,968	1,447	1,893	617	5,206	758
Coffee	39.4	.0165	32.2	10.3	16.5	19.5	25.9	14.4	166,803	33,978	8,798	18,632	11,577	48,782	5,193
Conecuh	15.6	.0066	32.2	10.5	13.8	14.9	31.2	5.4	41,500	10,513	2,435	3,656	621	3,262	2,759
Coosa	11.5	.0048	33.1	10.3	13.9	17.0	30.4	4.3	7,001	1,856	332	71	612	1,146	315
Covington	37.3	.0157	36.2	9.7	13.5	17.8	33.7	14.7	152,245	41,881	7,288	14,788	8,781	35,396	7,456
Crenshaw	14.1	.0059	34.5	9.7	13.6	16.1	33.1	5.3	31,507	11,084	1,071	1,706	1,026	7,450	1,402
Cullman	65.3	.0274	33.3	10.2	15.3	19.1	28.3	24.1	247,726	65,623	14,304	23,567	10,759	55,061	9,177
Dallas	54.0	.0226	29.4	11.4	14.4	16.1	25.8	18.4	199,191	47,553	13,053	30,145	6,284	39,612	8,940
De Kalb	57.2	.0240	33.1	10.2	15.3	18.7	28.4	21.6	143,433	37,376	9,405	12,233	7,583	32,769	7,[illegible]
Escambia	31.1	.0164	31.4	10.7	16.2	18.3	25.9	13.1	154,347	31,413	8,999	15,450	6,367	29,254	[illegible]
Fayette	19.3	.0081	33.6	10.1	14.7	18.1	29.9	7.1	56,388	16,752	2,675	5,474	2,366	13,867	[illegible]
Franklin	29.4	.0123	33.9	10.2	15.0	19.3	29.2	11.1	114,506	23,484	5,022	11,903	5,661	38,178	[illegible]
Geneva	24.5	.0103	33.9	9.7	14.1	18.2	30.3	9.0	56,677	21,857	1,039	5,660	1,303	9,633	3,169
Greene	11.2	.0047	29.4	10.7	12.8	13.6	29.3	3.7	34,357	12,000	1,625	2,409	1,470	5,970	1,437
Hale	15.2	.0064	30.3	10.9	12.8	14.0	30.0	5.0	31,777	11,414	890	1,235	875	10,604	1,986
Henry	15.7	.0066	32.7	9.5	15.4	16.6	29.8	5.6	46,577	15,713	1,861	2,390	2,040	3,951	1,112
Jackson	54.2	.0228	31.1	10.7	17.3	19.8	23.5	19.5	169,455	35,757	7,414	15,679	5,841	48,485	5,670
Lamar	16.7	.0070	33.8	9.8	14.2	18.6	29.6	6.1	46,892	16,131	1,490	1,684	1,658	6,754	2,126
Lawrence	31.3	.0131	30.5	10.3	15.5	18.7	24.3	10.7	66,370	18,387	4,236	7,567	2,076	6,755	2,595
Lee	80.4	.0338	25.4	25.3	16.4	16.1	18.2	30.3	347,561	83,400	30,695	55,752	8,908	75,269	10,256
Limestone	47.3	.0198	31.1	11.3	15.9	19.4	24.4	16.5	157,815	42,921	12,261	15,338	5,469	34,102	6,600
Lowndes	13.4	.0056	25.6	11.7	12.9	13.9	24.0	3.8	22,883	7,040	489	519	926	5,955	272
Macon	26.6	.0112	28.5	17.3	14.1	13.0	27.9	8.4	51,624	16,874	2,390	629	1,031	6,831	3,312
Marengo	25.0	.0105	30.8	10.1	13.9	16.1	28.1	8.4	87,253	23,101	3,961	9,948	3,548	22,314	2,753
Marion	31.9	.0134	33.4	10.1	15.1	19.1	28.5	11.8	88,617	28,605	3,710	13,337	3,376	18,249	3,635
Marshall	69.4	.0291	33.1	10.6	15.5	19.6	27.5	26.4	344,997	74,347	20,097	48,838	10,484	103,017	10,711
Monroe	22.8	.0096	30.2	10.0	14.5	16.3	26.7	7.6	65,413	21,106	3,653	6,693	1,574	13,151	2,871
Morgan	95.2	.0399	31.6	10.6	16.8	19.9	24.3	36.9	438,194	98,872	27,892	60,727	19,786	106,400	16,479
Decatur	43.5	.0183	31.7	10.9	17.1	19.8	24.6	16.6	341,582	71,708	21,954	52,739	14,124	87,898	10,544
Perry	14.7	.0062	29.4	12.5	12.2	14.3	20.9	4.7	23,067	7,095	702	1,648	636	3,246	2,261
Pickens	21.6	.0090	31.9	10.2	13.7	16.6	29.1	7.3	41,746	12,792	1,241	1,889	2,369	10,261	1,872
Pike	28.1	.0118	29.9	17.1	13.4	15.3	27.9	10.0	109,580	24,428	10,556	11,527	2,455	26,751	4,638
Randolph	20.2	.0085	33.5	10.1	13.9	16.9	31.1	7.3	57,262	20,626	2,280	4,831	1,585	8,760	3,076
☐ Russell	48.3	.0203	31.0	11.5	15.8	17.9	25.8	17.5	136,332	52,065	10,927	17,396	1,689	15,907	6,106

METRO MOBILE Press-Register

Alabama's Second Largest. After Birmingham
...**MOBILE RANKS FIRST** in Alabama in

POPULATION	468,800
HOUSEHOLDS	167,600
EBI	$4,377,653,000
TOTAL RETAIL SALES	$2,358,934,000

ALA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sumter	16.7	.0070	27.6	14.3	12.6	12.9	27.8	5.4	39,771	15,239	2,685	6,619	858	3,838	1,852
Talladega	76.5	.0321	30.3	11.3	15.2	17.4	25.5	26.2	293,100	88,047	18,250	35,148	10,015	65,987	12,075
Tallapoosa	39.5	.0166	33.3	9.6	14.9	17.4	30.0	14.4	119,335	30,166	7,408	11,352	8,275	23,916	7,098
Washington	17.3	.0072	29.2	10.6	15.3	17.8	23.4	5.8	37,151	8,028	876	1,968	3,142	6,958	1,203
Wilcox	14.8	.0063	28.2	10.1	12.7	13.2	28.2	4.6	36,645	13,336	1,511	2,558	1,059	4,760	1,259
Winston	23.3	.0097	32.7	9.9	15.6	20.1	26.3	8.5	71,009	23,082	4,029	10,086	4,448	12,710	2,016
TOTAL METRO COUNTIES	**2,570.8**	**1.0789**	**30.9**	**12.5**	**17.1**	**18.2**	**24.8**	**939.6**	**12,045,292**	**2,766,756**	**924,191**	**1,578,573**	**551,804**	**2,833,608**	**429,594**
TOTAL STATE	**4,042.4**	**1.6965**	**31.1**	**12.1**	**16.3**	**18.0**	**25.6**	**1,464.8**	**16,958,447**	**4,073,884**	**1,217,643**	**2,109,148**	**745,399**	**3,932,413**	**635,453**

ALA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
ANNISTON	**1,018,464**	**19,606**	**27.0**	**30.8**	**13.7**	**4.5**	**.0407**
Calhoun	1,018,464	19,606	27.0	30.8	13.7	4.5	.0407
• Anniston	254,126	16,869	27.6	24.7	11.7	6.2	.0146
SUBURBAN TOTAL	764,338	20,546	26.7	33.0	14.5	3.9	.0261
BIRMINGHAM	**8,703,675**	**21,813**	**23.7**	**29.5**	**16.2**	**8.4**	**.3440**
Blount	262,082	16,373	30.5	29.0	8.4	2.0	.0102
Jefferson	6,755,999	22,271	23.2	29.2	16.5	9.2	.2723
• Bessemer	229,612	16,209	23.6	26.1	11.5	4.2	.0124
• Birmingham	2,387,395	17,368	27.0	26.4	12.1	5.3	.1125
St. Clair	332,766	18,734	29.0	33.1	10.7	2.8	.0125
Shelby	794,438	27,644	19.2	28.8	23.4	12.2	.0261
Walker	558,480	18,689	26.8	30.0	12.7	4.1	.0229
SUBURBAN TOTAL	6,086,668	24,487	22.1	31.1	18.5	10.2	.2191
DOTHAN	**1,055,002**	**19,431**	**28.0**	**31.0**	**12.3**	**5.2**	**.0471**
Dale	370,575	18,953	30.0	31.1	11.5	4.3	.0141
Houston	684,427	19,710	26.9	31.0	12.7	5.6	.0330
• Dothan	496,974	20,898	26.2	31.3	13.9	7.1	.0260
SUBURBAN TOTAL	558,028	18,335	29.5	30.7	11.0	3.6	.0211

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
FLORENCE	**1,194,726**	**20,351**	**25.8**	**31.0**	**14.7**	**5.1**	**.0488**
Colbert	462,212	19,854	26.5	32.1	13.8	3.8	.0193
Lauderdale	732,514	20,735	25.2	30.3	15.4	6.0	.0295
• Florence	344,015	20,384	24.8	28.2	16.5	6.2	.0169
SUBURBAN TOTAL	850,711	20,340	26.1	32.1	14.1	4.7	.0319
GADSDEN	**836,020**	**17,829**	**27.2**	**28.3**	**12.5**	**4.1**	**.0345**
Etowah	836,020	17,829	27.2	28.3	12.5	4.1	.0345
• Gadsden	385,992	15,825	27.6	24.1	11.2	5.0	.0185
SUBURBAN TOTAL	450,028	19,651	26.9	32.2	13.6	3.3	.0160
HUNTSVILLE	**2,360,593**	**26,508**	**20.7**	**28.8**	**18.9**	**16.1**	**.0886**
Madison	2,360,593	26,508	20.7	28.8	18.9	16.1	.0886
• Huntsville	1,807,205	27,846	19.6	27.8	19.6	18.3	.0712
SUBURBAN TOTAL	553,388	23,399	23.9	31.4	17.0	9.8	.0174
MOBILE	**4,377,653**	**22,627**	**23.0**	**29.3**	**17.3**	**9.2**	**.1799**
Baldwin	819,317	22,574	24.6	29.9	17.1	8.8	.0325
Mobile	3,558,336	22,640	22.7	29.1	17.3	9.3	.1465
• Mobile	2,073,925	22,458	23.0	28.4	16.3	10.6	.0935
SUBURBAN TOTAL	2,303,728	22,769	23.1	29.9	18.0	8.0	.0855

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	915,700	$ 8,703,675,000	$ 4,237,532,000
2	MOBILE	468,800	4,377,653,000	2,358,934,000
3	THE GREATER HUNTSVILLE MARKET*	324,700	3,268,953,800	1,601,487,000
4	MONTGOMERY	291,400	2,677,827,000	1,377,300,000

*Madison, Limestone & Marshall

SOURCE: S&MM 1985 Survey of Buying Power

Huntsville

Huntsville Times & News

#1 EBI PER HHLD MARKET IN ALABAMA*

Represented by Newhouse Newspapers.

POWER SOURCE OF NORTHWEST ALABAMA

THE FLORENCE, ALABAMA MSA IS A VITAL PART OF A TOP 100 MARKET, THE FLORENCE/HUNTSVILLE/DECATUR ADI. THE **TIMES DAILY**, REACHES 87% OF ALL ADULTS IN THE MSA AND AN EFFECTIVE BUYING INCOME OF OVER A BILLION DOLLARS.

A POWERFUL MARKET SERVED BY A POWERFUL NEWSPAPER.

Source: Sales & Marketing Management, 1985 Survey of Buying Power; A.B.C. Fas Fax.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708

ALA. (cont.)

SMRB ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
MONTGOMERY	**2,677,827**	**21,926**	**23.8**	**29.6**	**16.5**	**8.5**	**.1084**
Autauga	312,008	24,806	19.4	31.8	20.9	7.9	.0118
Elmore	365,287	20,131	25.5	31.9	13.6	4.8	.0137
Montgomery	2,000,532	21,889	24.1	28.7	16.4	9.4	.0629
• Montgomery	1,822,328	21,931	24.2	29.1	16.5	9.1	.0768
SUBURBAN TOTAL	855,499	21,913	23.1	30.6	16.5	7.2	.0316
TUSCALOOSA	**1,181,283**	**19,072**	**24.6**	**28.3**	**13.6**	**6.1**	**.0506**
Tuscaloosa	1,181,283	19,072	24.6	28.3	13.6	6.1	.0506
• Tuscaloosa	613,311	16,838	24.9	25.0	11.5	6.7	.0303
SUBURBAN TOTAL	567,972	21,540	24.2	32.1	16.1	5.4	.0203
OTHER COUNTIES							
Barbour	166,455	14,926	27.3	23.6	8.8	4.6	.0070
Bibb	105,100	15,775	29.7	28.8	7.5	1.6	.0042
Bullock	61,545	12,843	30.5	18.1	7.7	3.7	.0026
Butler	144,664	15,384	29.7	25.9	7.1	4.3	.0067
Chambers	320,888	19,555	26.4	29.7	14.6	4.6	.0126
Cherokee	142,532	17,157	29.8	29.9	10.0	2.6	.0055
Chilton	267,693	19,280	26.0	30.4	12.2	5.6	.0105
Choctaw	117,048	15,864	23.1	22.7	12.9	5.9	.0046
Clarke	197,493	17,118	24.3	26.2	12.2	4.9	.0090
Clay	84,847	14,848	30.4	27.5	6.0	2.1	.0035
Cleburne	103,332	19,071	27.6	33.0	10.7	3.6	.0036
Coffee	306,031	19,220	25.6	33.2	10.4	4.5	.0131
Conecuh	97,034	13,474	25.0	24.5	6.4	3.9	.0042
Coosa	91,577	17,853	26.9	31.7	9.7	3.3	.0029
Covington	273,019	15,484	29.6	27.0	7.3	3.0	.0120
Crenshaw	77,009	11,131	30.1	17.9	4.6	1.9	.0033
Cullman	488,836	16,896	29.7	28.4	8.9	4.0	.0208
Dallas	320,768	13,690	29.0	22.6	7.7	2.7	.0153
De Kalb	416,573	16,031	27.8	28.5	8.8	2.9	.0162
Escambia	271,215	16,765	26.9	28.6	10.4	3.7	.0121

SMRB ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
Fayette	157,821	19,082	24.5	30.3	11.9	5.6	.0061
Franklin	231,078	17,623	26.0	28.8	11.2	4.5	.0096
Geneva	195,097	17,024	25.3	28.3	10.3	4.6	.0072
Greene	60,720	11,417	27.7	16.1	6.9	4.1	.0028
Hale	78,344	11,240	26.1	19.4	5.5	3.0	.0036
Henry	112,712	17,035	29.1	29.2	9.8	3.6	.0046
Jackson	388,339	17,884	28.5	32.0	9.9	2.3	.0156
Lamar	129,115	18,677	26.8	31.2	11.5	3.9	.0050
Lawrence	235,021	19,288	23.3	28.7	14.9	4.9	.0088
Lee	672,135	17,524	24.4	25.1	12.8	6.5	.0278
Limestone	415,244	22,080	23.1	30.8	15.4	8.7	.0156
Lowndes	61,440	12,000	28.6	19.7	4.9	3.8	.0029
Macon	151,370	12,811	27.3	19.8	8.7	3.9	.0064
Marengo	156,718	14,332	23.6	22.3	11.7	3.7	.0071
Marion	258,597	19,311	26.2	32.0	11.6	4.5	.0099
Marshall	493,118	16,013	30.3	27.4	8.6	2.7	.0232
Monroe	159,477	17,030	25.1	27.3	11.8	4.5	.0065
Morgan	850,206	21,999	23.9	32.0	16.6	6.2	.0346
Decatur	432,752	24,052	21.3	30.5	19.7	8.0	.0200
Perry	77,688	11,968	26.9	19.7	7.3	2.8	.0033
Pickens	134,185	15,042	29.3	25.1	9.0	2.5	.0053
Pike	184,761	14,235	27.3	24.5	8.5	3.1	.0086
Randolph	138,536	16,234	28.3	28.1	9.4	2.8	.0057
☐ Russell	344,607	16,711	26.9	27.8	10.2	3.8	.0138
Sumter	101,790	13,593	24.9	21.4	10.2	4.1	.0043
Talladega	602,884	19,778	25.6	29.0	14.8	5.7	.0249
Tallapoosa	289,768	17,200	30.0	29.8	9.3	3.2	.0116
Washington	125,496	19,571	22.6	30.9	14.2	3.9	.0047
Wilcox	81,434	13,017	26.3	18.5	9.3	4.3	.0037
Winston	166,171	16,399	31.7	27.3	9.0	3.2	.0068
TOTAL METRO COUNTIES	**23,749,850**	**21,570**	**24.1**	**29.5**	**15.8**	**8.3**	**.9555**
TOTAL STATE	**34,512,374**	**19,846**	**25.1**	**28.8**	**14.0**	**6.8**	**1.4014**

ALASKA

ALASKA

SMRB ESTIMATES — POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ANCHORAGE	**229.8**	**.0964**	**27.7**	**14.0**	**24.8**	**21.5**	**10.3**	**83.8**
Anchorage	229.8	.0964	27.7	14.0	24.8	21.5	10.3	83.8
• Anchorage	229.8	.0964	27.7	14.0	24.8	21.5	10.3	83.8
OTHER COUNTIES								
Aleutian Islands	7.7	.0033	25.5	22.9	28.4	16.5	6.6	1.8
Bethel	12.8	.0054	23.4	13.6	18.7	16.3	12.0	3.3
Bristol Bay	1.4	.0006	28.7	19.5	31.5	21.9	8.4	.3
Dillingham	5.8	.0024	24.7	14.2	19.7	17.7	12.0	1.8
Fairbanks North Star	66.7	.0280	27.0	15.8	25.7	19.5	9.9	23.2
Haines	1.9	.0008	30.0	8.8	21.5	22.8	16.5	.6
Juneau	25.6	.0107	29.3	11.2	24.6	22.1	14.0	9.2
Kenai Peninsula	38.2	.0161	28.2	10.8	22.9	21.0	13.4	13.2
Ketchikan Gateway	13.2	.0055	29.5	11.6	20.4	20.8	18.0	4.9
Kobuk	5.7	.0024	22.9	13.8	18.3	14.5	13.2	1.5

SMRB ESTIMATES — RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,440,434**	**359,583**	**304,357**	**310,472**	**128,725**	**435,959**	**94,935**
Anchorage	2,440,434	359,583	304,357	310,472	128,725	435,959	94,935
• Anchorage	2,440,434	359,583	304,357	310,472	128,725	435,959	94,935
OTHER COUNTIES							
Aleutian Islands	13,302	7,458	1,680	1,100		95	
Bethel	30,453	6,130	931	13,111	166	2,908	
Bristol Bay	8,211	3,460	2,366		68	737	
Dillingham	10,805	6,015	1,714	534	83	985	
Fairbanks North Star	622,915	112,789	67,101	74,474	28,465	143,689	24,278
Haines	11,770	3,072	1,093	1,111	62	820	
Juneau	223,272	72,462	25,254	507	13,415	22,241	7,326
Kenai Peninsula	221,635	64,216	22,440	2,249	6,715	26,901	14,986
Ketchikan Gateway	82,457	12,121	12,567	7,992	3,229	8,260	2,388
Kobuk	24,195	8,593	3,760	6,283		60	

our 5 dailies deliver 74% of ALASKA'S BUYING POWER

Turn to Branham and Alaska Dailies

Phone any Branham office for details

ALASKA (cont.)

SMRI ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kodiak Island	13.8	.0058	27.0	16.2	26.1	18.8	10.2	4.4	70,594	15,521	10,907		2,230	11,251	2,561
Matanuska - Susitna	32.0	.0134	28.4	9.1	21.8	21.5	14.0	10.6	121,816	47,405	10,707	3,783	3,878	7,108	1,076
Nome	7.6	.0032	24.9	13.0	19.0	16.7	14.2	2.1	32,530	15,984	3,776	5,096	877	147	747
North Slope	5.2	.0022	25.9	14.6	22.0	18.9	11.2	1.2	34,483	3,786	29,641	1,007			
Prince of Wales - Outer Ketchikan	4.4	.0018	27.2	12.4	20.6	20.2	13.7	1.3	14,943	8,588	3,462	230	186	339	
Sitka	8.8	.0037	27.8	12.9	21.5	20.8	13.6	2.7	43,843	17,873	4,886	1,485	2,140	541	1,329
Skagway - Yakutat - Angoon	4.2	.0018	27.9	10.4	23.4	18.6	14.7	1.3	10,929	3,866	2,126	1,653	103	207	
Southeast Fairbanks	7.2	.0030	25.8	15.1	24.3	18.8	8.8	2.0	15,619	6,408	2,296	1,048	106	886	
Valdez - Cordova	10.2	.0043	28.8	12.0	23.7	21.9	13.4	3.6	57,397	19,030	9,491	820	238	3,955	1,134
Wade Hampton	5.5	.0023	21.4	13.5	16.2	14.5	12.3	1.1	12,836	3,891	317	6,514	64	128	
Wrangell - Petersburg	7.1	.0030	28.8	11.5	22.5	19.3	16.7	2.2	33,269	16,365	3,387	657	133	1,596	1,032
Yukon - Koyukuk	8.9	.0037	26.8	13.5	23.8	18.3	12.2	2.6	36,180	9,380	3,431	4,726	382	771	
TOTAL METRO COUNTIES	**229.8**	**.0964**	**27.7**	**14.0**	**24.8**	**21.5**	**10.3**	**83.8**	**2,440,434**	**359,583**	**304,357**	**310,472**	**128,725**	**435,959**	**94,935**
TOTAL STATE	**523.7**	**.2198**	**27.5**	**13.5**	**23.9**	**20.5**	**11.5**	**178.7**	**4,173,688**	**823,996**	**527,690**	**444,852**	**191,265**	**669,584**	**151,792**

ALASKA

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANCHORAGE	**3,500,946**	**38,145**	**13.7**	**23.5**	**21.2**	**33.4**	**.1435**
Anchorage	3,500,946	38,145	13.7	23.5	21.2	33.4	.1435
• Anchorage	3,500,946	38,145	13.7	23.5	21.2	33.4	.1435
OTHER COUNTIES							
Aleutian Islands	120,320	26,825	20.9	29.4	16.7	20.0	.0034
Bethel	93,773	21,194	25.4	21.8	15.5	15.1	.0036
Bristol Bay	20,841	39,000	7.7	24.7	23.6	36.0	.0007
Dillingham	57,298	25,379	18.0	22.0	16.5	20.4	.0020
Fairbanks North Star	1,009,425	38,019	15.7	20.1	19.0	35.0	.0395
Haines	18,399	28,091	20.6	25.4	19.0	19.5	.0009
Juneau	427,300	44,468	9.8	21.3	22.9	41.0	.0155
Kenai Peninsula	511,628	35,183	14.3	20.9	18.5	31.8	.0182
Ketchikan Gateway	202,208	39,041	9.5	22.4	24.0	32.1	.0070
Kobuk	53,305	29,769	19.7	22.3	18.4	23.1	.0021

ALASKA

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Kodiak Island	185,104	35,708	16.0	21.6	22.2	29.0	.0065
Matanuska - Susitna	325,452	28,250	17.6	28.6	20.0	17.4	.0118
Nome	70,583	26,310	18.4	20.1	16.8	23.3	.0027
North Slope	66,707	40,842	12.1	18.0	22.2	35.9	.0025
Prince of Wales - Outer Ketchikan	62,191	39,963	11.0	18.0	24.6	34.5	.0020
Sitka	127,094	45,569	9.1	20.8	24.2	40.4	.0041
Skagway - Yakutat - Angoon	44,558	29,704	20.6	23.5	19.8	21.2	.0015
Southeast Fairbanks	66,859	24,273	25.2	23.5	18.0	17.3	.0023
Valdez - Cordova	150,357	35,000	15.1	20.3	16.9	33.1	.0051
Wade Hampton	24,335	17,571	26.2	25.9	11.0	7.3	.0012
Wrangell - Petersburg	78,395	31,115	16.8	30.8	23.4	18.5	.0029
Yukon - Koyukuk	71,516	15,377	23.8	18.8	13.0	9.9	.0030
TOTAL METRO COUNTIES	**3,500,946**	**38,145**	**13.7**	**23.5**	**21.2**	**33.4**	**.1435**
TOTAL STATE	**7,288,594**	**36,028**	**14.8**	**22.8**	**20.3**	**31.1**	**.2820**

ARIZONA

ARIZ.

SMRI ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,736.0**	**.7285**	**31.4**	**12.4**	**17.6**	**18.0**	**25.7**	**669.1**	**10,724,956**	**2,392,019**	**1,019,053**	**1,210,472**	**740,355**	**2,120,195**	**488,543**
Maricopa	1,736.0	.7285	31.4	12.4	17.6	18.0	25.7	669.1	10,724,956	2,392,019	1,019,053	1,210,472	740,355	2,120,195	488,543
Glendale	115.6	.0485	29.1	12.3	19.8	19.9	18.3	41.9	736,061	140,259	39,631	40,631	30,475	306,886	30,035
• Mesa	198.9	.0835	29.7	12.4	19.8	16.1	23.4	75.4	1,487,421	281,325	107,017	234,615	111,725	336,023	80,209
• Phoenix	861.1	.3614	30.6	12.4	18.8	18.7	23.0	331.8	5,510,872	1,233,057	551,522	692,849	435,596	896,333	241,018
• Scottsdale	102.6	.0431	37.3	11.3	14.1	22.2	31.2	42.5	1,132,992	198,061	122,895	121,432	67,501	317,830	46,134
• Tempe	119.3	.0501	27.0	22.7	20.7	18.5	14.8	44.5	911,612	203,563	105,031	70,490	38,212	169,592	40,398
SUBURBAN TOTAL	454.1	.1904	34.9	9.9	14.7	16.3	33.5	174.9	1,682,059	476,013	132,588	91,086	87,321	400,417	80,784

ARIZ. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
TUCSON	**602.1**	**.2527**	**31.3**	**13.5**	**18.2**	**17.1**	**26.1**	**236.3**
Pima	602.1	.2527	31.3	13.5	18.2	17.1	26.1	236.3
* Tucson	368.4	.1546	30.4	15.9	18.9	15.7	25.5	149.1
SUBURBAN TOTAL	233.7	.0981	32.9	9.8	17.0	19.3	27.1	87.2
OTHER COUNTIES								
Apache	59.3	.0249	22.4	11.8	15.3	16.1	14.2	15.1
Cochise	95.5	.0401	30.5	11.7	16.3	18.1	24.6	33.6
Coconino	87.4	.0367	24.7	19.5	19.3	15.9	13.9	27.5
Gila	38.7	.0162	32.7	9.0	14.5	17.2	29.5	14.2
Graham	25.0	.0105	28.1	11.6	15.7	17.1	22.1	7.4
Greenlee	11.2	.0047	27.3	10.0	17.0	17.2	19.8	3.7
La Paz	13.5	.0057	30.7	11.4	14.9	17.1	26.5	5.3
Mohave	69.1	.0290	38.3	8.2	13.4	17.4	36.7	28.1
Navajo	74.3	.0312	24.5	11.0	15.5	17.1	16.5	21.5
Pinal	99.6	.0418	30.0	11.0	16.1	17.1	24.8	33.2
Santa Cruz	22.8	.0096	29.0	9.5	15.7	17.5	23.1	7.2
Yavapai	82.9	.0348	40.3	8.1	13.2	16.3	39.9	34.6
Yuma	88.9	.0373	29.5	13.3	15.7	16.5	24.9	30.6
Yuma	46.7	.0196	28.3	16.0	17.6	16.6	21.6	16.2
TOTAL METRO COUNTIES	**2,338.1**	**.9812**	**31.4**	**12.0**	**17.7**	**17.8**	**25.8**	**985.4**
TOTAL STATE	**3,166.3**	**1.3037**	**31.0**	**12.4**	**17.4**	**17.5**	**23.5**	**1,167.4**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Total ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**3,079,688**	**690,950**	**307,852**	**424,510**	**203,136**	**588,467**	**145,327**
Pima	3,079,688	690,950	307,852	424,510	203,136	588,467	145,327
* Tucson	2,509,582	510,256	239,696	348,217	183,285	557,591	116,776
SUBURBAN TOTAL	570,106	180,694	68,156	76,293	19,847	30,876	28,551
OTHER COUNTIES							
Apache	95,954	33,550	5,220	14,174	518	4,984	3,792
Cochise	319,532	92,598	28,454	36,983	12,649	64,283	12,698
Coconino	512,108	106,888	69,743	57,499	16,010	60,514	18,437
Gila	158,783	61,205	13,805	12,598	2,272	24,212	7,401
Graham	116,541	32,770	6,325	13,972	3,475	19,171	6,818
Greenlee	22,415	11,249	1,233	1,388	778	1,850	1,174
La Paz	28,869	8,936	2,502	768	909	2,775	1,024
Mohave	388,028	101,420	31,136	28,764	9,787	74,630	11,640
Navajo	271,793	88,150	23,893	23,548	4,465	30,843	8,271
Pinal	337,368	106,602	27,885	21,927	7,399	43,563	22,269
Santa Cruz	155,069	41,520	12,450	23,394	5,825	17,122	9,696
Yavapai	391,463	112,349	35,525	46,530	13,340	48,748	15,300
Yuma	449,480	106,761	46,376	52,135	19,083	87,285	24,633
Yuma	319,220	70,225	33,353	46,355	15,853	72,793	19,922
TOTAL METRO COUNTIES	**13,804,644**	**3,082,969**	**1,336,906**	**1,634,982**	**943,491**	**2,708,662**	**633,870**
TOTAL STATE	**17,052,047**	**3,986,967**	**1,631,482**	**1,968,662**	**1,040,801**	**3,188,642**	**777,023**

ARIZ.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PHOENIX	**19,137,205**	**25,153**	**23.1**	**32.3**	**18.8**	**10.9**	**.7653**
Maricopa	19,137,205	25,153	23.1	32.3	18.8	10.9	.7653
Glendale	1,198,766	26,958	21.7	32.9	21.9	9.9	.0500
* Mesa	2,074,125	25,206	23.8	33.9	19.8	8.5	.0914
* Phoenix	9,279,172	24,681	23.2	32.5	18.4	10.1	.3799
* Scottsdale	1,478,987	31,315	18.4	28.3	23.3	19.8	.0635
* Tempe	1,358,083	27,841	20.4	30.9	21.7	13.4	.0575
SUBURBAN TOTAL	4,946,838	24,192	24.7	32.2	17.3	10.7	.1730
TUCSON	**5,810,565**	**21,012**	**27.5**	**31.2**	**14.1**	**7.3**	**.2346**
Pima	5,810,565	21,012	27.5	31.2	14.1	7.3	.2346
* Tucson	3,273,355	18,856	30.1	30.5	11.9	4.5	.1525
SUBURBAN TOTAL	2,537,210	25,563	23.4	32.2	17.8	12.0	.0821
OTHER COUNTIES							
Apache	302,560	16,785	24.9	25.0	12.7	4.6	.0130
Cochise	718,597	17,790	33.1	29.2	10.7	3.6	.0294

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Coconino	686,337	21,282	25.8	32.0	14.5	6.8	.0325
Gila	326,913	20,561	25.0	30.0	15.8	5.3	.0133
Graham	140,262	15,558	32.8	26.4	7.2	3.4	.0075
Greenlee	87,398	24,603	20.9	48.0	12.0	2.7	.0032
La Paz	89,476	11,255	34.9	16.1	4.2	1.2	.0034
Mohave	576,442	17,370	33.2	29.0	9.8	3.6	.0260
Navajo	474,581	19,333	24.3	28.6	14.3	5.6	.0217
Pinal	710,960	19,031	29.2	33.8	9.9	3.7	.0299
Santa Cruz	174,622	20,205	30.0	30.2	12.8	7.5	.0089
Yavapai	743,633	17,842	31.7	28.9	10.5	4.6	.0304
Yuma	665,422	18,177	33.4	29.8	11.1	3.6	.0308
Yuma	381,144	19,894	31.0	32.2	13.7	3.8	.0187
TOTAL METRO COUNTIES	**24,947,779**	**24,043**	**24.3**	**27.0**	**17.6**	**9.9**	**.9999**
TOTAL STATE	**30,644,973**	**22,650**	**25.5**	**31.5**	**16.2**	**8.7**	**1.2499**

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

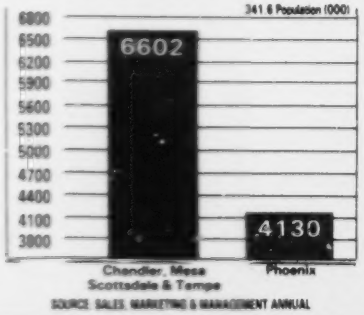
'THE EAST VALLEY'... ARIZONA'S SECOND LARGEST MARKET

(larger than Tucson)

is served best by the Golden Triangle Newspapers

CHANDLER ARIZONAN
MESA TRIBUNE
SCOTTSDALE PROGRESS
TEMPE DAILY NEWS

Arizona Golden Triangle
Mesa Tempe Scottsdale Chandler
REPRESENTED NATIONALLY BY U.S.S.P.I.



ARKANSAS

ARK.
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**106.0**	**.0445**	**29.5**	**18.0**	**17.3**	**17.3**	**23.2**	**38.9**	**569,127**	**110,196**	**54,528**	**115,082**	**22,313**	**109,506**	**11,335**
Washington	106.0	.0445	29.5	18.0	17.3	17.3	23.2	38.9	569,127	110,196	54,528	115,082	22,313	109,506	11,335
• Fayetteville	36.1	.0152	25.4	31.5	18.6	13.1	19.1	13.6	336,865	57,942	37,754	85,245	12,291	71,728	7,318
• Springdale	25.6	.0107	31.5	10.9	17.8	18.8	24.9	9.5	186,250	37,325	13,378	26,473	9,119	34,552	3,103
SUBURBAN TOTAL	44.3	.0186	32.0	11.0	16.3	19.7	25.4	15.8	46,012	14,929	3,396	3,364	903	3,226	914
FORT SMITH	**175.5**	**.0737**	**32.2**	**10.4**	**16.0**	**18.6**	**27.0**	**64.0**	**828,853**	**149,247**	**76,882**	**122,042**	**37,415**	**167,856**	**20,321**
Crawford	41.0	.0172	31.6	9.8	16.2	19.2	25.3	14.0	94,040	19,745	10,527	15,466	4,531	16,116	2,636
Sebastian	99.4	.0417	32.4	10.9	16.8	18.1	27.6	38.1	647,537	102,539	61,432	96,717	29,649	135,780	16,442
• Fort Smith	74.0	.0311	32.7	11.2	16.9	17.5	28.6	29.3	622,775	92,011	59,904	96,208	29,272	133,878	16,042
Sequoyah, Okla.	*35.1*	*.0148*	*32.4*	*9.4*	*14.0*	*19.3*	*27.1*	*11.9*	*87,276*	*26,963*	*4,923*	*9,859*	*3,235*	*15,960*	*1,243*
SUBURBAN TOTAL	101.5	.0426	31.9	9.7	15.6	19.4	25.7	34.7	206,078	57,236	16,978	25,834	8,143	33,978	4,279
LITTLE ROCK - NORTH LITTLE ROCK	**501.5**	**.2103**	**30.3**	**12.4**	**18.6**	**18.3**	**23.0**	**180.6**	**2,758,093**	**525,197**	**246,337**	**383,616**	**128,471**	**618,191**	**62,901**
Faulkner	51.6	.0216	29.0	17.8	15.5	16.8	23.9	17.7	208,076	38,768	21,047	23,141	9,722	34,124	4,677
Lonoke	37.5	.0157	31.3	9.7	15.2	19.8	24.6	12.6	116,578	34,085	3,195	11,587	1,662	31,482	5,207
Pulaski	354.3	.1487	30.2	12.3	19.6	17.8	22.6	130.9	2,276,886	411,729	214,180	329,595	111,706	511,191	47,562
• Jacksonville	28.7	.0120	24.8	19.0	21.4	17.1	11.0	9.1	138,835	28,501	15,198	19,929	5,436	37,484	3,520
• Little Rock	171.7	.0721	30.8	12.1	20.4	16.8	24.6	66.1	1,371,793	212,026	143,908	193,217	78,477	325,444	30,701
• North Little Rock	65.5	.0275	32.7	11.2	17.5	17.4	28.6	25.2	614,618	117,912	45,909	109,132	20,735	120,564	11,350
Saline	58.1	.0243	31.7	9.7	17.4	21.7	22.5	19.4	156,553	40,615	7,915	19,293	5,381	41,394	5,455
SUBURBAN TOTAL	235.6	.0987	30.1	12.1	17.3	19.7	21.8	80.2	632,847	166,758	41,322	61,338	23,823	134,699	17,330
PINE BLUFF	**90.2**	**.0378**	**30.4**	**12.4**	**15.6**	**16.2**	**26.6**	**30.5**	**413,765**	**93,147**	**28,381**	**58,522**	**16,561**	**86,455**	**11,892**
Jefferson	90.2	.0378	30.4	12.4	15.6	16.2	26.6	30.5	413,765	93,147	28,381	58,522	16,561	86,455	11,892
• Pine Bluff	55.6	.0233	30.9	12.9	15.4	14.7	29.0	19.7	379,557	78,571	25,805	56,587	15,667	84,593	11,002
SUBURBAN TOTAL	34.6	.0145	29.5	11.7	16.1	18.7	22.5	10.8	34,208	14,576	2,576	1,935	894	1,862	890
TEXARKANA	**119.5**	**.0502**	**32.5**	**9.8**	**16.0**	**17.3**	**28.8**	**43.3**	**690,158**	**141,937**	**59,686**	**93,735**	**31,403**	**128,406**	**20,882**
Miller	38.8	.0163	32.0	9.9	15.8	16.5	28.7	13.9	179,770	60,022	17,678	10,856	7,149	8,278	7,950
• Texarkana	22.2	.0093	33.4	10.0	15.3	15.4	32.2	8.3	171,130	58,583	16,355	10,801	6,971	7,998	7,929
Bowie, Tex.	*80.7*	*.0339*	*32.8*	*9.8*	*16.0*	*17.7*	*28.8*	*29.4*	*510,388*	*81,915*	*42,008*	*82,879*	*24,254*	*120,128*	*12,932*
• *Texarkana*	*33.5*	*.0141*	*33.0*	*10.5*	*16.0*	*14.7*	*32.1*	*13.0*	*393,831*	*53,820*	*30,897*	*72,945*	*21,799*	*100,103*	*9,742*
SUBURBAN TOTAL	63.8	.0268	32.0	9.4	16.1	19.3	25.9	22.0	125,197	29,534	12,434	9,989	2,633	20,305	3,211
OTHER COUNTIES															
Arkansas	23.2	.0097	33.6	10.0	15.4	17.3	30.5	8.7	100,009	26,116	5,393	12,527	3,709	14,704	2,759
Ashley	26.2	.0110	31.8	9.5	14.7	18.4	26.9	9.1	77,051	19,712	4,107	11,231	2,740	18,225	3,553
Baxter	31.5	.0132	47.2	6.1	11.2	15.0	47.6	12.9	126,220	29,119	9,005	19,206	8,004	21,148	6,253

The Arkansas Gazette reaches more people.

The Arkansas Gazette is "the" newspaper in Arkansas with the largest circulation in the Little Rock metro area, the ADI, and in the entire state.

For 166 years, the Arkansas Gazette has been providing Arkansas readers with the news and information they need and want. And we're just as committed as ever to meeting the highest standards in journalism and advertising excellence . . . every day.

When you're looking for "the" newspaper in the Arkansas market, give us a call at the Arkansas Gazette.

50% MORE DAILY Circulation In the Metro Area than Arkansas's next largest newspaper.

80% MORE DAILY Circulation In the entire State than Arkansas's next largest newspaper.

Arkansas Gazette.

(501) 371-3994

Bill Bohannon, National Advertising Manager

Represented Nationally by Sawyer-Ferguson-Walker

Source: Circulation '84/'85

ARK. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Benton	89.0	.0374	35.1	10.0	14.5	17.7	32.4	33.0
Boone	28.8	.0121	35.5	9.4	14.8	17.9	32.8	10.9
Bradley	13.7	.0057	36.7	9.2	12.4	16.8	35.2	5.1
Calhoun	6.1	.0026	34.5	11.8	12.8	16.6	32.8	2.2
Carroll	17.7	.0074	39.0	7.9	14.0	17.8	37.3	7.2
Chicot	17.4	.0073	30.6	9.8	12.3	14.4	30.2	5.8
Clark	23.2	.0097	31.2	17.8	14.0	15.5	29.2	8.0
Clay	20.6	.0087	38.0	8.4	12.5	18.0	35.9	7.9
Cleburne	19.5	.0082	39.4	8.2	11.9	19.1	36.9	7.4
Cleveland	8.1	.0034	34.7	8.7	14.2	18.8	30.8	2.9
Columbia	26.5	.0111	33.6	12.4	13.2	16.7	31.5	9.6
Conway	20.0	.0084	33.3	9.9	13.6	17.0	30.6	7.0
Craighead	65.5	.0275	30.3	15.3	16.7	18.0	24.2	23.3
☐ Crittenden	48.8	.0205	28.2	11.1	15.3	17.2	22.3	16.0
• West Memphis	27.1	.0114	28.7	11.4	16.9	18.2	21.2	9.3
Cross	20.2	.0084	30.0	10.3	14.9	16.7	25.8	6.7
Dallas	10.7	.0045	34.5	9.2	14.0	16.5	32.8	3.9
Desha	19.4	.0082	29.7	10.7	14.5	15.0	27.3	6.5
Drew	18.3	.0077	30.5	13.5	15.0	16.9	26.4	6.3
Franklin	16.0	.0067	34.2	9.8	14.2	17.9	31.0	5.7
Fulton	10.7	.0045	39.2	7.6	13.0	16.9	38.1	4.3
Garland	75.5	.0317	38.7	8.8	13.9	16.8	37.7	30.7
Grant	13.8	.0058	33.5	9.5	14.9	21.0	26.7	4.8
Greene	32.0	.0134	33.6	10.0	15.4	18.6	29.3	11.8
Hempstead	24.4	.0103	34.7	9.2	13.7	17.6	32.0	8.6
Hot Spring	27.9	.0117	33.9	9.4	15.2	18.2	30.2	10.2
Howard	13.9	.0058	34.6	9.1	14.0	16.4	33.0	5.0
Independence	32.6	.0137	33.3	10.3	15.7	18.6	28.7	11.7
Izard	11.9	.0050	44.3	6.7	11.8	15.5	44.8	4.7
Jackson	21.2	.0089	33.9	9.5	14.5	17.5	30.9	7.8
Johnson	18.6	.0078	35.4	10.0	13.6	17.0	33.6	6.8
Lafayette	10.0	.0042	34.1	8.6	13.0	16.1	32.7	3.6
Lawrence	18.8	.0079	35.2	10.1	13.7	17.5	32.9	7.1
Lee	14.5	.0061	30.0	9.4	12.2	14.8	29.1	4.8
Lincoln	13.1	.0055	31.3	12.0	18.2	17.3	26.0	3.7
Little River	14.7	.0062	31.4	9.6	15.1	18.0	26.6	4.9
Logan	20.9	.0088	35.0	8.8	13.5	17.2	32.9	7.3
Madison	11.9	.0050	35.3	8.4	14.8	18.1	32.3	4.4
Marion	13.0	.0054	39.9	6.9	12.5	16.4	39.5	4.9
Mississippi	57.8	.0243	28.7	12.3	15.9	16.2	23.8	19.3
Monroe	12.9	.0054	32.8	9.3	12.7	15.4	31.9	4.6
Montgomery	8.3	.0035	38.7	8.5	13.1	18.2	36.5	3.2
Nevada	11.0	.0046	34.9	9.1	13.4	15.7	34.3	3.8
Newton	8.3	.0035	33.1	8.7	15.8	18.5	28.5	2.9
Ouachita	31.6	.0132	34.7	9.5	14.4	16.8	32.8	11.7
Perry	8.0	.0034	34.1	8.4	14.2	18.2	30.6	2.7
Phillips	33.1	.0139	29.5	9.8	12.8	15.5	27.5	11.0
Pike	10.8	.0045	35.3	9.5	13.9	18.1	32.3	4.0
Poinsett	26.1	.0110	32.6	9.8	14.8	18.4	28.0	9.1
Polk	18.1	.0076	37.3	8.1	12.4	18.1	34.9	6.5
Pope	42.4	.0178	31.2	13.2	15.8	18.7	25.3	15.3
Prairie	9.7	.0040	34.2	9.6	13.7	17.8	31.1	3.7
Randolph	17.1	.0072	34.7	9.0	13.8	18.2	31.4	6.3
St. Francis	29.9	.0126	28.7	10.1	14.5	15.9	25.0	9.7
Scott	10.0	.0042	36.9	8.5	12.5	19.7	33.1	3.8
Searcy	9.0	.0038	37.0	8.1	13.6	17.9	34.7	3.5
Sevier	14.7	.0062	34.3	8.8	14.6	18.4	30.6	5.4
Sharp	16.3	.0068	42.5	7.6	11.4	14.7	42.9	6.3
Stone	9.6	.0041	36.1	8.1	14.3	19.4	32.2	3.5
Union	49.1	.0206	34.1	9.8	14.8	16.5	32.2	18.0
Van Buren	15.1	.0063	39.9	7.1	12.5	16.7	39.0	5.8
White	53.6	.0225	32.0	13.6	14.0	17.9	27.9	18.6
Woodruff	10.6	.0045	32.5	9.5	13.6	14.9	31.8	3.8
Yell	18.0	.0075	36.4	9.0	13.6	18.3	33.5	6.6
TOTAL METRO COUNTIES	**925.7**	**.3883**	**30.5**	**12.6**	**17.6**	**17.8**	**24.2**	**332.0**
TOTAL STATE	**2,377.8**	**.9979**	**32.4**	**11.1**	**15.4**	**17.5**	**28.6**	**858.3**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Benton	341,817	81,594	22,926	48,192	18,984	72,042	7,088
Boone	146,086	33,915	11,399	22,774	6,045	32,596	5,248
Bradley	43,385	12,549	2,158	3,878	1,016	7,153	2,174
Calhoun	11,609	3,988	363	146	366	1,717	430
Carroll	71,600	21,417	7,022	6,493	2,033	9,380	1,601
Chicot	50,244	15,181	2,809	2,677	543	10,902	2,114
Clark	118,479	20,894	10,339	17,312	2,284	31,732	3,451
Clay	46,786	14,042	2,989	7,035	942	8,471	2,887
Cleburne	60,256	10,092	3,212	10,719	1,833	15,744	1,507
Cleveland	6,150	1,387	387		131	330	376
Columbia	106,463	22,636	8,223	19,043	7,783	15,861	3,810
Conway	115,329	23,530	5,006	16,416	3,381	35,256	2,389
Craighead	379,761	71,736	38,736	64,388	16,323	66,912	12,907
☐ Crittenden	339,327	53,343	18,516	24,130	8,508	65,875	9,348
• West Memphis	258,556	42,747	16,691	22,951	6,600	61,625	8,119
Cross	72,405	22,806	4,286	10,476	1,562	11,843	1,366
Dallas	39,533	9,090	2,057	6,422	1,502	8,674	1,132
Desha	124,234	24,132	3,915	18,612	2,714	49,084	2,318
Drew	59,879	12,965	4,131	8,451	2,046	12,635	1,736
Franklin	40,540	11,182	3,588	4,802	878	8,116	1,619
Fulton	21,691	6,582	1,748	1,935	1,230	2,046	1,520
Garland	420,259	78,566	50,579	73,158	13,834	83,942	12,149
Grant	31,129	7,668	2,075	5,461	418	4,109	1,715
Greene	119,907	22,539	10,593	19,857	5,650	20,880	4,136
Hempstead	77,211	22,770	5,693	9,507	2,348	12,678	2,363
Hot Spring	92,112	18,351	6,293	11,388	2,579	22,681	2,128
Howard	63,726	13,158	2,705	10,400	2,090	18,173	2,211
Independence	113,682	27,336	7,161	16,568	4,717	22,781	3,279
Izard	31,843	10,570	686	1,388	373	9,544	1,446
Jackson	90,554	22,561	8,228	9,989	2,900	16,480	3,346
Johnson	55,289	14,906	2,652	6,498	2,331	16,146	1,652
Lafayette	24,077	8,698	814	1,550	850	2,725	1,136
Lawrence	68,289	13,906	3,629	5,797	2,199	20,879	2,454
Lee	31,646	9,333	2,420	2,213	753	5,917	1,950
Lincoln	24,473	7,948	295	623	260	7,900	895
Little River	36,701	10,834	1,484	4,488	695	11,623	1,154
Logan	65,500	12,793	4,407	9,920	1,801	23,869	2,262
Madison	27,146	7,588	1,655	3,785	1,548	2,523	882
Marion	12,328	6,945	826	168	167	995	512
Mississippi	216,296	43,724	15,093	38,153	7,519	53,757	7,264
Monroe	56,546	13,023	5,658	8,344	1,504	8,896	1,380
Montgomery	15,263	4,089	1,397	1,071	451	2,211	326
Nevada	28,869	8,228	1,212	2,924	1,789	7,015	1,055
Newton	6,140	2,535	785		130	205	207
Ouachita	166,973	40,312	11,270	19,506	7,660	37,433	6,041
Perry	8,749	3,718	435		107	682	353
Phillips	135,290	33,737	6,251	15,387	4,140	38,753	5,045
Pike	28,795	9,458	969	1,984	645	5,392	1,189
Poinsett	77,086	16,168	5,116	8,518	2,662	11,859	5,873
Polk	61,013	15,418	3,449	9,874	2,096	14,665	2,090
Pope	250,200	47,584	20,352	32,883	10,063	69,565	6,856
Prairie	28,031	5,621	1,485	457	538	8,047	1,509
Randolph	40,209	12,948	2,620	3,370	1,848	8,326	1,237
St. Francis	128,313	26,507	9,554	12,957	4,751	16,570	3,986
Scott	21,508	3,423	1,795	5,886	749	4,779	1,320
Searcy	16,297	4,275	899	1,248	516	2,205	1,154
Sevier	40,192	4,065	3,170	8,679	551	7,199	2,996
Sharp	28,287	6,251	2,768	4,172	2,567	3,664	773
Stone	27,544	5,713	1,907	3,680	603	9,250	470
Union	229,032	51,373	16,206	16,728	11,732	54,407	9,048
Van Buren	38,179	11,784	2,335	980	1,202	11,487	1,512
White	220,877	44,904	15,503	20,397	6,990	75,796	7,095
Woodruff	26,945	6,888	948	893	791	6,822	1,582
Yell	40,725	6,073	2,751	5,091	920	7,459	2,340
TOTAL METRO COUNTIES	**5,001,659**	**964,189**	**437,399**	**704,389**	**217,182**	**1,040,201**	**122,504**
TOTAL STATE	**10,484,427**	**2,203,143**	**837,321**	**1,433,064**	**421,266**	**2,265,071**	**309,113**

ARK.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**900,855**	**19,268**	**29.1**	**30.2**	**11.5**	**6.3**	**.0394**
Washington	900,855	19,268	29.1	30.2	11.5	6.3	.0394
• Fayetteville	314,856	17,207	29.2	24.2	11.4	7.4	.0169
• Springdale	232,203	22,039	27.1	35.5	14.2	5.7	.0110
SUBURBAN TOTAL	353,796	19,292	30.2	32.2	10.0	5.6	.0115

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FORT SMITH	**1,587,883**	**20,705**	**26.6**	**30.7**	**14.0**	**7.2**	**.0649**
Crawford	320,229	20,531	26.4	33.9	12.8	4.8	.0118
Sebastian	1,041,602	22,502	25.1	30.5	16.4	9.4	.0437
• Fort Smith	819,858	22,660	25.0	29.8	16.5	10.3	.0365
Sequoyah, Okla.	*226,052*	*16,029*	*31.6*	*27.0*	*7.7*	*3.3*	*.0094*

ARK. (cont.) — EFFECTIVE BUYING INCOME 1984

SMRB ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	768,025	19,253	28.0	31.4	11.9	4.6	.0284
LITTLE ROCK - NORTH LITTLE ROCK	**5,118,090**	**24,344**	**23.3**	**31.0**	**18.2**	**10.8**	**.2049**
Faulkner	460,535	22,054	25.8	30.7	16.3	7.8	.0180
Lonoke	272,569	18,769	27.0	30.3	12.2	4.4	.0111
Pulaski	3,873,139	25,231	22.8	30.5	18.8	12.5	.1575
• Jacksonville	258,032	23,758	28.9	37.5	17.0	7.0	.0106
• Little Rock	2,028,203	25,203	22.6	29.3	17.9	14.4	.0855
• North Little Rock	719,758	24,758	22.0	29.6	18.4	12.3	.0337
Saline	511,847	24,647	22.7	35.0	19.6	6.1	.0183
SUBURBAN TOTAL	2,112,097	23,634	23.8	32.1	18.5	7.8	.0751
PINE BLUFF	**703,376**	**19,278**	**24.7**	**27.0**	**14.2**	**7.2**	**.0309**
Jefferson	703,376	19,278	24.7	27.0	14.2	7.2	.0309
• Pine Bluff	442,179	18,264	25.1	25.9	13.1	7.2	.0220
SUBURBAN TOTAL	261,197	21,266	24.0	28.9	16.3	7.3	.0089
TEXARKANA	**1,043,038**	**20,759**	**24.0**	**29.7**	**15.1**	**7.0**	**.0461**
Miller	336,540	21,058	23.2	29.6	15.5	7.2	.0138
• Texarkana	197,195	20,267	24.3	28.9	14.4	7.2	.0097
Bowie, Tex.	*706,498*	*20,625*	*24.4*	*29.8*	*14.9*	*6.9*	*.0323*
• *Texarkana*	*296,358*	*18,726*	*26.0*	*27.5*	*12.5*	*6.7*	*.0177*
SUBURBAN TOTAL	549,485	22,311	22.8	31.3	16.8	7.1	.0187
OTHER COUNTIES							
Arkansas	187,296	17,206	28.6	26.4	9.9	6.5	.0079
Ashley	211,748	20,500	21.4	27.8	16.5	6.5	.0080
Baxter	296,478	19,775	32.5	32.8	11.6	4.9	.0115
Benton	855,996	22,658	26.7	34.4	14.8	8.0	.0320
Boone	219,035	16,479	33.4	26.4	8.4	4.3	.0100
Bradley	99,003	16,085	25.2	27.1	10.0	3.2	.0041
Calhoun	44,275	16,540	24.3	29.0	9.3	4.1	.0015
Carroll	132,280	15,681	34.2	25.8	7.8	2.5	.0058
Chicot	96,116	11,824	27.7	18.6	5.9	4.0	.0045
Clark	172,073	16,736	27.6	26.9	11.0	4.3	.0080
Clay	138,409	13,818	33.6	22.7	5.5	2.9	.0056
Cleburne	149,662	16,992	31.8	27.5	8.5	4.5	.0059

EFFECTIVE BUYING INCOME 1984

SMRB ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Cleveland	59,481	17,104	27.5	26.8	13.7	2.8	.0019
Columbia	252,560	20,901	23.5	26.9	15.1	10.1	.0096
Conway	157,482	19,061	24.8	28.6	12.9	6.3	.0074
Craighead	551,043	19,717	28.2	31.2	11.9	6.2	.0250
☐ Crittenden	339,417	17,161	25.9	26.2	12.3	5.0	.0185
• West Memphis	215,055	19,701	24.5	29.5	14.1	5.7	.0124
Cross	138,169	16,837	29.9	28.5	8.4	4.2	.0061
Dallas	88,298	18,708	27.7	30.4	10.4	5.6	.0035
Desha	133,711	14,964	27.9	21.1	11.8	5.4	.0071
Drew	144,784	18,939	26.1	26.0	15.7	5.6	.0058
Franklin	124,856	19,257	28.9	31.9	11.6	4.3	.0047
Fulton	66,578	13,361	37.2	21.0	3.5	1.4	.0027
Garland	763,137	20,201	26.6	28.2	14.0	8.2	.0309
Grant	113,207	21,371	22.0	32.2	15.0	5.7	.0040
Greene	267,865	19,617	27.8	31.1	13.1	4.6	.0107
Hempstead	175,729	16,887	28.0	28.1	11.2	3.9	.0074
Hot Spring	232,214	19,785	25.5	29.2	15.5	4.8	.0089
Howard	103,404	17,604	27.2	29.7	10.1	3.9	.0047
Independence	253,557	18,704	29.6	30.4	11.9	4.2	.0102
Izard	79,349	14,024	33.2	24.2	5.3	2.4	.0032
Jackson	153,593	15,915	30.1	25.1	8.1	4.6	.0069
Johnson	130,595	15,668	32.2	26.5	7.3	3.0	.0053
Lafayette	69,779	15,011	25.6	22.6	11.1	4.8	.0027
Lawrence	131,240	14,951	30.9	25.1	7.3	3.1	.0057
Lee	75,336	11,398	28.4	17.9	5.7	2.9	.0035
Lincoln	74,288	15,386	28.4	24.1	9.3	3.4	.0031
Little River	117,212	19,957	22.4	27.0	13.6	9.3	.0044
Logan	154,840	16,991	30.8	25.8	10.6	5.1	.0063
Madison	73,830	14,614	34.2	26.4	4.5	1.6	.0030
Marion	92,442	15,127	33.0	24.7	7.2	4.3	.0032
Mississippi	405,243	17,219	30.9	27.5	9.8	4.4	.0179
Monroe	75,054	12,203	27.3	20.1	6.2	3.3	.0038
Montgomery	57,461	15,236	32.9	26.5	6.8	2.4	.0022
Nevada	65,117	13,804	32.6	23.1	6.2	1.9	.0028

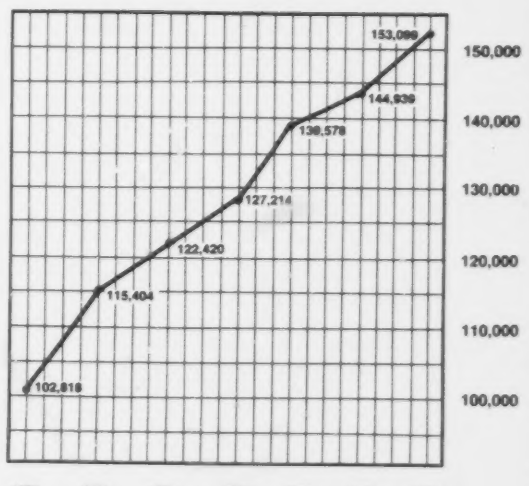
153,099 SUNDAY

The Arkansas Democrat's Sunday circulation is up 49% in the past six years to an all time high of 153,099.*

Of this total, 132,128 is in the City and Retail Trade Zone (26 counties) the highest circulation of any Little Rock Newspaper in history.

More and more Arkansans are turning to the Democrat for more news, more ads and more pages every Sunday.

*AS FILED WITH THE AUDIT BUREAU OF CIRCULATIONS, SUBJECT TO AUDIT.



Arkansas Democrat

Represented Nationally By BRANHAM Newspaper Sales Dick E. Browning, NAM, (501) 378-3447

ARK. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Newton	40,393	11,566	35.0	18.1	3.6	.9	.0016	Searcy	43,393	9,767	31.9	13.3	2.7	.9	.0019
Ouachita	258,263	18,228	25.6	26.0	13.6	6.1	.0115	Sevier	113,526	18,368	26.9	29.3	12.9	4.0	.0043
Perry	52,637	16,961	29.8	30.6	9.3	2.1	.0019	Sharp	116,669	15,236	35.2	24.4	5.7	4.0	.0043
Phillips	192,277	12,576	25.4	21.2	7.8	3.7	.0097	Stone	54,680	12,074	33.0	17.4	6.2	2.1	.0025
Pike	61,588	12,778	34.7	20.2	5.0	1.4	.0028	Union	401,873	18,126	25.0	26.6	13.1	6.0	.0172
Poinsett	179,876	16,143	30.8	26.6	7.1	4.8	.0075	Van Buren	91,849	13,675	35.3	22.0	4.5	1.4	.0040
Polk	116,468	14,147	33.9	22.2	5.5	3.1	.0051	White	392,577	17,417	29.3	28.5	10.5	4.1	.0174
Pope	333,842	18,156	29.0	28.8	11.2	5.0	.0159	Woodruff	63,616	12,773	29.5	22.9	4.2	3.1	.0027
Prairie	60,558	13,186	31.9	21.6	4.6	2.9	.0026	Yell	132,928	16,926	30.7	27.7	9.0	4.2	.0050
Randolph	120,958	16,036	32.0	27.5	7.3	3.5	.0048								
St. Francis	189,301	14,861	26.9	25.2	8.5	4.5	.0092	**TOTAL METRO COUNTIES**	**8,760,109**	**22,389**	**24.6**	**30.3**	**16.2**	**9.1**	**.3630**
Scott	67,688	14,224	34.7	23.7	5.9	2.8	.0027	**TOTAL STATE**	**19,828,892**	**19,015**	**27.1**	**28.4**	**12.7**	**6.5**	**.8270**

CALIFORNIA

CAL. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**2,103.6**	**.8828**	**31.1**	**13.2**	**18.9**	**20.7**	**21.9**	**749.3**	**14,426,479**	**2,737,929**	**1,736,544**	**1,775,208**	**752,081**	**3,241,442**	**428,611**
Orange	2,103.6	.8828	31.1	13.2	18.9	20.7	21.9	749.3	14,426,479	2,737,929	1,736,544	1,775,208	752,081	3,241,442	428,611
• Anaheim	236.3	.0992	30.5	14.5	19.4	19.0	22.2	86.2	1,664,711	317,871	264,896	213,400	118,519	296,450	50,154
Buena Park	65.8	.0276	29.8	14.5	17.4	20.9	20.1	22.0	610,642	97,554	47,415	85,778	17,361	198,659	28,399
Costa Mesa	86.6	.0363	30.7	16.7	22.9	18.7	21.4	34.3	1,310,527	127,096	105,172	209,473	63,748	388,273	13,993
Cypress	42.1	.0177	30.6	12.4	14.9	26.7	16.7	13.2	148,079	42,018	22,403	13,097	5,020	30,168	5,454
Fountain Valley	55.6	.0233	30.8	10.0	15.3	28.6	15.0	16.3	316,420	97,583	32,508	57,597	20,898	14,421	11,136
Fullerton	108.0	.0453	31.2	15.7	18.9	19.0	23.8	40.2	751,755	143,921	90,800	117,250	26,122	198,228	27,108
Garden Grove	130.6	.0548	30.5	13.7	18.2	19.5	22.2	44.6	757,926	192,232	89,509	56,114	31,365	190,503	26,007
Huntington Beach	181.3	.0761	30.3	13.4	20.5	22.5	17.9	65.1	1,106,907	215,655	109,176	165,936	76,797	233,369	35,253
Irvine	80.3	.0337	30.1	11.5	23.9	24.7	13.6	27.7	495,282	105,230	68,796	3,010	9,042	220,594	15,485
La Habra	47.7	.0200	31.4	14.1	17.6	18.7	24.9	17.5	284,856	48,416	33,792	28,358	21,380	64,075	16,606
Newport Beach	66.5	.0279	37.5	12.7	17.9	22.6	31.3	29.6	763,649	104,777	149,135	94,961	16,782	193,818	17,914
Orange	98.1	.0412	30.9	13.1	18.2	20.9	21.6	34.1	923,723	129,419	106,797	136,108	51,814	195,952	23,183
• Santa Ana	224.2	.0941	27.9	15.0	21.1	16.4	18.6	70.8	1,481,469	277,137	150,469	126,144	106,280	413,943	41,284
Westminster	73.8	.0310	31.1	12.4	17.4	21.5	21.6	25.2	641,483	112,470	41,059	113,616	40,482	166,082	12,454
SUBURBAN TOTAL	1,643.1	.6895	31.7	12.7	18.7	21.5	22.3	592.3	11,280,299	2,142,921	1,321,179	1,435,664	527,282	2,531,049	337,173
BAKERSFIELD	**460.5**	**.1932**	**30.1**	**12.0**	**17.5**	**17.7**	**23.6**	**162.3**	**2,471,657**	**585,619**	**259,163**	**239,195**	**113,637**	**536,088**	**84,000**
Kern	460.5	.1932	30.1	12.0	17.5	17.7	23.6	162.3	2,471,657	585,619	259,163	239,195	113,637	536,088	84,000
• Bakersfield	136.3	.0572	29.6	13.1	20.5	17.2	21.7	51.9	1,350,148	203,389	134,095	193,911	84,195	394,337	51,002
SUBURBAN TOTAL	324.2	.1360	30.3	11.6	16.2	17.9	24.5	110.4	1,121,509	382,230	125,068	45,284	29,442	141,751	32,998
CHICO	**163.6**	**.0687**	**32.9**	**14.9**	**17.0**	**15.2**	**31.3**	**65.4**	**824,985**	**228,145**	**82,287**	**85,082**	**34,525**	**145,939**	**45,917**
Butte	163.6	.0687	32.9	14.9	17.0	15.2	31.3	65.4	824,985	228,145	82,287	85,082	34,525	145,939	45,917
• Chico	30.2	.0127	24.8	34.8	20.1	11.0	17.8	12.1	349,752	88,684	44,227	16,249	21,883	71,705	11,816
SUBURBAN TOTAL	133.4	.0560	35.4	10.4	16.4	16.0	34.4	53.3	475,233	139,461	38,060	68,833	12,642	74,234	34,101
FRESNO	**569.9**	**.2392**	**30.0**	**12.9**	**18.0**	**17.4**	**23.7**	**201.7**	**2,821,909**	**620,377**	**251,466**	**322,177**	**138,694**	**640,322**	**140,201**
Fresno	569.9	.2392	30.0	12.9	18.0	17.4	23.7	201.7	2,821,909	620,377	251,466	322,177	138,694	640,322	140,201
• Fresno	272.9	1145	29.7	14.3	20.1	15.7	23.6	104.3	1,810,595	317,687	159,225	297,280	104,385	397,840	86,059
SUBURBAN TOTAL	297.0	.1247	30.4	11.6	16.1	18.9	23.8	97.4	1,011,314	302,690	92,241	24,897	34,309	242,482	54,142
LOS ANGELES - LONG BEACH	**7,908.9**	**3.3192**	**31.4**	**12.5**	**19.0**	**18.9**	**24.2**	**2,884.2**	**47,859,617**	**9,670,514**	**5,299,974**	**5,473,944**	**2,795,480**	**10,284,489**	**1,611,338**
Los Angeles	7,908.9	3.3192	31.4	12.5	19.0	18.9	24.2	2,884.2	47,859,617	9,670,514	5,299,974	5,473,944	2,795,480	10,284,489	1,611,338
Alhambra	69.5	.0292	33.4	12.0	19.8	16.0	30.8	27.9	471,835	56,505	30,592	46,621	25,285	221,846	12,800

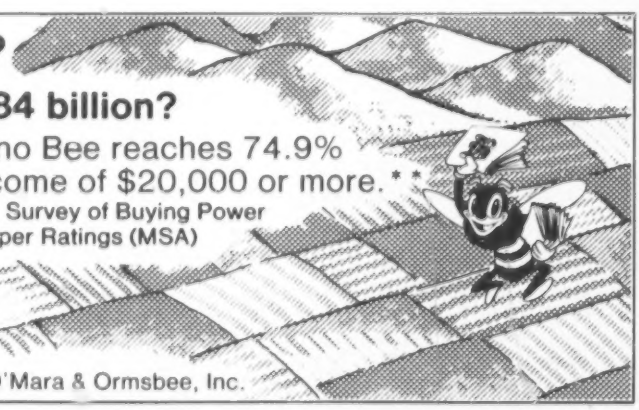
How green is our valley?

How about an MSA EBI of $5.84 billion?

A single weekday issue of The Fresno Bee reaches 74.9% of the total adults with an annual income of $20,000 or more.**

*$10,544,648,000 in the Fresno ADI S&MM 1985 Survey of Buying Power

**Simmons 1983 National Study of Local Newspaper Ratings (MSA)



The Fresno Bee
in the heart of California
(209) 441-6246

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

CAL. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Arcadia	47.5	.0199	39.4	9.7	11.9	22.6	34.5	18.4	487,610	95,756	61,469	117,789	17,529	49,493	21,375
Baldwin Park	57.9	.0243	25.7	12.8	18.3	16.6	16.4	15.9	124,084	35,003	12,012	8,074	3,321	21,865	4,446
Bellflower	56.9	.0239	31.6	15.0	18.6	16.6	27.1	23.0	385,054	81,340	31,978	32,053	18,383	107,564	13,500
• Burbank	87.3	.0366	36.9	10.5	16.9	19.8	33.0	36.9	570,268	143,163	78,814	21,619	34,185	122,468	27,902
Carson	85.0	.0357	29.2	11.5	15.7	22.7	18.2	23.8	537,714	94,543	28,128	110,071	18,336	144,861	9,910
Cerritos	55.3	.0232	29.6	8.0	18.3	28.7	11.4	15.3	748,579	89,561	41,260	247,784	32,187	160,035	14,169
Compton	88.1	.0370	24.0	14.4	15.9	17.4	14.5	22.7	221,414	53,324	17,694	9,015	2,533	62,197	15,615
Downey	83.5	.0350	35.3	12.3	16.3	19.0	31.4	33.0	879,424	110,385	63,073	108,513	35,006	398,510	20,142
El Monte	90.4	.0379	26.3	14.2	18.3	15.4	18.6	27.4	533,159	97,606	37,398	43,129	16,593	227,425	15,071
Gardena	47.9	.0201	32.5	11.9	19.4	19.9	25.3	18.0	454,623	130,116	38,128	52,754	11,509	113,018	18,575
Glendale	148.6	.0624	37.1	10.6	17.2	19.6	33.4	63.4	1,155,545	192,687	106,382	149,610	71,993	340,972	26,559
Hawthorne	58.1	.0244	31.4	13.6	20.6	19.4	23.1	23.7	365,540	69,398	32,679	60,761	26,010	42,077	22,548
Huntington Park	50.4	.0212	26.7	14.4	19.4	15.2	18.6	16.3	243,085	61,164	16,068	7,907	17,231	66,010	11,628
Inglewood	99.0	.0415	29.3	13.0	23.3	18.1	18.7	38.5	526,877	89,630	51,318	41,434	24,706	183,615	35,312
Lakewood	74.7	.0314	32.4	11.1	18.1	19.7	25.5	25.8	586,187	119,103	52,926	126,603	21,459	111,540	15,541
La Mirada	41.1	.0172	31.0	15.0	14.0	21.8	22.6	12.1	235,127	60,068	23,454	42,180	5,820	20,045	5,542
Lancaster	55.5	.0233	31.5	11.3	16.4	20.1	24.2	20.1	478,740	71,677	32,670	103,360	27,140	116,630	24,589
• Long Beach	380.6	.1597	32.6	13.3	20.1	15.7	29.4	159.5	2,003,228	425,552	268,779	140,246	112,535	464,949	64,194
• Los Angeles	3,135.3	1.3158	31.8	12.9	19.9	18.8	24.9	1,198.0	18,481,805	3,864,046	2,285,866	1,919,946	1,241,534	3,266,031	631,413
Lynwood	53.0	.0222	25.7	12.2	19.6	15.6	16.1	15.3	181,187	76,077	12,063	31,209	6,243	5,730	10,391
Montebello	56.5	.0237	31.3	13.2	17.3	17.4	26.2	19.1	289,833	68,160	35,855	20,352	19,840	55,781	18,627
Monterey Park	58.6	.0246	32.6	12.2	18.0	19.2	26.6	19.8	281,298	82,198	39,881	11,123	9,701	59,539	16,202
Norwalk	87.2	.0366	28.3	13.3	17.8	17.7	20.3	25.7	413,101	85,056	33,412	29,351	11,491	149,823	15,873
• Pasadena	126.2	.0530	33.1	12.5	19.7	16.8	29.5	50.2	1,126,920	164,485	119,232	222,982	62,352	271,594	28,165
Pico Rivera	56.3	.0236	28.6	12.7	15.5	17.9	22.1	16.2	195,667	73,283	26,189	27,773	3,429	7,046	8,390
• Pomona	107.2	.0450	27.6	14.2	19.3	15.4	20.3	35.0	581,871	96,798	56,969	66,402	21,031	179,975	18,345
Redondo Beach	61.3	.0257	31.1	14.2	27.3	19.8	19.7	26.5	347,895	97,684	68,508	52,269	35,225	6,081	9,290
Rosemead	45.9	.0193	28.8	12.1	17.7	16.6	22.4	14.1	212,832	41,093	22,271	45,616	9,666	25,256	6,302
Santa Monica	92.2	.0387	35.0	10.8	25.0	18.3	31.7	45.8	1,160,770	93,670	147,328	97,636	80,800	407,432	32,510
South Gate	76.4	.0321	29.3	11.6	17.9	16.0	23.7	26.2	288,299	75,994	17,951	15,302	9,716	87,996	17,409
Torrance	134.5	.0564	34.3	11.8	17.0	22.9	26.2	51.3	1,584,372	233,641	141,295	316,392	128,487	336,534	36,779
West Covina	90.2	.0379	30.2	13.1	19.3	20.5	20.1	29.7	718,469	109,838	63,827	127,256	54,527	194,828	22,829
Whittier	70.0	.0294	33.8	12.7	17.2	15.9	32.1	27.5	611,742	97,057	38,491	78,412	39,579	221,612	15,476
SUBURBAN TOTAL	4,072.3	1.7091	30.9	12.1	18.0	19.5	23.1	1,404.6	25,095,525	4,976,470	2,490,314	3,082,749	1,323,843	5,979,472	841,319
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,434.8***	***5.2185***	***31.3***	***12.4***	***18.7***	***19.1***	***24.0***	***4,484.4***	***74,642,288***	***15,233,820***	***8,251,069***	***8,812,438***	***4,074,425***	***16,265,069***	***2,445,661***
MODESTO	**299.8**	**.1258**	**30.9**	**11.7**	**17.5**	**18.0**	**24.9**	**107.2**	**1,607,880**	**378,400**	**138,726**	**203,594**	**96,918**	**286,190**	**83,282**
Stanislaus	299.8	.1258	30.9	11.7	17.5	18.0	24.9	107.2	1,607,880	378,400	138,726	203,594	96,918	286,190	83,282
• Modesto	126.3	.0530	30.3	11.7	20.2	18.3	22.2	46.6	1,020,596	201,661	86,971	178,410	68,136	186,508	49,436
• Turlock	32.1	.0135	30.0	14.3	19.3	15.2	25.2	12.3	216,768	61,033	21,216	8,357	15,849	45,877	16,164
SUBURBAN TOTAL	141.4	.0593	31.9	11.1	14.8	18.4	27.1	48.3	370,516	115,706	30,539	16,827	12,933	53,805	17,682
OAKLAND	**1,875.8**	**.7873**	**32.2**	**11.9**	**19.4**	**20.1**	**24.5**	**726.3**	**11,587,461**	**2,373,522**	**1,131,078**	**1,490,948**	**593,135**	**2,519,355**	**458,554**
Alameda	1,165.6	.4892	31.9	12.7	20.3	19.3	24.5	457.4	7,175,867	1,405,896	765,988	861,348	357,035	1,611,886	270,258
Alameda	72.7	.0305	33.3	13.4	20.8	18.6	27.8	30.7	619,010	91,056	52,291	194,893	19,862	93,697	24,979
• Berkeley	104.6	.0439	30.4	22.2	25.1	17.0	21.5	46.3	729,197	139,910	99,133	4,987	60,065	126,979	21,512
Fremont	144.3	.0606	29.6	13.0	19.8	22.6	16.8	49.3	852,136	172,378	73,175	120,855	35,723	232,982	29,576
Hayward	98.8	.0415	31.1	13.9	19.4	17.9	24.6	37.0	759,230	134,197	68,970	80,340	32,214	276,460	31,420
• Livermore	51.4	.0216	29.8	10.3	19.3	23.6	16.4	17.5	245,871	71,040	21,491	3,559	8,173	71,298	15,364
• Oakland	353.6	.1484	32.5	11.5	21.3	17.2	27.5	150.8	1,962,125	394,446	230,818	146,298	100,253	469,839	70,972
San Leandro	65.1	.0273	40.7	10.1	15.3	17.4	39.5	28.1	620,122	100,411	51,283	155,195	33,435	114,467	18,764
Contra Costa	710.2	.2981	32.7	10.5	18.2	21.4	24.4	268.9	4,411,594	967,626	365,090	629,600	236,100	907,469	188,296

DON'T BLOW $11 BILLION ON A MYTH

The San Francisco newspapers would like you to think that they have the Contra Costa/Southern Alameda market covered. And why not? A $33,586 HH EBI and $11 billion in buying power make Contra Costa/Southern Alameda California's 3rd most affluent county market. But the fact is, the San Francisco Chronicle reaches only 17% of the homes in Contra Costa/Southern Alameda. The Oakland Tribune only reaches 14%. And the Examiner reaches 4%. That's not coverage.

Only the Contra Costa Daily Group reaches 7 of 10 households in the Contra Costa/Southern Alameda market. Every day. With a circulation of over 212,000. 71% reach in the wealthy part of the San Francisco ADI. That's coverage.

When you buy the Bay Area, buy the facts. For more myth-busting information that will change the way you think about your San Francisco buy, call Tom Ward at 943-8383 or contact your local CWO&O office. You'll be surprised at what you're missing!

Contra Costa Daily Group

2640 Shadelands Dr. Walnut Creek, CA 94598

A division of Lesher Communications, Inc.

WHAT DO YOU HAVE AGAINST PEOPLE WITH MONEY?

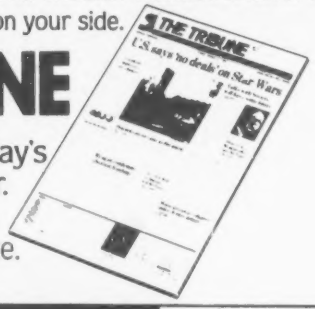
If you didn't include The Tribune in your last Bay Area buy, either you didn't get the facts, or you have something against people with money.

And we know that's not the case.

The surprising facts are that the most affluent metro market in the San Francisco ADI is the Oakland PMSA ... the Greater East Bay. It has more population (1.9 million), more households (726,300), and more effective buying power ($26 billion) than either San Francisco or San Jose.*

And the East Bay newspaper that reaches the most readers (390,000 daily, 446,000 Sunday) is The Tribune.**

So next time you buy the Bay Area, be sure to include The Tribune. Because it never hurts to have money on your side.



THE TRIBUNE

The Greater East Bay's Greater Newspaper.
Call (415) 645-2521
or any Branham office.

*S&MM Survey of Buying Power
**Scarborough Newspaper Audience Survey, 1983

CAL. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Antioch	47.3	.0199	29.2	11.1	20.4	19.2	19.0	17.0	231,829	61,705	26,557	53,874	5,408	58,260	14,353
Concord	104.8	.0440	30.9	12.3	19.9	21.0	20.9	39.8	999,222	144,403	72,924	185,158	72,552	292,636	31,352
Richmond	77.0	.0323	31.5	11.4	18.3	17.5	26.0	29.8	441,121	71,840	22,253	98,458	29,414	92,781	4,847
Walnut Creek	58.4	.0245	40.4	8.7	14.2	21.6	36.9	26.3	732,731	103,696	46,959	92,319	30,231	259,635	24,926
SUBURBAN TOTAL	1,366.2	.5734	32.4	11.2	18.6	20.9	24.2	511.7	8,650,268	1,768,126	779,636	1,336,104	424,644	1,851,239	350,706
OXNARD - VENTURA	**596.9**	**.2505**	**30.1**	**11.6**	**18.3**	**20.2**	**20.9**	**199.2**	**3,137,801**	**678,402**	**265,414**	**424,554**	**124,480**	**791,835**	**110,513**
Ventura	596.9	.2505	30.1	11.6	18.3	20.2	20.9	199.2	3,137,801	678,402	265,414	424,554	124,480	791,835	110,513
• Oxnard	123.9	.0520	27.7	13.5	18.8	17.3	18.9	38.7	633,705	115,277	53,264	109,732	26,873	162,428	20,441
Simi Valley	86.3	.0362	27.7	10.6	19.1	23.6	12.4	25.1	381,789	121,527	35,433	70,667	11,603	42,254	16,911
Thousand Oaks	94.2	.0395	30.9	10.7	18.1	24.9	17.7	32.0	764,423	133,687	58,661	107,100	30,114	246,756	25,641
• Ventura	84.8	.0356	33.0	11.2	18.6	18.8	27.5	34.0	738,082	111,837	59,54	116,947	38,085	245,320	16,702
SUBURBAN TOTAL	388.2	.1629	30.3	11.0	18.0	21.5	20.0	126.5	1,766,014	451,288	152,602	197,875	59,522	384,087	73,370
REDDING	**134.6**	**.0564**	**32.6**	**10.1**	**17.2**	**19.8**	**26.2**	**51.2**	**724,618**	**176,872**	**58,929**	**71,949**	**22,833**	**128,286**	**46,711**
Shasta	134.6	.0564	32.6	10.1	17.2	19.8	26.2	51.2	724,618	176,872	58,929	71,949	22,833	128,286	46,711
• Redding	50.3	.0211	31.9	12.6	18.4	18.3	26.0	20.5	518,597	83,554	43,738	66,068	20,417	111,063	37,520
SUBURBAN TOTAL	84.3	.0353	33.1	8.6	16.6	20.6	26.3	30.7	206,021	93,318	15,191	5,881	2,416	17,223	9,191

TURN TO
LANDON
FOR RESULTS

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

(See page B-26)

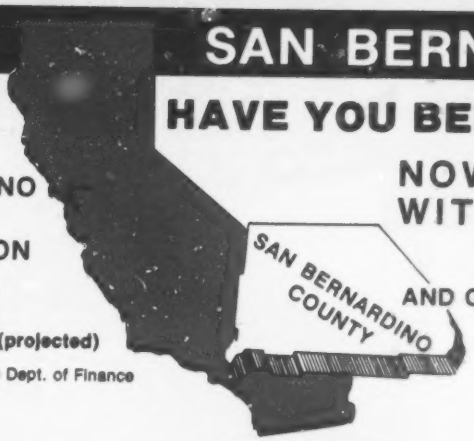
SAN BERNARDINO COUNTY!!

HAVE YOU BEEN WATCHING US GROW?

SAN BERNARDINO COUNTY POPULATION

1980 - 903,400
1984 - 1,014,481
1990 - 1,285,000 (projected)

Source: Calif. State Dept. of Finance



NOW OVER 1,000,000 PEOPLE WITH A BUYING INCOME OF 10 BILLION DOLLARS . . .

AND GROWING . . . GROWING . . . GROWING

The Sun

Represented nationally by Gannett Media Sales
399 "D" St., San Bernardino, Calif. 92401
Phone: 714/889-9666

CAP newspaper

Note: If You Buy ANY Los Angeles Paper, You Reach Less Than 3% of This Market

CAL. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 19-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RIVERSIDE - SAN BERNARDINO	**1,825.4**	**.7660**	**31.3**	**11.6**	**17.5**	**17.3**	**26.3**	**651.7**	**9,218,191**	**2,146,975**	**959,137**	**1,138,732**	**402,384**	**1,947,203**	**295,199**
Riverside	784.7	.3293	33.3	10.5	16.4	16.8	30.4	288.4	4,227,408	1,019,338	431,048	470,591	163,994	977,254	132,305
• Palm Springs	37.9	.0159	46.7	8.4	13.5	16.6	46.7	17.9	453,956	77,422	70,617	37,745	17,633	100,245	15,962
• Riverside	182.0	.0764	29.5	13.5	20.0	17.3	21.8	65.0	1,258,182	211,223	103,279	220,891	57,209	371,428	30,898
San Bernardino	1,040.7	.4367	30.0	12.5	18.4	17.7	23.1	363.3	4,990,783	1,127,637	528,089	568,141	238,390	970,049	162,894
Chino	47.1	.0198	27.2	13.0	23.7	18.4	13.0	13.0	191,041	69,126	19,271	4,719	6,476	36,940	8,459
Ontario	107.4	.0451	27.8	12.7	21.6	16.0	18.4	36.0	535,443	117,805	47,993	42,210	15,236	155,922	13,249
Rancho Cucamonga	64.6	.0271	27.8	9.6	24.2	19.5	13.2	20.1	183,762	75,844	22,242	6,566	15,732	5,808	6,042
Redlands	49.7	.0209	31.8	12.4	17.6	18.8	25.6	18.2	314,896	50,644	32,143	54,909	13,189	96,626	5,441
• San Bernardino	131.5	.0552	30.5	13.7	17.8	16.0	26.1	48.6	1,164,270	160,732	115,365	282,086	75,835	231,413	31,769
Upland	52.6	.0221	31.9	11.8	18.1	21.8	22.6	19.7	292,265	50,712	31,903	42,486	12,959	64,395	19,738
SUBURBAN TOTAL	1,471.0	.6185	31.4	11.3	17.2	17.5	26.3	520.2	6,341,783	1,697,598	669,876	598,010	251,707	1,244,217	216,570
SACRAMENTO	**1,242.4**	**.5215**	**31.5**	**12.8**	**19.2**	**19.0**	**24.2**	**486.1**	**7,233,364**	**1,545,604**	**782,932**	**825,696**	**370,391**	**1,600,143**	**311,466**
El Dorado	105.9	.0444	32.6	9.9	21.2	19.7	25.3	40.5	478,556	136,432	61,618	16,465	15,331	60,786	35,773
Placer	139.9	.0588	33.4	9.9	17.3	21.0	26.3	52.0	866,269	211,069	101,847	11,044	18,701	252,516	42,238
• Roseville	29.9	.0125	32.0	11.3	16.3	17.9	27.3	11.5	328,102	55,707	27,801	1,834	7,414	144,198	16,254
Sacramento	873.7	.2667	31.4	12.6	19.2	18.8	24.3	347.3	5,326,019	1,040,763	544,479	789,886	318,496	1,161,535	198,703
• Sacramento	306.4	.1286	33.0	12.1	18.7	16.7	29.5	130.4	2,017,724	405,157	244,693	290,532	75,483	426,222	71,726
Yolo	122.9	.0516	28.8	19.4	19.2	16.9	21.3	46.3	562,520	157,340	74,988	8,301	17,863	125,306	34,752
• Davis	40.1	.0168	25.6	30.6	24.2	15.6	11.8	15.8	196,243	50,370	31,528	963	8,695	49,796	12,420
• Woodland	33.6	.0141	30.9	11.3	18.6	18.1	24.2	12.3	199,412	58,374	16,070	6,759	7,374	51,504	11,544
SUBURBAN TOTAL	832.4	.3495	31.3	12.2	19.2	20.0	22.9	316.1	4,491,883	975,996	462,840	525,608	271,425	928,423	199,512

Sacramento is the 2nd fastest growing market in California!

The 7th fastest growing market in the nation![1]

There's a lot more to Sacramento than agriculture. Its $13.2 billion effective buying income (EBI) makes it one of the West's most important markets.[1]

And The Bee is the only newspaper in the market that can cover Sacramento completely, and effectively.

With 494,200 daily and 548,500 Sunday readers, The Bee has over twice the coverage of the second ranked paper.[2]

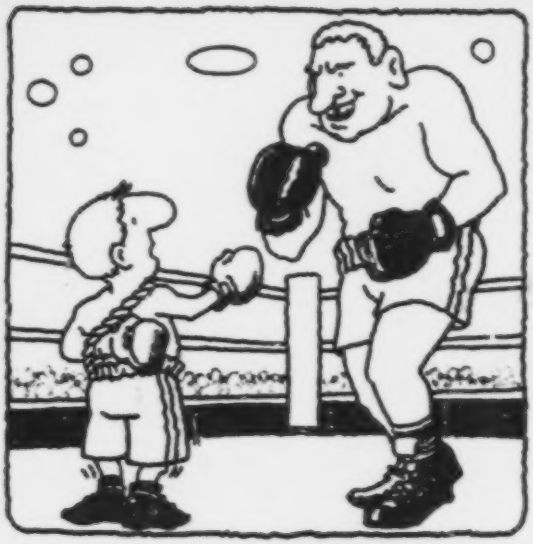
84% of daily newspaper readers in households earning $35,000+ choose The Bee.[2]

In a dynamic market, it takes a dynamic newspaper to do the job. In Sacramento, that newspaper is

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: 1. Sales and Marketing Management's 1984 Survey of Buying Power (based on the nation's top 50 fastest growing markets)
2. Calculation computed by The Sacramento Bee from Simmons 1982 study of local newspaper ratings.



YOU WOULDN'T FIGHT THE CHAMP WITH ONLY ONE GLOVE

And you can't cover Sacramento with only one newspaper

Market Newspaper Penetration	
Sacramento Union/Bee	65%
Los Angeles Times/ Herald-Examiner	30%
San Francisco Chronicle/Examiner	27%
Daily Circulation	

Sacramento has the highest newspaper penetration of any major market in the Western States. It takes two newspapers to reach the upscale high-spending Sacramento market.

Sacramento Union readership delivers over 5 billion dollars in spendable income... and exceeds market averages in virtually every demographic target. The Union provides the extra strength and reach necessary to cover one of America's most profitable markets.

The Sacramento Union

You Can't Cover Sacramento Without It

Represented nationally by Landon Assoc., Inc.

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

SOURCE: ABC Fas Fax 3/31/85 S&MM Survey of Buying Power

CAL. (cont.)

ESTIMATES

POPULATION—12/31/84

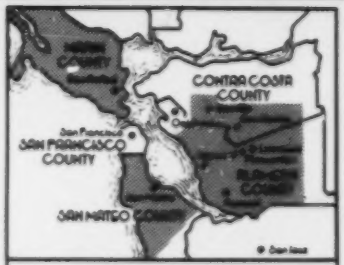
RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SALINAS - SEASIDE - MONTEREY	**324.8**	**.1364**	**29.3**	**14.9**	**19.7**	**16.7**	**22.1**	**107.6**	**1,715,254**	**307,415**	**198,765**	**180,160**	**83,711**	**388,399**	**68,314**
Monterey	324.8	.1364	29.3	14.9	19.7	16.7	22.1	107.6	1,715,354	307,415	198,765	180,160	83,711	388,399	68,314
• Monterey	29.1	.0122	31.3	16.2	24.9	15.5	25.2	11.9	312,254	46,103	60,587	31,744	14,299	61,283	13,522
• Salinas	89.0	.0374	28.9	13.3	18.8	16.5	22.0	29.8	708,683	130,647	55,690	107,240	40,629	165,369	30,808
• Seaside	38.0	.0159	24.1	26.5	20.3	13.6	12.6	10.3	183,306	5,337	11,104	11,630	10,960	116,740	1,744
SUBURBAN TOTAL	168.7	.0709	30.6	13.0	18.9	17.8	23.8	55.6	511,111	125,328	71,384	29,546	17,823	45,007	22,240
SAN DIEGO	**2,085.3**	**.8752**	**30.5**	**15.3**	**19.4**	**17.5**	**23.9**	**766.5**	**11,745,639**	**2,246,213**	**1,326,482**	**1,559,210**	**642,663**	**2,694,943**	**364,361**
San Diego	2,085.3	.8752	30.5	15.3	19.4	17.5	23.9	766.5	11,745,639	2,246,213	1,326,482	1,559,210	642,663	2,694,943	364,361
Chula Vista	90.7	.0381	32.2	12.2	16.5	19.6	25.8	33.6	525,393	114,231	53,852	95,180	32,279	72,587	27,268
El Cajon	82.5	.0346	30.4	15.5	18.3	17.2	24.3	32.5	893 563	153,065	63,901	145,324	30,339	279,751	26,318
• Escondido	76.6	.0321	32.6	12.4	17.4	15.8	30.0	30.5	745,181	122,367	53,633	104,868	33,654	232,626	20,182
La Mesa	52.6	.0221	34.4	14.8	18.8	16.4	32.5	23.0	567,944	91,746	50,106	111,565	28,671	155,087	13,624
National City	54.8	.0230	25.4	22.0	19.3	13.1	16.3	16.4	666,350	86,645	38,006	115,039	23,354	297,652	10,739
Oceanside	91.9	.0386	30.6	16.2	17.3	14.4	28.0	35.4	426,449	74,748	59,307	92,835	17,732	70,543	12,156
• San Diego	969.1	.4067	30.1	16.8	20.7	17.0	22.9	363.0	5,352,245	954,183	706,517	708,776	372,185	1,013,870	173,996
SUBURBAN TOTAL	1,039.6	.4364	30.8	14.2	18.4	18.0	24.3	373.0	5,648,213	1,169,663	566,332	745,566	236,824	1,448,447	170,183
SAN FRANCISCO	**1,526.3**	**.6405**	**34.6**	**10.7**	**21.3**	**20.4**	**28.7**	**638.1**	**12,013,600**	**2,231,772**	**1,829,504**	**1,366,221**	**657,874**	**2,128,061**	**383,439**
Marin	226.2	.0949	34.5	9.3	21.2	24.2	24.8	93.1	1,707,064	368,439	198,500	138,743	101,234	349,380	59,374
Novato	45.8	.0192	31.4	10.5	20.3	23.2	19.4	16.7	236,983	69,258	23,429	2,987	6,146	50,509	15,394
San Rafael	44.6	.0187	35.1	11.3	19.8	22.0	28.2	19.3	692,834	81,702	49,308	101,815	40,863	209,880	18,193

Strike a Bay Area Bonanza with The Golden Gate Suburban Group.

The Golden Gate Suburban Group delivers 14-Carat Coverage of The San Francisco Bay Area's Mother Lode Markets — Marin, San Mateo, Southern Alameda and Southern Contra Costa Counties.

No panning required, we've built a "Media Buyer's Sluice" for you. You can collect the Pure Gold Nuggets in these up-scale markets with the convenience of a 1-order, 1-bill newspaper buy that includes a 6% discount. Additional News-plan discounts are available.



STRIKE IT RICH!
The Golden Gate Suburban Group delivers over 208,000 affluent households.

ALAMEDA COUNTY BAY SPARKS GROUP
MARIN INDEPENDENT JOURNAL — SAN MATEO TIMES

THE GOLDEN GATE SUBURBAN GROUP

c/o LONG & ASSOCIATES, 1575 OLD BAYSHORE HWY., BURLINGAME, CA 94010 • (415) 692-8236

Represented by Long & Associates, Burlingame, California, The Papert Companies in New York, Chicago & Detroit and Gannett Media Sales.

SEND PRINTING MATERIALS TO: San Mateo Times (1 Set), 1080 So. Amphlett Blvd., San Mateo, CA 94402; The Sparks Newspapers (3 Sets), 116 W. Winton, Hayward, CA 94540; Independent Journal (1 Set), 7100 Alameda del Prado, Novato, CA 94915

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1 in per capita effective buying income
#1 in per capita retail sales
#1 in percentage of travelers
#1 in percentage of adults owning stock
#1 in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner

925 MISSION STREET SAN FRANCISCO CA 94103

Sources: The Scarborough San Francisco Market Study, 1984, 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

CAL. (cont.)
BOLD ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Francisco	688.6	.2890	35.0	11.1	23.2	18.7	31.2	305.7	5,794,966	991,513	1,115,102	600,509	304,641	810,205	158,354
• San Francisco	688.6	.2890	35.0	11.1	23.2	18.7	31.2	305.7	5,794,966	991,513	1,115,102	600,509	304,641	810,205	158,354
San Mateo	611.5	.2566	34.1	10.8	19.1	21.0	27.2	239.3	4,511,570	871,820	515,902	626,969	251,999	968,476	167,731
Daly City	82.1	.0345	31.9	12.2	19.8	20.1	23.7	28.9	576,242	69,685	56,831	149,511	52,036	94,031	24,030
Redwood City	56.2	.0236	33.5	11.8	20.9	18.5	28.3	23.9	605,910	107,447	68,628	38,615	26,851	210,243	19,493
San Mateo	81.1	.0340	36.7	10.3	18.5	19.5	33.0	35.1	750,669	124,896	78,920	166,593	35,610	85,488	40,297
South San Francisco	51.2	.0215	32.0	12.3	18.4	19.6	24.9	18.5	351,576	73,293	69,599	25,320	38,585	56,282	8,404
SUBURBAN TOTAL	837.7	.3515	34.2	10.4	19.7	21.8	26.6	332.4	6,218,634	1,240,259	714,402	765,712	353,233	1,317,856	227,105
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,711.2***	***2.3969***	***32.4***	***11.8***	***20.1***	***20.1***	***24.8***	***2,198.6***	***37,757,413***	***7,511,118***	***4,488,224***	***4,594,133***	***2,036,329***	***7,645,715***	***1,420,346***
SAN JOSE	**1,377.5**	**.5781**	**30.7**	**13.0**	**19.9**	**21.1**	**20.3**	**485.9**	**9,363,319**	**1,750,828**	**995,733**	**1,274,844**	**566,200**	**2,059,584**	**345,225**
Santa Clara	1,377.5	.5781	30.7	13.0	19.9	21.1	20.3	485.9	9,363,319	1,750,828	995,733	1,274,844	566,200	2,059,584	345,225
Mountain View	62.0	.0260	32.2	14.7	26.6	18.6	24.1	29.1	618,068	104,551	59,990	172,552	63,929	51,793	33,314
• Palo Alto	56.0	.0235	36.3	9.7	19.8	21.9	30.2	22.9	676,966	88,527	87,386	101,262	28,105	139,820	10,312
• San Jose	691.4	.2902	29.0	12.9	20.5	20.7	16.9	231.0	4,000,013	824,606	367,329	613,430	187,004	820,043	148,893
Santa Clara	89.9	.0377	31.3	16.5	20.7	19.1	23.3	34.5	882,972	121,907	90,122	67,115	94,312	306,172	37,172
Sunnyvale	110.8	.0465	32.6	13.3	20.2	21.2	24.0	44.5	815,742	112,111	103,396	70,690	28,268	295,680	19,853
SUBURBAN TOTAL	630.1	.2644	32.2	13.4	19.2	21.4	23.2	232.0	4,686,340	837,695	541,018	560,152	351,091	1,099,721	186,020
SANTA BARBARA - SANTA MARIA - LOMPOC	**322.0**	**.1352**	**31.5**	**15.2**	**18.6**	**18.0**	**25.5**	**120.1**	**2,411,063**	**469,757**	**271,654**	**224,176**	**136,558**	**428,162**	**87,560**

The SANTA BARBARA MARKET . . .

Vital to your Los Angeles/Southern California Buy!

Whether you are buying "Metro" or ADI in Southern California, Santa Barbara is essential. Just 100 miles north of Los Angeles, the nation's number 2 ADI, Santa Barbara is a vital part of the Los Angeles marketers' territory, yet it is a separate newspaper market. . .

Effectively covered ONLY by the

SANTA BARBARA NEWS-PRESS. . .

Represented by Cresmer, Woodward, O'Mara and Ormsbee

LATEST CIRCULATION

48,665 Daily
55,522 Sunday

Source: ABC Publisher's Statement for the six months ended March 31, 1985

CAL. (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Santa Barbara	322.0	.1332	31.5	15.2	18.6	19.0	25.5	120.1	2,411,063	469,757	271,654	224,176	136,558	428,162	87,560
• Lompoc	29.4	.0123	30.6	12.7	19.0	20.3	21.3	10.7	170,695	41,568	15,097	6,932	10,656	46,193	5,752
• Santa Barbara	78.0	.0327	34.6	12.7	22.0	15.2	33.8	34.7	838,936	156,822	121,030	84,062	56,507	144,911	27,005
• Santa Maria	47.8	.0201	29.8	13.9	17.5	16.2	24.6	17.3	631,330	75,375	44,609	96,139	24,861	149,980	21,593
SUBURBAN TOTAL	166.8	.0701	30.4	17.2	17.3	19.4	22.6	57.4	770,102	195,992	90,918	37,043	44,534	87,078	33,210
SANTA CRUZ	216.8	.0910	31.9	12.7	21.8	17.0	36.2	82.5	1,157,564	277,182	138,133	91,784	51,366	229,470	46,486
Santa Cruz	216.8	.0910	31.9	12.7	21.8	17.0	26.2	82.5	1,157,564	277,182	138,133	91,784	51,366	229,470	46,405
• Santa Cruz	45.3	.0190	30.8	19.0	23.4	13.9	26.4	18.1	458,511	93,091	58,847	34,202	19,800	117,412	12,814
SUBURBAN TOTAL	171.5	.0720	32.2	11.0	21.5	17.8	26.2	64.4	699,053	184,091	79,286	57,582	31,566	112,058	33,591
SANTA ROSA - PETALUMA	325.3	.1488	33.0	10.1	19.7	19.5	27.5	130.9	1,842,610	433,236	196,351	201,112	90,447	326,591	94,307
Sonoma	325.3	.1408	33.0	10.1	19.7	18.5	27.5	130.9	1,842,610	433,236	184,351	201,112	90,447	326,591	94,307
• Petaluma	37.5	.0157	31.9	9.5	19.4	21.0	23.0	13.7	247,487	63,510	26,992	31,246	8,781	42,320	16,613
• Santa Rosa	93.9	.0394	33.5	10.5	19.4	17.1	30.0	39.0	821,946	163,172	82,329	154,868	54,830	100,484	45,348
SUBURBAN TOTAL	203.9	.0857	32.9	10.1	19.8	18.6	27.2	78.2	773,177	206,532	75,030	14,998	26,836	193,787	32,346
STOCKTON	393.0	.1649	31.5	11.7	17.0	17.7	26.3	143.2	1,877,289	425,031	189,824	217,022	90,594	405,617	89,039
San Joaquin	393.0	.1649	31.5	11.7	17.0	17.7	26.3	143.2	1,877,289	425,031	189,824	217,022	90,594	405,617	89,039
• Lodi	40.2	.0169	35.2	11.2	15.4	18.0	32.2	16.2	275,209	59,583	26,066	16,879	14,238	73,722	18,161
• Stockton	174.2	.0731	30.2	12.9	18.4	16.6	24.6	65.4	1,065,563	208,489	113,445	178,588	51,190	225,535	37,814
SUBURBAN TOTAL	178.6	.0749	32.1	10.7	15.9	18.6	26.7	61.6	536,517	156,959	50,313	21,555	25,166	106,360	33,054
VALLEJO - FAIRFIELD - NAPA	379.5	.1593	30.6	13.4	19.4	18.6	22.9	134.9	1,795,889	444,580	209,435	169,234	77,287	373,604	90,296
Napa	106.5	.0447	35.1	10.8	16.6	18.6	31.5	40.0	475,165	134,155	62,141	37,940	21,337	71,601	19,470
• Napa	55.4	.0233	33.1	10.6	18.1	19.2	27.4	21.5	344,806	105,855	31,727	36,689	18,868	42,032	16,589
Solano	273.0	.1145	29.2	13.0	20.6	18.6	19.5	94.9	1,317,694	310,425	147,284	131,284	55,970	301,053	70,826
• Fairfield	65.9	.0277	26.8	16.6	20.4	19.0	14.3	21.3	359,577	69,263	37,090	63,260	14,988	97,507	12,628
Vacaville	49.9	.0209	29.0	12.7	23.1	19.8	16.2	17.0	221,715	58,603	44,555	1,837	10,689	32,356	14,156
• Vallejo	90.1	.0378	30.7	12.5	19.4	16.6	25.5	33.1	527,061	117,833	41,412	60,869	24,564	146,534	34,103
SUBURBAN TOTAL	168.1	.0704	31.4	11.2	19.6	19.4	23.5	58.7	561,415	171,629	99,196	8,406	18,887	86,581	20,970
VISALIA - TULARE - PORTERVILLE	279.2	.1171	29.8	11.4	16.4	17.5	24.0	93.0	1,300,126	320,988	104,914	157,691	58,959	290,508	56,319
Tulare	279.2	.1171	29.8	11.4	16.4	17.5	24.0	92.0	1,300,126	320,988	104,914	157,691	58,959	290,508	56,319
• Porterville	23.7	.0099	30.9	11.9	18.5	16.6	25.8	8.1	237,320	62,498	18,236	17,740	6,163	53,812	18,357
• Tulare	26.2	.0110	29.4	11.6	16.3	15.8	25.0	9.1	177,369	51,352	17,619	4,622	10,147	33,620	10,818
• Visalia	58.8	.0247	30.2	11.9	19.3	18.0	22.7	21.6	601,366	103,149	48,348	125,574	34,271	154,397	19,238
SUBURBAN TOTAL	170.5	.0715	29.5	11.2	15.2	17.7	23.9	53.2	284,071	103,989	20,711	9,755	8,378	48,679	7,906
YUBA CITY	110.4	.0463	30.3	12.7	17.1	18.7	23.4	40.2	509,880	131,205	47,437	84,653	21,059	93,091	17,937
Sutter	57.2	.0240	31.7	11.7	15.9	20.1	24.7	21.0	282,461	62,937	26,687	45,974	13,366	55,527	7,528
• Yuba City	20.5	.0086	30.4	15.3	18.9	16.3	25.1	8.7	257,036	53,967	24,917	43,306	11,963	53,976	7,374
Yuba	53.2	.0223	29.0	13.8	18.1	17.2	22.0	19.2	218,421	50,318	20,750	38,489	7,693	37,564	10,399
SUBURBAN TOTAL	89.9	.0377	30.3	12.1	16.5	19.2	23.1	31.5	243,846	67,288	22,520	41,157	9,096	39,115	10,553
OTHER COUNTIES															
Alpine	1.4	.0006	29.1	17.4	20.3	21.5	16.5	.4	3,830	328	1,941	663			
Amador	23.5	.0098	38.7	9.2	14.4	18.2	36.8	9.4	139,076	39,834	9,692	2,667	3,471	46,298	4,262
Calaveras	25.5	.0107	38.1	7.7	15.5	18.6	35.6	10.0	90,792	30,721	7,350	4,838	3,702	9,455	2,424
Colusa	13.6	.0057	33.2	9.8	15.5	17.4	29.9	4.9	52,079	15,674	3,883	388	1,060	11,155	2,400
Del Norte	19.3	.0081	32.5	10.3	17.0	17.3	28.5	7.5	81,408	25,861	10,929	3,808	3,830	10,113	4,461
Glenn	23.2	.0097	32.9	10.1	15.4	17.8	29.0	8.4	93,090	25,890	10,433	2,910	2,586	16,155	2,337
Humboldt	113.2	.0475	30.7	14.5	20.9	17.1	23.9	44.3	653,945	186,780	60,796	34,039	21,693	114,236	39,429
Imperial	102.7	.0431	28.4	11.7	15.6	16.8	22.9	31.4	525,647	160,955	36,657	63,818	15,359	94,271	26,213
Inyo	18.9	.0080	36.8	8.2	15.3	18.7	33.8	7.7	160,930	37,683	18,449	3,463	3,918	25,838	3,599
Kings	80.9	.0340	27.9	13.9	17.2	17.5	20.3	23.8	294,039	67,958	30,885	24,665	11,876	68,198	18,113
Lake	46.6	.0195	43.7	6.7	13.5	15.1	44.3	19.4	190,814	75,502	14,083	11,425	3,364	31,177	15,631

New '85 Sacramento-Stockton ADI Market Highlight

What's the **FASTEST GROWING** California county?

(Clue: It's a part of America's 20th ranking ADI.)

Metro Stockton (San Joaquin County)

is No. 1 in population growth among all California counties.*

Supermarketeers target Stockton

. . . for faster sales profits . . . again for the 8th year in a row Stockton is No. 1 in the food sales growth index for the Sacramento-Stockton ADI.**

The Stockton Record reaches over 141,000 metro Stockton adults with a 72% share of the ABC newspaper market. Maximum "outside" daily newspaper coverage (S.F. Chron.) is less than 8%.

*California Department of Finance report released April, 1985.
**1985 S&MM Survey of Buying Power

The Stockton Record

Advertiser contact: Bob West, Gen'l Adv. Mgr., (209) 943-8397

CAL. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lassen	25.8	.0109	30.3	14.2	20.4	17.7	22.7	8.3	99,482	36,980	10,801	3,629	2,453	14,617	3,547
Madera	75.2	.0316	30.6	9.9	17.3	17.7	24.8	25.2	275,533	90,247	26,709	8,010	7,442	47,031	16,562
Mariposa	13.6	.0057	36.5	10.5	16.0	18.1	33.8	5.1	46,826	16,067	4,473		343	592	565
Mendocino	73.5	.0309	32.6	9.0	19.5	18.7	26.6	28.0	397,195	123,561	43,918	19,612	13,005	68,121	23,996
Merced	156.1	.0655	28.5	13.1	17.4	17.4	21.2	52.4	681,608	141,069	62,446	77,372	19,846	160,743	33,281
Modoc	9.4	.0039	34.9	7.4	16.2	18.4	31.5	3.5	34,323	10,005	4,348	693	217	5,329	1,070
Mono	10.1	.0042	28.8	17.2	28.1	18.2	14.4	4.2	77,796	22,327	20,602	1,044	2,675	1,506	490
Nevada	66.1	.0277	35.6	7.4	18.2	17.9	33.1	25.5	329,613	94,149	30,632	13,290	12,365	46,836	20,778
Plumas	19.3	.0081	33.7	8.8	18.3	18.6	29.1	7.6	88,046	23,969	7,508	8,482	1,170	16,657	3,622
San Benito	29.3	.0123	29.9	10.6	16.8	17.5	24.0	9.5	99,262	34,676	8,773	1,535	2,401	21,024	2,889
San Luis Obispo	183.6	.0771	31.7	17.1	18.6	15.5	28.3	69.9	957,539	237,542	139,736	48,228	38,707	167,991	43,157
Sierra	3.4	.0015	34.9	8.0	20.0	18.6	31.2	1.5	7,939	2,637	1,653		145	951	442
Siskiyou	43.1	.0181	33.5	9.0	17.9	18.0	29.3	16.7	187,056	61,207	21,035	4,270	5,767	20,876	16,177
Tehama	43.7	.0183	34.9	9.3	14.9	18.7	31.1	16.8	229,338	61,733	18,785	14,443	4,853	37,700	9,078
Trinity	13.7	.0058	33.7	7.3	18.6	19.5	28.1	5.3	40,235	14,668	5,010	2,224	1,478	1,126	2,390
Tuolumne	40.4	.0170	34.2	9.5	18.5	17.8	30.8	15.3	153,691	52,325	17,882	625	3,837	19,090	11,753
TOTAL METRO COUNTIES	**24,531.5**	**10.2953**	**31.4**	**12.6**	**19.0**	**19.0**	**24.2**	**9,026.5**	**147,634,267**	**30,170,614**	**16,461,872**	**17,576,986**	**7,921,296**	**31,548,472**	**5,260,994**
TOTAL STATE	**25,806.6**	**10.8306**	**31.5**	**12.6**	**18.9**	**18.9**	**24.4**	**9,490.5**	**153,627,397**	**31,860,964**	**17,093,279**	**17,933,127**	**8,108,579**	**32,605,556**	**5,569,660**

CAL.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**29,712,443**	**35,901**	**14.4**	**25.7**	**23.7**	**27.8**	**1.0870**
Orange	29,712,443	35,901	14.4	25.7	23.7	27.8	1.0870
• Anaheim	3,036,593	31,705	17.2	28.9	22.8	21.2	.1173
Buena Park	822,707	35,545	13.9	27.2	27.5	23.7	.0356
Costa Mesa	1,191,582	31,092	17.5	29.5	21.7	20.8	.0607
Cypress	581,168	42,767	9.3	21.0	28.0	36.6	.0182
Fountain Valley	759,498	45,595	7.7	19.2	28.5	41.5	.0267
Fullerton	1,587,742	34,318	15.2	26.5	21.8	27.1	.0573

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Garden Grove	1,606,137	34,077	15.0	28.0	26.1	22.0	.0597
Huntington Beach	2,644,929	37,895	12.8	25.0	25.1	30.3	.0922
Irvine	1,397,713	47,620	6.1	19.6	25.8	45.4	.0453
La Habra	628,073	33,151	15.5	28.7	24.5	22.0	.0228
Newport Beach	1,545,899	42,342	11.8	21.0	17.7	41.4	.0533
Orange	1,305,380	35,180	14.9	25.7	24.1	26.2	.0549
• Santa Ana	2,236,390	28,982	19.4	30.8	23.1	14.7	.0965
Westminster	958,453	36,608	13.5	25.4	27.0	26.1	.0396
SUBURBAN TOTAL	24,439,460	37,494	13.4	24.7	23.9	30.3	.8732

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

OCB

ORANGE COAST BUY

Newport Beach Orange Coast Daily Pilot/San Clemente Daily Sun-Post

The best of Los Angeles/ Orange County markets.

A newspaper network with one order, one invoice, at a 5% discount.

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Reach Los Angeles' fastest growing market...

in Español!

The other dailies just aren't enough! In order to complete your media buy in Los Angeles, you need to reach the Hispanic market.

To find out how you can reach Los Angeles' fastest growing market, call us today.

LA OPINION
The leading Spanish Language Daily Newspaper in the U.S. since 1926.

Telephone: (213) 748-1191

1436 South Main Street
Los Angeles, California 90015

CAL. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BAKERSFIELD	**4,841,829**	**25,736**	**22.3**	**28.9**	**19.5**	**13.4**	**.1899**
Kern	4,841,829	25,736	22.3	28.9	19.5	13.4	.1899
• Bakersfield	1,657,726	28,595	19.3	28.1	22.0	15.9	.0749
SUBURBAN TOTAL	3,184,103	24,538	23.6	29.4	18.2	12.2	.1150
CHICO	**1,502,133**	**18,860**	**29.2**	**28.5**	**12.1**	**6.4**	**.0619**
Butte	1,502,133	18,860	29.2	28.5	12.1	6.4	.0619
• Chico	251,394	15,902	27.4	25.5	9.7	5.3	.0155
SUBURBAN TOTAL	1,250,739	19,454	29.7	29.2	12.6	6.7	.0464
FRESNO	**5,841,771**	**24,215**	**23.8**	**29.2**	**17.8**	**12.2**	**.2265**
Fresno	5,841,771	24,215	23.8	29.2	17.8	12.2	.2265
• Fresno	2,790,929	22,624	24.6	28.4	17.4	10.0	.1190
SUBURBAN TOTAL	3,050,842	25,901	22.9	30.1	18.1	14.6	.1075

LOS ANGELES ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LOS ANGELES - LONG BEACH	**95,434,471**	**27,897**	**19.8**	**27.0**	**19.2**	**18.8**	**3.6231**
Los Angeles	95,434,471	27,897	19.8	27.0	19.2	18.8	3.6231
Alhambra	821,883	25,955	22.2	30.5	19.7	13.0	.0327
Arcadia	804,925	38,485	14.4	21.8	20.4	34.9	.0309
Baldwin Park	437,510	26,236	20.1	35.9	20.1	8.6	.0162
Bellflower	668,380	26,894	20.2	30.7	22.0	11.7	.0267
• Burbank	1,210,311	28,915	19.4	29.4	20.7	18.3	.0440
Carson	914,579	37,554	12.6	24.9	29.2	26.1	.0373
Cerritos	716,414	46,886	4.9	17.4	32.9	42.1	.0359
Compton	577,382	22,002	23.9	28.5	17.0	9.1	.0237
Downey	1,151,450	31,513	18.2	29.0	22.4	20.7	.0497
El Monte	698,134	22,571	25.5	31.2	16.9	7.9	.0335

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

CAL. (cont.)

SMSA ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Gardena	569,644	29,127	18.2	31.3	22.1	15.7	.0256
Glendale	2,079,359	27,410	20.3	28.5	17.9	18.8	.0796
Hawthorne	719,214	27,688	21.0	31.5	22.0	13.8	.0273
Huntington Park	351,779	18,640	29.3	29.8	11.0	5.4	.0167
Inglewood	1,049,350	23,871	22.6	31.1	17.1	11.3	.0409
Lakewood	962,245	36,400	12.4	27.2	30.7	22.6	.0385
La Mirada	503,849	40,089	8.4	24.6	31.4	29.8	.0187
Lancaster	678,950	31,722	15.6	28.5	23.9	19.3	.0289
• Long Beach	4,770,508	24,707	22.1	27.4	18.0	14.2	.1709
• Los Angeles	37,814,802	24,904	21.9	26.1	16.4	17.3	1.4246
Lynwood	397,645	23,780	22.4	31.8	19.8	7.3	.0164
Montebello	604,420	27,992	18.8	30.0	19.1	17.4	.0232
Monterey Park	680,726	31,057	16.7	28.7	22.3	20.4	.0246
Norwalk	828,636	30,582	16.5	32.7	25.6	14.6	.0330
• Pasadena	1,680,785	25,934	21.5	26.3	16.3	19.1	.0693
Pico Rivera	504,470	29,269	18.3	32.9	23.4	14.1	.0191
• Pomona	977,816	25,119	22.2	30.5	19.6	10.9	.0414
Redondo Beach	987,922	35,041	13.7	27.9	25.5	24.6	.0324
Rosemead	399,562	25,266	22.8	30.7	20.8	10.7	.0165
Santa Monica	1,524,519	27,062	20.8	28.7	17.5	18.5	.0642
South Gate	666,477	22,913	24.7	31.5	17.9	7.7	.0260
Torrance	2,058,507	37,998	12.7	24.4	24.6	30.8	.0879
West Covina	1,170,798	37,533	11.6	26.7	28.5	26.8	.0469
Whittier	992,693	31,123	17.8	26.9	20.8	22.2	.0393
SUBURBAN TOTAL	48,980,249	30,853	17.7	27.6	21.7	20.8	1.8729
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	**151,747,768**	**29,129**	**19.2**	**27.2**	**20.2**	**19.6**	**5.7154**
MODESTO	**2,972,588**	**23,813**	**24.0**	**30.8**	**17.5**	**10.3**	**.1201**
Stanislaus	2,972,588	23,813	24.0	30.8	17.5	10.3	.1201
• Modesto	1,362,032	26,067	21.7	32.9	19.5	11.3	.0606
• Turlock	316,891	21,727	25.0	28.8	16.7	8.3	.0139
SUBURBAN TOTAL	1,293,665	22,122	25.8	29.4	15.8	9.8	.0456
OAKLAND	**25,682,910**	**32,006**	**16.5**	**25.4**	**22.3**	**22.5**	**.9239**
Alameda	15,025,141	29,466	18.1	26.2	21.7	18.7	.5554
Alameda	1,032,261	28,671	20.3	29.5	21.1	17.6	.0405
• Berkeley	1,351,047	21,934	23.3	24.8	13.5	15.5	.0519
Fremont	1,966,404	38,852	11.2	24.1	31.1	27.3	.0700
Hayward	1,217,751	31,008	16.7	30.4	24.4	17.1	.0495
• Livermore	678,246	38,294	11.0	24.4	31.7	25.6	.0232
• Oakland	4,149,138	22,227	22.3	25.8	15.8	12.8	.1556
San Leandro	926,764	30,377	18.3	29.5	23.1	17.9	.0378
Contra Costa	10,657,769	36,529	13.9	23.5	23.6	29.1	.3685
Antioch	573,246	32,964	15.8	27.5	27.9	17.6	.0216
Concord	1,470,417	35,491	14.1	26.7	26.2	24.7	.0605
Richmond	849,400	25,224	20.9	27.6	19.1	13.3	.0332
Walnut Creek	1,128,002	39,281	13.6	22.9	20.2	35.7	.0437
SUBURBAN TOTAL	19,504,479	35,367	14.4	25.2	24.7	25.9	.6932
OXNARD - VENTURA	**7,570,210**	**34,790**	**15.7**	**25.9**	**24.3**	**25.4**	**.2696**
Ventura	7,570,210	34,790	15.7	25.9	24.3	25.4	.2696
• Oxnard	1,260,720	28,911	20.1	31.4	21.7	16.3	.0495
Simi Valley	1,088,566	43,112	8.2	19.6	32.7	34.9	.0372
Thousand Oaks	1,444,629	43,080	10.1	21.3	25.5	38.0	.0536
• Ventura	1,167,098	30,884	18.2	27.6	21.8	20.9	.0469
SUBURBAN TOTAL	5,142,392	37,860	13.6	24.0	25.7	29.3	.1732
REDDING	**1,178,665**	**19,512**	**29.2**	**30.1**	**12.7**	**6.0**	**.0509**
Shasta	1,178,665	19,512	29.2	30.1	12.7	6.0	.0509
• Redding	480,671	19,563	29.5	29.1	13.5	6.2	.0256
SUBURBAN TOTAL	697,994	19,477	29.2	30.6	12.2	5.9	.0253

BUY ME TOO!

If demographics could talk, ours would SCREAM!

The Daily Breeze delivers the wealthiest, fastest growing Sunday newspaper audience in California. That's over 400,000 readers with money to spend.

Now, if you try to cover our area with the L.A. Times alone, you will miss nearly 8 out of 10 (76%) of the most affluent newspaper readers in California.

Listen to our demographics!

Sources: Scarborough's National Newspaper Audience Rating Study, 1983 ABC Audit; March 31, 1985, L.A. Times Media Facts, 1984

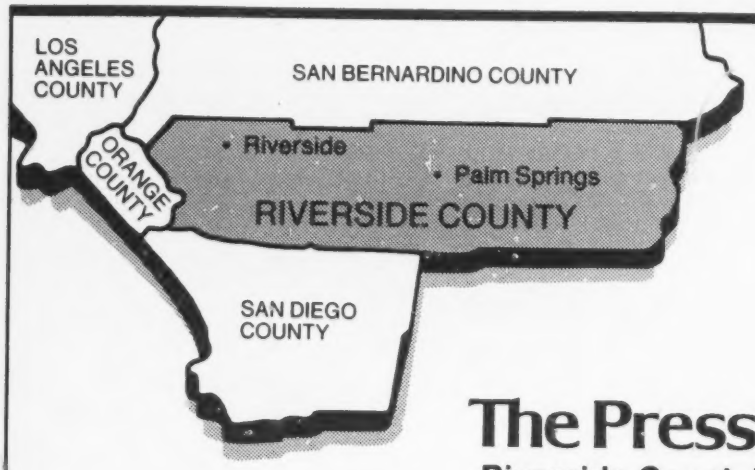
The Daily Breeze

A Copley Los Angeles Newspaper - L.A. Sales Office (213)550-1777 - Represented nationally by Sawyer/Ferguson/Walker

CAL. (cont.)

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
RIVERSIDE - SAN BERNARDINO	**19,030,644**	**25,442**	**22.8**	**29.7**	**19.5**	**12.3**	**.7357**
Riverside	8,287,308	24,190	24.5	29.6	17.8	12.0	.3245
• Palm Springs	577,613	23,930	25.3	25.3	15.5	17.5	.0249
• Riverside	1,967,942	26,956	21.1	29.6	20.8	14.1	.0826
San Bernardino	10,743,336	26,468	21.5	29.8	20.7	12.5	.4112
Chino	468,499	34,700	12.1	29.2	32.7	16.6	.0175
Ontario	1,073,685	28,568	19.0	32.6	23.7	11.8	.0422
Rancho Cucamonga	754,029	36,270	11.6	29.2	33.2	20.0	.0243
Redlands	609,336	29,392	17.4	27.8	20.5	19.3	.0233
• San Bernardino	1,252,002	21,749	24.8	29.2	16.2	8.4	.0623
Upland	704,476	32,246	15.6	28.1	22.9	22.0	.0249
SUBURBAN TOTAL	15,233,087	25,651	22.8	29.9	19.7	12.2	.5659
SACRAMENTO	**14,230,732**	**25,768**	**22.2**	**29.6**	**19.8**	**12.5**	**.5477**
El Dorado	1,174,798	25,822	22.9	32.3	19.4	11.7	.0427
Placer	1,608,761	27,481	21.1	28.7	20.9	15.0	.0629
• Roseville	330,652	26,265	23.0	29.1	20.7	12.2	.0165
Sacramento	10,184,768	25,949	22.0	29.6	20.2	12.4	.3943
• Sacramento	3,441,160	22,061	24.1	27.5	16.7	10.2	.1392
Yolo	1,262,405	22,316	24.4	27.2	16.7	11.0	.0478
• Davis	430,081	21,683	24.2	24.4	16.3	12.7	.0163
• Woodland	360,175	26,085	20.9	32.4	19.9	10.9	.0144
SUBURBAN TOTAL	9,668,664	27,426	21.3	30.6	21.3	13.5	.3613
SALINAS - SEASIDE - MONTEREY	**3,527,592**	**27,347**	**21.3**	**31.6**	**20.1**	**14.4**	**.1355**
Monterey	3,527,592	27,347	21.3	31.6	20.1	14.4	.1355
• Monterey	383,703	27,126	21.0	32.5	20.4	13.4	.0171
• Salinas	876,791	26,305	21.6	32.2	20.4	11.6	.0409
• Seaside	324,288	22,754	27.9	35.3	15.0	7.2	.0137
SUBURBAN TOTAL	1,942,810	29,052	19.9	30.3	20.8	17.6	.0638
SAN DIEGO	**25,198,528**	**27,128**	**21.6**	**29.0**	**19.6**	**16.2**	**.9359**
San Diego	25,198,528	27,128	21.6	29.0	19.6	16.2	.9359
Chula Vista	1,048,947	28,424	19.8	29.7	22.0	15.4	.0401
El Cajon	910,018	23,982	24.4	30.1	17.9	11.2	.0453
• Escondido	856,635	24,439	25.3	30.4	18.7	10.8	.0403
La Mesa	702,504	26,483	22.8	30.0	20.2	13.5	.0312
National City	446,909	19,360	30.0	31.2	12.1	4.9	.0287
Oceanside	1,013,382	24,171	27.2	31.0	17.6	11.7	.0373
• San Diego	11,836,711	26,095	22.1	28.9	18.5	15.6	.4349
SUBURBAN TOTAL	12,505,182	28,402	20.7	29.2	20.7	17.1	.4607
SAN FRANCISCO	**23,386,869**	**31,439**	**17.1**	**26.3**	**20.6**	**23.4**	**.8598**
Marin	4,157,710	39,002	12.9	22.9	21.1	35.1	.1392
Novato	696,757	38,816	13.1	24.2	25.2	31.3	.0228
San Rafael	778,738	34,582	16.0	24.3	19.2	30.2	.0349
San Francisco	9,861,430	26,238	20.2	27.4	17.6	17.5	.3852
• San Francisco	9,861,430	26,238	20.2	27.4	17.6	17.5	.3832
San Mateo	9,367,729	35,320	14.6	26.6	24.2	26.3	.3374
Daly City	1,004,991	32,858	16.1	29.8	26.0	19.5	.0397
Redwood City	801,797	29,793	19.3	28.1	22.0	19.3	.0343
San Mateo	1,304,237	33,969	15.2	28.2	24.6	23.4	.0495
South San Francisco	650,575	34,298	14.1	28.2	28.3	20.1	.0251
SUBURBAN TOTAL	13,525,439	36,228	14.1	25.5	23.4	28.8	.4766
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***80,106,012***	***32,500***	***16.4***	***25.9***	***22.2***	***29.5***	***2.9073***
SAN JOSE	**19,844,541**	**37,776**	**12.9**	**24.3**	**24.6**	**30.3**	**.7174**
Santa Clara	19,844,541	37,776	12.9	24.3	24.6	30.3	.7174
Mountain View	1,039,999	32,378	15.4	31.7	20.3	21.1	.0397
• Palo Alto	1,046,550	40,279	12.3	22.6	20.9	36.8	.0407
• San Jose	8,915,336	36,866	13.4	24.4	26.1	27.4	.3236
Santa Clara	1,302,874	35,633	13.9	27.1	25.7	25.4	.0533
Sunnyvale	1,788,202	37,626	12.3	26.8	24.8	30.0	.0629
SUBURBAN TOTAL	9,882,655	38,568	12.4	24.4	23.5	32.5	.3531
SANTA BARBARA - SANTA MARIA - LOMPOC	**3,989,542**	**27,892**	**21.1**	**28.0**	**20.1**	**17.4**	**.1602**
Santa Barbara	3,989,542	27,892	21.1	28.0	20.1	17.4	.1602
• Lompoc	314,199	25,990	22.7	28.2	22.5	10.3	.0125
• Santa Barbara	1,049,814	24,113	24.3	29.0	16.0	14.4	.0463
• Santa Maria	485,000	25,352	22.6	31.6	20.7	9.5	.0280
SUBURBAN TOTAL	2,140,529	31,935	18.4	26.3	21.9	22.9	.0734
SANTA CRUZ	**2,755,368**	**28,147**	**20.5**	**26.2**	**19.6**	**19.2**	**.0985**
Santa Cruz	2,755,368	28,147	20.5	26.2	19.6	19.2	.0985



The Press-Enterprise

Riverside County's Newspaper

For audience information, call
Ray Hammond, Jr.
National Advertising Manager
714/684-1200
3512 Fourteenth Street
Riverside, California 92501

Serving Southern California's fastest-growing county

Circulation:
Daily 123,521 - Sunday 129,284*

Nationally Represented By
SAWYER-FERGUSON-WALKER COMPANY, INC.
With offices in major cities

*ABC/Publisher's Statement for six months ending March 31, 1985

CAL. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
• Santa Cruz	543,391	23,783	23.0	25.3	17.4	14.8	.0250
SUBURBAN TOTAL	2,211,977	29,379	19.7	26.5	20.2	20.5	.0735
SANTA ROSA - PETALUMA	**4,172,613**	**28,407**	**19.9**	**28.5**	**21.7**	**16.2**	**.1516**
Sonoma	4,172,613	28,407	19.9	28.5	21.7	16.2	.1516
• Petaluma	462,824	33,289	16.0	25.5	27.9	18.8	.0179
• Santa Rosa	1,228,040	27,984	20.4	29.3	21.5	15.3	.0507
SUBURBAN TOTAL	2,481,749	27,829	20.4	28.5	20.7	16.2	.0830
STOCKTON	**3,866,246**	**23,453**	**23.4**	**29.7**	**17.9**	**9.8**	**.1515**
San Joaquin	3,866,246	23,453	23.4	29.7	17.9	9.8	.1515
• Lodi	437,515	23,618	23.7	29.4	18.5	9.8	.0182
• Stockton	1,661,708	21,749	24.4	28.3	16.8	8.5	.0715
SUBURBAN TOTAL	1,767,023	25,186	22.4	31.3	18.8	11.2	.0618
VALLEJO - FAIRFIELD - NAPA	**4,263,711**	**28,569**	**20.0**	**30.0**	**23.0**	**14.0**	**.1561**
Napa	1,410,316	30,814	18.4	26.9	22.2	20.4	.0473
• Napa	733,213	31,092	18.2	27.1	23.8	19.0	.0269
Solano	2,853,395	27,773	20.6	31.3	23.3	11.4	.1088
• Fairfield	641,561	26,208	24.6	31.0	21.8	10.5	.0263
Vacaville	524,477	29,727	17.3	33.7	26.3	10.6	.0195
• Vallejo	928,.39	25,635	21.6	31.4	21.3	9.5	.0378
SUBURBAN TOTAL	1,960,638	30,255	18.0	29.9	24.1	16.0	.0651
VISALIA - TULARE - PORTERVILLE	**1,991,969**	**17,838**	**32.0**	**28.8**	**10.4**	**4.8**	**.0922**
Tulare	1,991,969	17,838	32.0	28.8	10.4	4.8	.0922
• Porterville	168,018	17,208	29.9	28.8	10.3	3.6	.0107
• Tulare	187,900	17,390	31.5	29.5	9.3	4.0	.0100
• Visalia	516,637	20,762	27.8	32.0	14.1	5.9	.0289
SUBURBAN TOTAL	1,119,414	16,979	34.3	27.5	9.1	4.6	.0426
YUBA CITY	**931,687**	**19,050**	**30.3**	**28.1**	**13.3**	**6.1**	**.0291**
Sutter	513,623	20,568	28.3	28.6	15.3	7.4	.0214
• Yuba City	181,984	17,556	31.4	28.3	10.4	4.7	.0112
Yuba	418,064	17,681	32.6	27.4	11.1	4.7	.0177
SUBURBAN TOTAL	749,703	19,466	30.1	28.0	14.1	6.5	.0279

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
OTHER COUNTIES							
Alpine	11,538	23,417	22.5	26.4	12.3	16.5	.0004
Amador	236,261	22,103	26.7	32.2	16.1	6.9	.0098
Calaveras	242,760	21,004	28.2	32.5	13.3	6.7	.0090
Colusa	130,890	22,183	25.7	29.9	14.1	11.6	.0049
Del Norte	148,221	16,767	30.9	29.5	9.1	2.7	.0065
Glenn	214,995	21,954	26.0	31.2	15.1	8.8	.0083
Humboldt	1,129,855	21,929	25.4	29.8	15.8	8.5	.0465
Imperial	774,020	20,354	28.5	29.5	14.0	7.5	.0357
Inyo	198,438	22,485	24.8	29.4	17.4	8.6	.0093
Kings	676,530	21,811	27.5	30.9	15.9	7.9	.0267
Lake	422,017	17,004	32.3	24.6	11.6	5.7	.0165
Lassen	191,773	19,893	30.7	33.6	13.0	3.1	.0082
Madera	686,214	23,323	24.9	28.8	17.9	10.2	.0259
Mariposa	123,911	18,875	31.0	29.3	11.4	6.4	.0046
Mendocino	694,122	21,748	25.6	32.4	14.7	7.0	.0289
Merced	1,348,164	21,316	27.7	30.7	14.4	8.5	.0550
Modoc	78,416	18,228	30.3	27.7	12.5	5.3	.0032
Mono	131,448	26,956	24.3	32.5	17.6	14.1	.0051
Nevada	694,683	23,822	24.7	30.7	18.2	9.8	.0266
Plumas	179,197	20,883	28.8	32.8	13.9	5.7	.0071
San Benito	264,007	24,933	23.9	34.1	17.7	9.9	.0099
San Luis Obispo	2,069,202	24,462	24.1	28.6	18.6	12.9	.0777
Sierra	34,302	20,194	24.6	30.1	14.1	6.3	.0012
Siskiyou	388,465	20,478	27.1	32.7	13.5	5.0	.0155
Tehama	366,368	18,936	27.4	31.6	10.8	5.0	.0160
Trinity	123,730	20,632	28.1	33.6	11.6	6.4	.0045
Tuolumne	319,226	17,493	32.9	29.7	9.9	3.4	.0131
TOTAL METRO COUNTIES	**301,927,062**	**28,775**	**19.5**	**27.5**	**20.2**	**18.9**	**11.3341**
TOTAL STATE	**313,805,815**	**28,348**	**19.8**	**27.6**	**20.0**	**18.4**	**11.8102**

COLORADO

COLO.

ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BOULDER - LONGMONT	**215.2**	**.0903**	**28.9**	**17.6**	**23.7**	**19.2**	**16.3**	**82.7**
Boulder	215.2	.0903	28.9	17.6	23.7	19.2	16.3	82.7
• Boulder	79.3	.0333	27.4	27.9	24.6	15.8	15.5	31.4
• Longmont	50.3	.0211	29.7	11.2	21.9	18.8	19.6	19.1
SUBURBAN TOTAL	85.6	.0359	29.9	11.9	23.9	22.6	15.2	32.2
COLORADO SPRINGS	**345.0**	**.1448**	**28.3**	**16.3**	**19.5**	**19.0**	**18.0**	**126.5**
El Paso	345.0	.1448	28.3	16.3	19.5	19.0	18.0	126.5
• Colorado Springs	245.4	.1030	29.6	14.5	20.0	18.9	20.4	97.5
SUBURBAN TOTAL	99.6	.0418	24.9	20.8	18.7	19.1	11.9	29.0
DENVER	**1,608.6**	**.6750**	**30.4**	**12.0**	**21.6**	**19.9**	**20.2**	**638.3**
Adams	275.0	.1154	28.1	13.7	20.4	19.1	16.8	99.7
Thornton	47.1	.0198	26.9	12.7	25.8	16.4	12.7	16.1
Westminster	61.4	.0258	27.4	12.4	27.3	18.0	11.2	21.2
Arapahoe	373.5	.1567	30.2	10.8	22.0	22.5	16.9	144.2
Aurora	200.8	.0843	29.0	12.2	25.7	19.8	14.7	74.8
Denver	492.6	.2067	31.8	13.6	22.8	15.8	26.9	222.6
• Denver	492.6	.2067	31.8	13.6	22.8	15.8	26.9	222.6
Douglas	34.5	.0145	31.1	6.9	18.5	27.5	15.3	11.0
Jefferson	433.0	.1817	30.4	10.7	21.1	22.4	17.9	160.8
Arvada	94.2	.0395	29.5	10.6	20.2	23.3	15.6	33.4
Lakewood	123.4	.0518	32.2	11.5	18.2	23.4	21.5	47.6
SUBURBAN TOTAL	1,116.0	.4683	29.8	11.3	21.2	21.8	17.2	415.7
DENVER - BOULDER CONSOLIDATED AREA	***1,823.8***	***.7653***	***30.2***	***12.7***	***21.8***	***19.9***	***19.7***	***721.0***
FORT COLLINS - LOVELAND	**174.8**	**.0734**	**28.7**	**18.1**	**21.8**	**17.4**	**18.8**	**65.7**
Larimer	174.8	.0734	28.7	18.1	21.8	17.4	18.8	65.7
• Fort Collins	74.4	.0312	26.1	27.7	22.4	14.2	15.8	27.9
• Loveland	35.7	.0150	31.2	10.8	20.4	18.3	23.8	13.9
SUBURBAN TOTAL	64.7	.0272	30.4	11.1	21.6	20.4	19.6	23.9
GREELEY	**138.0**	**.0579**	**28.5**	**15.7**	**18.8**	**17.7**	**20.1**	**49.7**
Weld	138.0	.0579	28.5	15.7	18.8	17.7	20.1	49.7
• Greeley	57.1	.0240	27.5	21.6	19.4	15.0	20.4	21.7
SUBURBAN TOTAL	80.9	.0339	29.3	11.5	18.2	19.6	20.0	28.0

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**1,459,568**	**337,334**	**156,390**	**126,247**	**108,342**	**286,354**	**34,605**
Boulder	1,459,568	337,334	156,390	126,247	108,342	286,354	34,605
• Boulder	827,960	148,770	97,169	96,373	75,669	160,467	15,863
• Longmont	354,46	95,339	30,084	27,275	19,121	79,175	12,313
SUBURBAN TOTAL	277,148	93,225	29,137	2,599	13,552	46,712	6,429
COLORADO SPRINGS	**2,060,685**	**380,370**	**199,610**	**272,186**	**117,449**	**446,059**	**33,690**
El Paso	2,060,685	380,370	199,610	272,186	117,449	446,059	33,690
• Colorado Springs	1,878,452	342,492	173,742	243,040	111,860	440,698	31,710
SUBURBAN TOTAL	182,233	37,878	25,868	29,146	5,589	5,361	1,980
DENVER	**10,938,512**	**2,258,260**	**1,169,432**	**1,300,229**	**775,450**	**2,084,004**	**259,939**
Adams	1,685,201	419,379	129,611	230,994	108,737	287,106	46,683
Thornton	374,540	72,866	23,654	67,388	13,659	118,143	8,295
Westminster	241,769	69,355	25,025	41,884	17,262	6,529	9,104
Arapahoe	2,795,714	458,757	242,330	435,374	165,487	714,529	47,790
Aurora	1,337,739	314,703	121,121	240,919	82,442	216,114	21,860
Denver	3,540,480	666,131	529,511	296,242	318,339	428,763	87,676
• Denver	3,540,480	666,131	529,511	296,242	318,339	428,763	87,676
Douglas	85,765	30,621	7,912	156	2,881	10,628	2,071
Jefferson	2,831,352	683,372	260,068	337,463	180,006	642,978	75,719
Arvada	371,692	136,965	37,684	32,982	19,375	31,803	8,772
Lakewood	1,348,031	174,550	113,123	214,575	89,602	477,949	26,001
SUBURBAN TOTAL	7,398,032	1,592,129	639,921	1,003,987	457,111	1,655,241	172,263
DENVER - BOULDER CONSOLIDATED AREA	***12,398,080***	***2,595,594***	***1,325,822***	***1,426,476***	***883,792***	***2,370,358***	***294,544***
FORT COLLINS - LOVELAND	**929,206**	**203,287**	**87,203**	**107,504**	**53,296**	**178,315**	**18,238**
Larimer	929,206	203,287	87,203	107,504	53,296	178,315	18,238
• Fort Collins	594,811	128,376	54,572	85,824	39,186	105,913	10,328
• Loveland	222,194	48,563	15,880	15,648	8,222	56,323	6,308
SUBURBAN TOTAL	112,201	26,348	16,751	6,032	5,888	16,079	1,602
GREELEY	**555,671**	**137,347**	**50,026**	**63,143**	**26,602**	**124,710**	**14,964**
Weld	555,671	137,347	50,026	63,143	26,602	124,710	14,964
• Greeley	398,090	97,968	29,471	61,079	20,367	91,936	11,940
SUBURBAN TOTAL	157,581	39,379	20,555	2,064	6,235	32,774	3,024

COLO. (cont.)

NEW ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
PUEBLO	**125.1**	**.0525**	**31.7**	**11.5**	**16.5**	**17.3**	**27.3**	**47.2**
Pueblo	125.1	.0525	31.7	11.5	16.5	17.3	27.3	47.2
• Pueblo	100.1	.0420	31.7	12.0	16.7	16.3	28.3	38.6
SUBURBAN TOTAL	25.0	.0105	31.3	9.8	15.8	21.0	23.2	8.6
OTHER COUNTIES								
Alamosa	12.3	.0052	27.4	17.6	17.4	16.3	20.4	4.4
Archuleta	4.5	.0019	31.6	8.1	17.8	19.1	24.8	1.8
Baca	5.3	.0023	34.2	9.3	14.7	17.7	31.3	1.9
Bent	5.8	.0024	34.8	8.3	14.3	17.1	32.6	2.0
Chaffee	13.6	.0057	31.4	12.4	18.1	17.9	25.5	5.1
Cheyenne	2.3	.0010	33.8	8.7	15.6	14.7	33.4	.9
Clear Creek	7.4	.0031	29.7	10.4	29.0	18.8	15.8	3.0
Conejos	8.1	.0034	28.6	10.1	14.2	16.5	24.4	2.6
Costilla	3.4	.0014	33.0	9.6	13.7	17.6	29.6	1.1
Crowley	3.1	.0013	40.1	8.0	12.7	16.1	39.3	1.2
Custer	1.9	.0008	33.4	8.8	16.9	19.3	28.0	.6
Delta	23.7	.0100	35.9	8.2	14.8	17.2	34.0	9.2
Dolores	1.8	.0007	31.7	10.1	15.1	18.8	26.2	.6
Eagle	16.7	.0070	28.4	17.9	35.3	16.6	10.0	6.8
Elbert	8.5	.0036	31.1	7.2	19.8	21.9	20.4	2.9
Fremont	31.1	.0130	34.9	9.1	16.4	17.0	32.8	11.6
Garfield	26.2	.0110	30.1	12.3	22.5	18.7	20.1	9.9
Gilpin	2.8	.0012	31.3	7.3	29.5	22.6	16.3	1.2
Grand	9.1	.0038	29.1	13.2	26.5	18.6	15.6	3.6
Gunnison	11.2	.0047	25.3	30.6	23.3	14.9	12.5	4.1
Hinsdale	.5	.0002	32.2	8.6	24.2	23.4	19.8	.2
Huerfano	6.7	.0029	36.2	7.8	13.5	16.0	35.5	2.6
Jackson	1.9	.0008	30.6	11.0	19.0	22.0	19.7	.7
Kiowa	1.9	.0008	41.1	7.6	11.8	16.6	40.9	.7
Kit Carson	7.6	.0032	32.9	9.7	15.0	17.7	29.2	2.9
Lake	8.0	.0033	25.9	17.3	22.2	17.2	12.7	2.6
La Plata	31.4	.0132	29.2	16.8	19.9	17.7	20.9	11.5
Las Animas	14.5	.0060	34.1	11.3	13.9	14.5	34.3	5.5
Lincoln	4.6	.0020	38.1	9.7	12.8	18.6	35.4	1.8
Logan	19.8	.0083	30.9	13.9	15.2	16.8	27.0	7.6
Mesa	93.4	.0392	30.7	12.3	19.2	17.9	23.8	34.7
Mineral	.8	.0003	31.6	10.5	19.3	22.0	21.4	.3
Moffat	16.2	.0068	27.9	12.8	22.3	18.7	15.5	5.7
Montezuma	18.8	.0079	30.5	10.1	16.8	18.8	23.6	6.5
Montrose	26.6	.0112	32.3	9.2	16.4	20.0	25.6	9.7
Morgan	23.4	.0098	31.4	11.0	16.3	17.3	26.8	8.6
Otero	21.6	.0091	32.4	10.1	14.6	16.7	29.5	8.1
Ouray	2.2	.0009	33.7	6.7	19.7	20.9	26.5	.7
Park	7.0	.0029	30.5	7.0	25.1	21.6	17.0	2.6
Phillips	4.5	.0019	36.6	8.4	13.9	17.1	34.9	1.8
Pitkin	11.7	.0049	30.2	14.3	37.2	22.3	9.9	5.2
Prowers	13.8	.0056	30.5	10.9	15.9	16.8	26.1	5.2
Rio Blanco	6.7	.0028	28.0	14.6	18.4	18.7	18.5	2.4
Rio Grande	10.9	.0046	31.8	10.1	15.4	17.9	27.1	3.6
Routt	15.7	.0066	28.8	13.5	32.2	18.0	11.9	5.9
Saguache	3.9	.0016	31.1	10.5	15.6	16.5	27.4	1.4
San Juan	1.0	.0004	28.0	11.7	27.4	16.9	13.8	.4
San Miguel	3.6	.0016	29.3	10.1	35.6	17.5	12.3	1.4
Sedgwick	3.2	.0013	38.0	8.1	12.9	17.2	36.3	1.4
Summit	11.1	.0047	27.9	19.5	38.4	16.0	6.9	4.6
Teller	11.0	.0046	31.7	7.4	21.8	22.4	20.4	4.0
Washington	5.3	.0022	35.3	8.8	14.8	17.4	33.0	2.0
Yuma	9.9	.0042	33.7	8.7	15.2	17.8	30.2	3.9
TOTAL METRO COUNTIES	**2,606.7**	**1.0939**	**29.9**	**13.6**	**21.2**	**19.3**	**19.8**	**1,010.1**
TOTAL STATE	**3,224.7**	**1.3534**	**30.0**	**13.3**	**20.9**	**19.1**	**20.5**	**1,240.8**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PUEBLO	**621,866**	**161,180**	**59,518**	**93,275**	**38,243**	**99,520**	**18,350**
Pueblo	621,866	161,180	59,518	93,275	38,243	99,520	18,350
• Pueblo	579,642	148,520	56,662	89,934	37,093	96,496	16,958
SUBURBAN TOTAL	42,224	12,660	2,856	3,341	1,150	3,024	1,392
OTHER COUNTIES							
Alamosa	90,068	25,089	7,406	6,724	4,382	15,541	3,940
Archuleta	32,229	8,107	2,289		372	3,279	910
Baca	31,360	3,290	1,455	782	147	6,413	662
Bent	17,467	6,236	382	886	81	4,948	1,309
Chaffee	80,528	24,054	5,767	5,135	1,594	13,047	1,748
Cheyenne	8,268	2,896	1,195		329	1,579	183
Clear Creek	32,013	7,967	8,914	541	217	2,306	1,009
Conejos	15,001	6,109	289	1,769	141	194	1,921
Costilla	3,203	868	271	297	121	150	
Crowley	3,624	246	257		117	1,000	479
Custer	4,616	1,350	374			90	106
Delta	96,892	29,072	5,307	4,946	4,120	19,305	3,160
Dolores	4,904	2,057	479			1,709	
Eagle	203,699	45,167	37,712	184	6,414	8,278	6,306
Elbert	4,877	2,607	409		87	109	142
Fremont	108,465	32,386	10,926	11,918	3,521	17,152	6,409
Garfield	240,543	60,625	24,787	13,388	7,372	53,909	9,780
Gilpin	3,641	336	1,321		56	86	125
Grand	59,091	14,587	9,450	733	936	5,857	3,118
Gunnison	71,202	17,492	11,427	268	1,986	11,343	2,461
Hinsdale	3,872	906	454				
Huerfano	32,033	12,127	2,730	215	833	2,628	880
Jackson	7,655	2,588	728		108	1,576	136
Kiowa	5,559	2,339	742				791
Kit Carson	46,871	12,299	2,240	2,250	707	12,654	2,871
Lake	31,263	9,187	2,349	298	453	3,129	3,539
La Plata	209,668	52,025	25,200	12,877	12,427	29,306	2,864
Las Animas	43,946	15,127	3,155	2,928	1,608	8,755	1,972
Lincoln	56,345	7,041	6,545	1,620	450	10,184	1,900
Logan	129,933	23,498	9,123	10,664	5,250	38,961	2,812
Mesa	723,555	150,380	53,024	78,923	41,214	146,800	19,006
Mineral	3,283	936	236			55	
Moffat	104,700	29,107	7,876	6,361	3,127	23,636	1,376
Montezuma	121,309	30,928	9,959	7,104	3,634	22,771	2,711
Montrose	130,501	32,820	9,125	11,570	5,694	25,864	3,280
Morgan	140,357	36,391	11,279	14,892	4,454	27,438	2,794
Otero	87,537	23,234	7,468	14,820	5,790	9,416	2,434
Ouray	5,868	885	2,252	160	69	94	118
Park	9,987	1,925	2,141	1,139	115	863	218
Phillips	23,659	6,222	1,016	701		10,583	853
Pitkin	171,667	19,921	44,298	64	10,957	1,555	12,451
Prowers	93,517	20,527	8,883	4,940	3,926	15,861	2,987
Rio Blanco	24,324	10,089	2,280	100	685	2,498	539
Rio Grande	52,697	17,022	2,391	1,905	3,082	7,093	3,537
Routt	94,473	21,614	13,512	495	5,145	7,568	2,563
Saguache	7,349	1,661	415		73	2,380	
San Juan	5,954	453	1,328				877
San Miguel	12,607	3,794	2,733	654	252	76	185
Sedgwick	20,083	4,199	890	135	788	7,739	1,658
Summit	145,758	29,220	29,720	248	5,673	7,034	3,327
Teller	40,307	14,153	4,928	1,837	1,582	1,389	420
Washington	19,709	5,082	1,712	1,714	216	3,080	1,139
Yuma	56,106	16,351	2,426	2,800	1,644	12,364	1,109
TOTAL METRO COUNTIES	**16,565,508**	**3,477,778**	**1,722,179**	**1,962,584**	**1,119,382**	**3,218,962**	**379,786**
TOTAL STATE	**20,340,451**	**4,382,370**	**2,125,754**	**2,191,569**	**1,270,831**	**3,828,607**	**504,901**

COLO.

NEW ESTIMATES

EFFECTIVE BUYING INCOME 1984

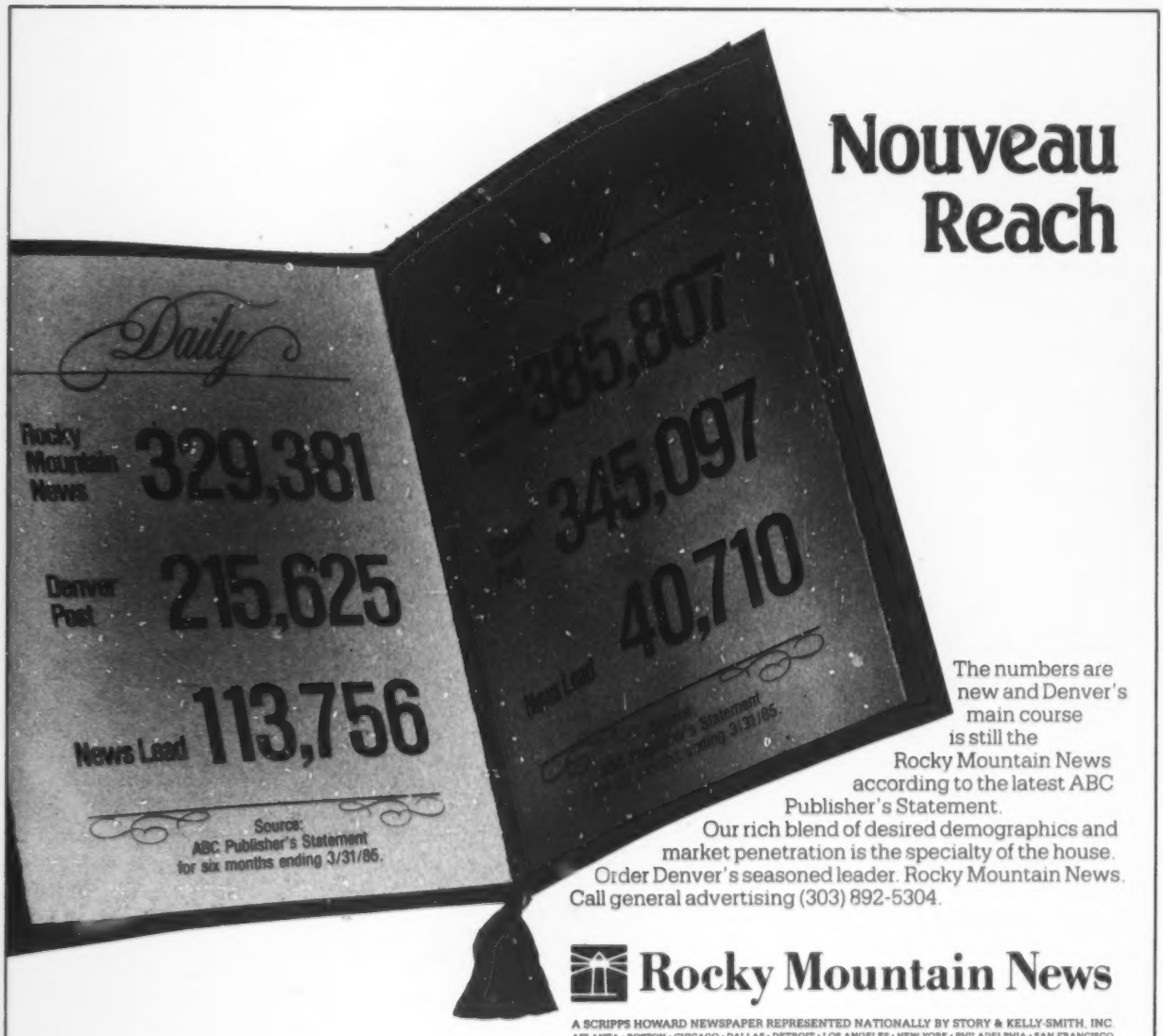
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOULDER - LONGMONT	**2,658,414**	**28,440**	**20.0**	**30.9**	**20.6**	**15.8**	**.1033**
Boulder	2,658,414	28,440	20.0	30.9	20.6	15.8	.1033
• Boulder	964,249	24,549	23.7	28.4	16.6	15.0	.0445
• Longmont	560,555	27,962	19.6	37.1	21.4	9.9	.0233
SUBURBAN TOTAL	1,133,610	32,264	16.6	29.4	24.1	20.2	.0355
COLORADO SPRINGS	**3,550,079**	**23,694**	**26.1**	**32.8**	**17.1**	**9.4**	**.1455**
El Paso	3,550,079	23,694	26.1	32.8	17.1	9.4	.1455
• Colorado Springs	2,648,896	23,322	26.1	32.1	16.6	9.5	.1155
SUBURBAN TOTAL	901,183	24,889	26.0	35.0	18.6	9.2	.0300

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DENVER	**21,271,385**	**29,984**	**18.3**	**30.1**	**22.9**	**17.1**	**.8008**
Adams	3,037,846	28,865	18.9	35.8	24.0	11.3	.1210
Thornton	491,442	29,699	16.8	39.4	25.9	9.3	.0222
Westminster	680,719	31,244	15.3	36.6	29.3	11.0	.0240
Arapahoe	5,432,091	34,214	15.2	29.2	25.9	22.5	.2015
Aurora	2,515,220	31,655	16.5	34.3	26.5	15.4	.0966
Denver	6,176,925	23,063	24.1	30.0	16.2	11.0	.2431
• Denver	6,176,925	23,063	24.1	30.0	16.2	11.0	.2431
Douglas	501,331	41,562	8.7	22.5	28.2	35.6	.0146

COLO. (cont.) SMSM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Jefferson	6,123,192	35,624	13.1	28.4	28.3	23.1	.2206
Arvada	1,246,357	36,427	12.0	28.1	32.5	21.0	.0407
Lakewood	1,780,840	34,561	14.3	29.2	26.3	22.9	.0761
SUBURBAN TOTAL	15,094,460	33,328	15.1	30.3	26.4	20.4	.5577
DENVER - BOULDER CONSOLIDATED AREA	***23,929,799***	***29,800***	***18.5***	***30.3***	***22.6***	***17.0***	***.9041***
FORT COLLINS - LOVELAND	**1,816,828**	**24,173**	**24.1**	**32.3**	**18.3**	**9.5**	**.0715**
Larimer	1,816,828	24,173	24.1	32.3	18.3	9.5	.0715
• Fort Collins	749,427	22,346	25.6	29.5	17.1	9.0	.0345
• Loveland	378,444	24,438	23.9	33.5	19.0	8.2	.0155
SUBURBAN TOTAL	688,957	26,050	22.6	34.9	19.3	10.8	.0215
GREELEY	**1,255,025**	**22,249**	**25.1**	**33.6**	**15.0**	**7.0**	**.0488**
Weld	1,255,025	22,249	25.1	33.6	15.0	7.0	.0488
• Greeley	538,187	20,549	25.9	29.9	14.0	7.3	.0244
SUBURBAN TOTAL	716,838	23,400	24.5	36.4	15.8	6.8	.0244
PUEBLO	**1,153,396**	**21,281**	**25.1**	**30.4**	**15.0**	**7.5**	**.0473**
Pueblo	1,153,396	21,281	25.1	30.4	15.0	7.5	.0473
• Pueblo	927,121	20,560	25.5	29.4	14.6	7.3	.0398
SUBURBAN TOTAL	226,275	24,263	23.5	34.9	16.8	8.6	.0075

SMSM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Alamosa	101,065	17,795	28.2	28.7	10.1	6.0	.0051
Archuleta	37,359	17,706	28.7	29.9	8.6	5.6	.0017
Baca	27,562	11,548	34.2	16.5	5.2	1.7	.0018
Bent	41,312	16,282	37.4	26.1	7.8	3.4	.0017
Chaffee	123,419	21,888	27.3	35.6	14.0	5.0	.0055
Cheyenne	17,909	16,621	32.4	29.3	7.3	4.3	.0008
Clear Creek	75,863	23,297	24.2	40.3	15.6	5.7	.0028
Conejos	34,445	11,607	38.3	16.5	2.5	.3	.0016
Costilla	17,359	11,565	32.0	17.9	3.5	3.4	.0008
Crowley	19,775	13,596	37.4	22.3	4.4	2.2	.0007
Custer	9,856	14,455	35.1	26.0	4.5	1.2	.0004
Delta	197,417	17,341	31.1	27.0	12.0	4.7	.0081
Dolores	12,789	19,154	25.2	32.3	11.7	4.2	.0006
Eagle	239,136	31,898	15.0	32.3	25.5	18.0	.0108
Elbert	75,705	23,589	24.5	29.4	19.2	8.7	.0022
Fremont	248,677	17,266	29.4	30.5	8.5	3.6	.0099
Garfield	288,525	27,053	21.5	30.7	21.9	11.1	.0133
Gilpin	30,567	24,970	20.2	40.9	15.5	6.3	.0010



Nouveau Reach

The numbers are new and Denver's main course is still the Rocky Mountain News according to the latest ABC Publisher's Statement.
Our rich blend of desired demographics and market penetration is the specialty of the house.
Order Denver's seasoned leader. Rocky Mountain News.
Call general advertising (303) 892-5304.

Rocky Mountain News

A SCRIPPS HOWARD NEWSPAPER REPRESENTED NATIONALLY BY STORY & KELLY-SMITH, INC.
ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • LOS ANGELES • NEW YORK • PHILADELPHIA • SAN FRANCISCO

COLO. (cont.) ESTIMATES	$$ EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Grand	96,092	25,029	22.1	39.0	16.6	7.9	.0040
Gunnison	115,455	23,656	23.1	31.5	15.5	10.9	.0048
Hinsdale	5,741	23,625	25.0	36.5	14.0	10.5	.0003
Huerfano	46,157	13,956	31.7	23.1	8.0	3.0	.0023
Jackson	15,378	20,192	29.8	38.9	8.1	3.7	.0006
Kiowa	16,835	20,353	27.6	29.7	12.7	8.4	.0007
Kit Carson	60,517	18,524	27.6	31.5	10.1	4.2	.0029
Lake	74,972	20,432	19.2	40.7	23.5	6.3	.0028
La Plata	314,042	23,165	25.9	30.3	16.5	9.9	.0135
Las Animas	100,261	15,122	29.4	25.7	9.2	2.3	.0041
Lincoln	38,003	17,957	29.9	30.0	9.3	5.2	.0026
Logan	176,116	20,225	28.7	33.6	11.8	5.3	.0080
Mesa	984,608	25,000	22.9	31.1	19.1	11.0	.0437
Mineral	8,068	23,545	23.7	33.6	17.0	9.7	.0002
Moffat	161,220	27,167	19.1	40.4	21.3	7.5	.0070
Montezuma	163,696	21,671	25.9	29.6	17.8	6.9	.0076
Montrose	262,348	23,629	25.5	35.4	15.3	9.0	.0102
Morgan	207,407	20,916	27.9	31.2	14.8	6.5	.0094
Otero	156,603	16,093	31.7	27.2	8.7	3.1	.0068
Ouray	15,925	19,000	29.1	30.3	9.3	7.3	.0007
Park	72,101	25,942	21.4	34.0	20.2	9.4	.0022
Phillips	40,973	18,491	29.9	28.4	10.8	6.6	.0016
Pitkin	162,319	26,614	25.7	31.7	16.4	14.9	.0082
Prowers	109,744	17,710	28.0	28.7	10.2	5.0	.0055
Rio Blanco	79,763	31,760	16.5	30.3	28.5	14.1	.0025
Rio Grande	100,244	23,787	21.1	28.6	19.1	10.8	.0042
Routt	175,309	27,632	20.1	36.8	21.0	11.3	.0069
Saguache	27,940	16,022	33.3	23.8	9.4	4.5	.0010
San Juan	9,218	21,750	27.2	36.4	15.0	3.3	.0004
San Miguel	28,652	18,367	30.3	34.2	7.6	4.3	.0011
Sedgwick	28,390	17,786	35.6	29.9	8.4	3.4	.0014
Summit	130,556	29,682	18.7	35.0	22.9	14.9	.0072
Teller	86,469	19,477	30.2	32.7	12.0	3.6	.0035
Washington	47,677	21,766	26.0	34.3	13.7	6.2	.0018
Yuma	89,987	18,643	28.3	27.5	13.1	6.2	.0039
TOTAL METRO COUNTIES	**31,705,127**	**27,748**	**20.4**	**30.9**	**20.9**	**14.6**	**1.2172**
TOTAL STATE	**37,532,673**	**26,549**	**21.4**	**31.0**	**19.8**	**13.3**	**1.4696**

CONNECTICUT

CONN. ESTIMATES	POPULATION--12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**815.1**	**.3421**	**34.8**	**9.9**	**15.5**	**21.0**	**28.7**	**290.2**	**5,873,912**	**1,111,608**	**528,306**	**665,027**	**285,953**	**1,130,176**	**147,118**
Fairfield	815.1	.3421	34.8	9.9	15.5	21.0	28.7	290.2	5,873,912	1,111,608	528,306	665,027	285,953	1,130,176	147,118
• Bridgeport	141.7	.0595	31.7	12.8	16.5	15.1	29.4	53.1	688,968	147,745	61,685	64,064	35,832	111,403	23,396
• Danbury	63.4	.0266	31.9	11.8	18.7	19.6	24.6	22.6	660,626	114,967	53,915	74,572	34,429	134,071	8,709
Fairfield	53.1	.0223	37.2	12.2	13.1	20.2	32.9	18.0	473,335	90,605	48,329	50,546	25,895	97,631	13,078
Greenwich	58.4	.0245	39.4	8.0	13.2	22.4	34.5	21.6	533,555	75,656	50,247	23,104	19,845	189,026	9,418
• Norwalk	78.0	.0327	33.8	10.6	18.1	20.4	27.4	29.1	706,422	155,253	52,261	56,932	38,252	136,213	5,415
• Stamford	101.6	.0426	35.4	9.6	17.3	20.2	30.4	38.9	832,105	129,820	67,142	178,455	46,271	122,000	19,896
Stratford	50.2	.0211	39.1	9.2	14.6	17.6	37.5	18.8	263,012	50,861	30,742	15,761	10,788	58,281	11,015
SUBURBAN TOTAL	430.4	.1807	36.4	8.8	13.7	23.4	28.9	146.5	2,985,791	563,823	293,303	261,004	131,169	626,489	89,702

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Irresistible Wealth

Fairfield County, Connecticut:

- ☐ #1 EBI per capita in the U.S.
  2nd highest total airline ticket sales per household in the N.Y. ADI.
- ☐ #3 home of Fortune 500 companies.

The wealth is irresistible.

The FCD Network:

- ☐ The most cost efficient vehicle to reach it.
- ☐ 50.2% household penetration.

Call Landon's Bob Keim for details.
(212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
one order / one bill / at a discount

81% coverage of Hartford Metro adults on Sunday and 63% daily

If it's in The Courant, it's on their minds.

The Hartford Courant

Making you memorable.

The Hartford Courant, 285 Broad Street, Hartford, Connecticut 06115 (203) 241-6270; 1-800-524-4242; TWX: 710-425-8921.
Represented by Times Mirror National Marketing.

CONN. (cont.)
NEW ESTIMATES

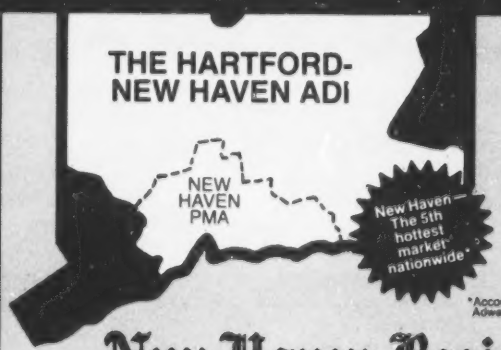
POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HARTFORD - NEW BRITAIN -															
MIDDLETOWN - BRISTOL	**1,060.7**	**.4451**	**33.0**	**12.0**	**17.4**	**19.1**	**27.5**	**387.8**	**6,720,220**	**1,309,633**	**676,444**	**713,703**	**300,214**	**1,334,237**	**247,912**
Hartford	804.4	.3375	33.6	11.4	16.9	18.9	28.8	298.8	5,473,827	1,025,018	557,520	582,552	258,173	1,088,958	201,114
• Bristol	58.0	.0243	32.3	12.1	17.5	18.4	26.9	21.5	426,587	81,673	26,356	36,271	21,299	138,491	14,872
East Hartford	51.1	.0214	33.7	12.8	17.6	18.1	29.6	20.0	456,786	65,306	34,610	32,996	8,213	129,794	12,882
Enfield	41.5	.0174	31.4	11.7	16.3	22.0	22.1	13.3	355,667	54,496	29,150	86,576	18,139	45,994	10,506
• Hartford	133.3	.0559	29.3	15.3	17.6	15.3	24.7	51.6	674,001	88,865	129,216	71,175	37,102	108,850	34,054
Manchester	48.3	.0203	33.9	10.6	18.5	17.7	30.2	18.5	431,590	95,738	34,694	53,365	13,501	104,945	10,824
• New Britain	71.2	.0299	33.6	15.3	17.2	13.8	33.8	28.6	282,048	59,819	29,519	23,220	8,051	64,319	15,525
West Hartford	59.1	.0248	42.4	8.4	13.4	18.0	41.1	23.4	573,292	95,093	45,973	96,567	47,520	65,709	18,730
Middlesex	135.1	.0567	33.3	10.8	18.2	19.7	27.2	49.9	772,662	147,525	78,895	85,727	33,224	167,883	30,273
• Middletown	39.4	.0165	31.6	15.5	18.5	16.9	26.9	14.8	245,245	46,839	24,881	44,279	12,097	46,142	12,650
Tolland	121.2	.0509	29.3	17.5	18.9	19.7	19.6	39.1	473,731	137,090	40,029	45,424	8,817	77,396	16,525
SUBURBAN TOTAL	758.8	.3185	33.8	11.0	17.1	20.4	27.5	271.3	5,092,339	1,032,437	466,472	538,758	221,665	976,435	170,811
NEW HAVEN - WATERBURY -															
MERIDEN	**769.5**	**.3229**	**33.5**	**11.6**	**16.9**	**17.9**	**29.5**	**282.4**	**4,510,941**	**966,465**	**443,069**	**549,861**	**199,830**	**810,535**	**135,126**
New Haven	769.5	.3229	33.5	11.6	16.9	17.9	29.5	282.4	4,510,941	966,465	443,069	549,861	199,830	810,535	135,126
Hamden	51.0	.0214	37.7	12.4	15.1	16.6	36.5	19.2	380,947	72,502	33,727	68,378	9,927	73,408	12,485
• Meriden	58.0	.0243	33.0	11.2	17.8	17.1	29.3	22.0	300,585	47,120	20,842	29,120	16,547	69,628	10,249
• Milford	51.5	.0216	33.2	10.6	18.1	19.4	27.3	18.3	416,280	82,844	46,975	35,438	35,205	79,617	7,980
• New Haven	123.8	.0520	30.0	16.9	19.1	14.1	26.3	47.3	523,635	88,043	84,274	75,831	28,890	61,274	19,122
• Waterbury	102.7	.0431	34.3	11.4	15.6	15.8	33.2	38.9	718,061	165,451	55,270	111,776	23,986	94,416	19,814
West Haven	53.3	.0224	33.8	12.3	18.9	16.8	30.8	20.8	233,513	60,879	32,503	17,574	8,337	46,504	7,981
SUBURBAN TOTAL	433.5	.1819	34.6	10.3	16.5	19.5	29.8	155.9	2,552,380	583,007	235,708	297,696	95,202	505,600	77,961

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS



FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

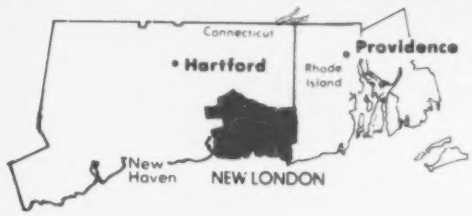
New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

The Day

covers the third most affluent metro area in New England



The New London NECMA has a median household EBI of $29,487 ranking it 3rd in New England and 21st nationally.

The Day reaches the majority of adults in the New London NECMA

	Daily Readers	% Coverage
Adults	87,900	50.0
Aged 18-49	57,400	50.3
Employed	55,400	51.2
Graduated College	16,300	55.1
H/H Income $35,000 +	26,500	55.9

CALL
Barbara Deslandes
(203) 442-2200 for
further details.

Sources: 1983, Scarborough National Newspaper Audience Ratings Study
S&MM's, 1984 Survey of Buying Power

Represented nationally by
Branham Newspaper Sales

CONN. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NEW LONDON - NORWICH	**248.8**	**.1044**	**30.6**	**14.9**	**17.7**	**17.9**	**24.4**	**88.0**	**1,449,892**	**281,396**	**145,476**	**109,961**	**63,987**	**353,427**	**40,001**
New London	248.8	.1044	30.6	14.9	17.7	17.9	24.4	88.0	1,449,892	281,396	145,476	109,961	63,987	353,427	40,001
Groton (town)	42.3	.0178	26.6	20.9	20.9	14.7	17.9	13.7	274,903	49,273	36,312	29,588	10,941	44,291	6,538
• New London	28.8	.0121	27.7	25.8	16.1	12.3	25.9	10.8	281,527	26,190	22,677	39,087	17,654	96,811	7,256
• Norwich	39.0	.0164	32.4	13.5	16.6	15.8	29.9	15.1	325,510	70,926	20,394	17,892	18,803	111,806	9,748
SUBURBAN TOTAL	181.0	.0759	30.7	13.5	18.2	19.3	22.9	62.1	842,855	184,280	102,405	52,982	27,530	144,810	22,997
OTHER COUNTIES															
Litchfield	162.8	.0684	34.3	9.1	16.9	19.7	29.2	59.7	794,535	207,512	65,663	43,782	25,491	197,648	23,635
Windham	95.9	.0402	31.5	12.0	16.9	17.8	26.4	34.2	415,651	100,698	38,905	19,083	13,775	93,480	16,177
TOTAL METRO COUNTIES	**2,894.1**	**1.2145**	**33.4**	**11.6**	**16.7**	**19.2**	**28.1**	**1,048.4**	**18,554,965**	**3,669,102**	**1,793,295**	**2,038,552**	**849,984**	**3,628,375**	**570,157**
TOTAL STATE	**3,152.8**	**1.3231**	**33.4**	**11.5**	**16.8**	**19.2**	**28.1**	**1,142.3**	**19,765,151**	**3,977,312**	**1,897,863**	**2,101,417**	**889,250**	**3,919,503**	**609,969**

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market; 2nd in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT POST TELEGRAM

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Call Paul Ward, (Bridgeport Post) 203-333-0161
or Bob Keim, (Landon-NYC) 212 867-1112

central connecticut newspaper network

ccnn

REACHING THE AFFLUENT PART OF THE HARTFORD/NEW HAVEN ADI

FOOD SALES DOMINANCE—over $2.9 billion in Food Sales—#2 ADI in New England

CCNN—reaches over 192,000 (21.2%) ADI principal food shoppers

BUYING POWER AFFLUENCE—#1 New England ADI in average household Effective Buying Income—$32,785

CCNN—One order—one buy—discount rate

Bristol Press • Manchester Herald • Manchester Journal-Inquirer • Middletown Press
New Britain Herald • Torrington Register Citizen

TURN TO **LANDON** FOR RESULTS (SEE PAGE B-26)

CONN.

SMRB ESTIMATES — EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**13,532,590**	**39,223**	**13.1**	**21.4**	**20.6**	**35.7**	**.4669**
Fairfield	13,532,590	39,223	13.1	21.4	20.6	35.7	.4669
• Bridgeport	1,495,549	24,242	21.9	28.3	18.0	12.2	.0569
• Danbury	851,956	34,409	16.0	25.1	24.1	24.9	.0371
Fairfield	911,664	43,996	11.1	19.5	21.8	41.6	.0331
Greenwich	1,397,339	49,960	9.7	17.1	17.2	50.0	.0444
• Norwalk	1,216,190	37,500	13.4	23.4	22.3	31.7	.0465
• Stamford	1,749,321	38,368	14.3	21.6	19.9	34.8	.0617
Stratford	737,039	36,616	13.5	24.3	25.7	27.4	.0246
SUBURBAN TOTAL	8,219,574	47,644	9.0	17.9	20.6	47.0	.2647
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**14,329,931**	**33,590**	**15.4**	**27.0**	**24.3**	**23.1**	**.5225**
Hartford	11,093,732	33,570	15.6	26.6	23.6	23.7	.4094
• Bristol	750,429	32,121	15.9	31.1	25.0	19.1	.0293
East Hartford	680,418	32,229	16.2	30.1	25.4	18.5	.0281
Enfield	513,635	38,181	11.5	23.9	33.8	24.3	.0217
• Hartford	1,267,156	19,848	26.9	27.3	14.0	8.3	.0514
Manchester	683,124	33,818	14.6	30.6	25.6	21.7	.0273
• New Britain	863,854	26,574	20.8	31.1	20.3	13.0	.0293
West Hartford	1,108,912	40,580	13.1	21.4	20.7	37.3	.0397
Middlesex	1,855,548	33,633	14.8	28.2	26.1	21.2	.0642
• Middletown	475,418	28,767	19.2	29.7	22.6	15.9	.0182
Tolland	1,430,651	33,747	14.4	29.5	26.9	20.4	.0489
SUBURBAN TOTAL	10,973,074	37,144	13.4	26.1	26.6	27.7	.3943
NEW HAVEN - WATERBURY - MERIDEN	**10,056,105**	**32,071**	**16.3**	**26.5**	**23.2**	**21.6**	**.3642**
New Haven	10,056,105	32,071	16.3	26.5	23.2	21.6	.3642
Hamden	735,964	34,622	15.6	25.3	24.8	24.5	.0174
• Meriden	748,273	31,168	17.4	29.9	23.8	18.4	.0263
• Milford	738,346	38,685	10.4	24.9	29.4	28.3	.0283
• New Haven	1,265,308	21,029	23.9	26.7	15.5	10.1	.0471
• Waterbury	1,150,815	25,992	20.8	27.9	19.5	13.8	.0476
West Haven	670,055	29,833	17.8	29.3	23.2	16.8	.0229
SUBURBAN TOTAL	6,153,363	36,254	13.5	25.7	25.6	26.7	.2149
NEW LONDON - NORWICH	**3,211,271**	**32,220**	**16.0**	**29.0**	**23.5**	**21.0**	**.1167**
New London	3,211,271	32,220	16.0	29.0	23.5	21.0	.1167
Groton (town)	531,941	30,784	16.9	34.2	21.6	19.5	.0202
• New London	334,137	24,413	21.9	29.3	17.9	12.1	.0154
• Norwich	460,125	27,442	20.0	30.1	20.6	13.7	.0197
SUBURBAN TOTAL	2,417,009	34,718	14.0	28.7	25.2	24.3	.0816
OTHER COUNTIES							
Litchfield	2,233,579	33,528	15.8	27.9	25.2	21.9	.0755
Windham	1,077,506	28,563	19.9	30.2	22.5	14.7	.0385
TOTAL METRO COUNTIES	**41,129,897**	**34,348**	**15.1**	**25.5**	**22.8**	**26.0**	**1.4703**
TOTAL STATE	**44,440,982**	**34,107**	**15.2**	**25.8**	**23.0**	**25.4**	**1.5843**

DELAWARE

DEL.

SMRB ESTIMATES — POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
WILMINGTON	**535.6**	**.2249**	**31.6**	**12.5**	**17.0**	**19.0**	**25.1**	**189.3**
New Castle	403.1	.1692	31.4	13.3	17.2	19.0	24.8	143.2
• Wilmington	68.7	.0288	32.9	10.6	16.3	15.3	31.4	26.8
Cecil, Md.	*65.0*	*.0273*	*31.1*	*10.3*	*16.9*	*19.7*	*23.8*	*21.9*
Salem, N. J.	*67.5*	*.0284*	*32.8*	*10.0*	*15.9*	*18.4*	*28.1*	*24.2*
SUBURBAN TOTAL	466.9	.1961	31.4	12.8	17.0	19.5	24.3	162.5
OTHER COUNTIES								
Kent	105.0	.0441	29.3	14.0	17.4	19.2	20.8	35.7
Sussex	106.9	.0449	34.1	10.2	15.5	17.7	30.9	39.0
TOTAL METRO COUNTIES	**403.1**	**.1692**	**31.4**	**13.3**	**17.2**	**19.0**	**24.8**	**143.2**
TOTAL STATE	**615.0**	**.2582**	**31.5**	**12.9**	**17.0**	**18.8**	**25.2**	**217.9**

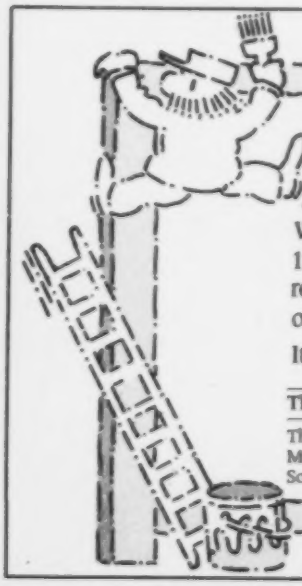
RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**3,176,504**	**396,777**	**248,822**	**434,822**	**152,255**	**713,941**	**102,935**
New Castle	2,648,031	494,549	205,008	407,643	135,054	591,713	87,965
• Wilmington	479,079	44,522	45,053	16,192	21,801	142,477	28,861
Cecil, Md.	*303,775*	*54,512*	*24,423*	*14,635*	*6,346*	*70,629*	*6,891*
Salem, N. J.	*224,690*	*47,716*	*19,391*	*12,544*	*10,855*	*51,599*	*8,079*
SUBURBAN TOTAL	2,697,425	552,255	203,769	418,630	130,454	571,464	74,074
OTHER COUNTIES							
Kent	625,170	113,587	43,685	92,445	17,631	155,236	16,941
Sussex	608,375	157,521	67,734	42,855	30,734	85,706	22,492
TOTAL METRO COUNTIES	**2,648,031**	**494,549**	**205,008**	**407,643**	**135,054**	**591,713**	**87,965**
TOTAL STATE	**3,881,576**	**735,657**	**316,427**	**542,943**	**183,419**	**832,655**	**127,398**

DEL. S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984							S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hhld. EBI	% of Hhlds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hhld. EBI	% of Hhlds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**6,424,554**	**30,873**	**17.4**	**27.9**	**23.2**	**19.1**	**.2466**	**OTHER COUNTIES**							
New Castle	4,919,054	31,210	17.0	27.7	23.1	19.8	.1906	Kent	999,063	24,355	24.7	31.2	19.5	9.3	.0427
• Wilmington	661,184	19,331	26.1	25.3	14.2	9.1	.0297	Sussex	978,876	21,951	26.7	32.2	16.0	7.0	.0420
Cecil, Md.	*631,729*	*26,603*	*21.0*	*34.9*	*21.3*	*9.3*	*.0247*								
Salem, N. J.	*873,775*	*34,521*	*16.5*	*22.9*	*25.6*	*23.7*	*.0277*	**TOTAL METRO COUNTIES**	**4,919,054**	**31,210**	**17.0**	**27.7**	**23.1**	**19.8**	**.1906**
SUBURBAN TOTAL	5,763,370	32,633	15.9	28.5	24.7	20.7	.2133	**TOTAL STATE**	**6,896,993**	**28,023**	**19.9**	**29.2**	**21.2**	**15.8**	**.2753**

DISTRICT OF COLUMBIA

D.C. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,425.9**	**1.4378**	**31.3**	**11.9**	**20.4**	**21.7**	**20.7**	**1,361.6**	**22,858,033**	**4,301,898**	**2,302,682**	**2,859,661**	**1,353,419**	**5,238,319**	**813,380**
District of Columbia	618.1	.2594	32.6	13.8	20.2	18.4	26.8	298.1	3,023,586	520,038	653,950	280,114	172,599	173,793	146,604
• Washington	618.1	.2594	32.6	13.8	20.2	18.4	26.8	250.1	3,023,586	520,038	653,950	280,114	172,599	173,793	146,604
Calvert, Md.	*41.0*	*.0172*	*30.3*	*9.2*	*18.6*	*20.1*	*21.2*	*13.2*	*101,011*	*32,310*	*13,072*	*4,321*	*1,851*	*14,224*	*3,873*
Charles, Md.	*84.3*	*.0354*	*28.4*	*10.5*	*18.2*	*22.4*	*15.6*	*25.6*	*297,984*	*81,328*	*23,842*	*11,328*	*9,615*	*59,833*	*36,727*
Frederick, Md.	*129.1*	*.0542*	*30.8*	*11.2*	*19.1*	*20.2*	*21.7*	*43.0*	*697,809*	*152,172*	*58,866*	*93,399*	*26,728*	*155,725*	*15,147*
• Frederick	*32.5*	*.0136*	*31.7*	*13.8*	*20.2*	*15.2*	*28.1*	*12.6*	*486,002*	*122,268*	*37,656*	*77,247*	*18,661*	*104,136*	*10,924*
Montgomery, Md.	*615.0*	*.2581*	*33.4*	*10.1*	*18.4*	*22.4*	*24.5*	*228.8*	*5,107,390*	*925,918*	*378,590*	*687,123*	*358,232*	*1,274,928*	*155,147*
Rockville	*45.2*	*.0190*	*31.3*	*11.0*	*18.8*	*23.0*	*20.0*	*15.5*	*638,813*	*116,599*	*54,511*	*40,974*	*68,576*	*180,216*	*12,961*
Prince George's, Md.	*671.9*	*.2820*	*29.2*	*14.2*	*20.6*	*21.0*	*17.0*	*235.2*	*4,784,137*	*977,299*	*386,668*	*639,376*	*241,231*	*1,153,178*	*151,887*
Alexandria city, Va.	*107.0*	*.0449*	*32.4*	*12.2*	*28.1*	*19.4*	*23.4*	*52.2*	*968,529*	*124,627*	*102,733*	*157,317*	*51,740*	*329,012*	*26,702*
Alexandria	*107.0*	*.0449*	*32.4*	*12.2*	*28.1*	*19.4*	*23.4*	*52.2*	*968,529*	*124,627*	*102,733*	*157,317*	*51,740*	*329,012*	*26,702*
Arlington, Va.	*152.2*	*.0638*	*33.3*	*13.7*	*25.9*	*19.0*	*26.6*	*71.7*	*1,052,830*	*183,001*	*136,353*	*80,287*	*59,533*	*362,116*	*53,411*
• Arlington	*152.2*	*.0638*	*33.3*	*13.7*	*25.9*	*19.0*	*26.6*	*71.7*	*1,052,830*	*183,001*	*136,353*	*80,287*	*59,533*	*362,116*	*53,411*
Fairfax, Va.	*668.4*	*.2805*	*31.5*	*10.0*	*19.8*	*25.5*	*17.6*	*236.6*	*4,384,937*	*828,257*	*365,598*	*615,163*	*306,718*	*1,009,009*	*146,738*
Fairfax city, Va.	*19.7*	*.0083*	*31.2*	*13.9*	*19.8*	*21.8*	*20.7*	*7.1*	*635,803*	*72,260*	*48,574*	*124,461*	*47,204*	*201,220*	*21,741*
Fairfax	*19.7*	*.0083*	*31.2*	*13.9*	*19.8*	*21.8*	*20.7*	*7.1*	*635,803*	*72,260*	*48,574*	*124,461*	*47,204*	*201,220*	*21,741*
Falls Church city, Va.	*9.1*	*.0038*	*36.6*	*9.1*	*20.9*	*20.8*	*31.8*	*4.2*	*247,418*	*24,865*	*14,763*	*51,792*	*10,151*	*97,333*	*6,994*
Falls Church	*9.1*	*.0038*	*36.6*	*9.1*	*20.9*	*20.8*	*31.8*	*4.2*	*247,418*	*24,865*	*14,763*	*51,792*	*10,151*	*97,333*	*6,994*
Loudoun, Va.	*66.4*	*.0279*	*30.6*	*8.7*	*19.9*	*24.1*	*17.1*	*21.8*	*315,584*	*108,503*	*18,728*	*14,002*	*15,581*	*55,785*	*16,073*
Manassas city, Va.	*17.1*	*.0072*	*28.4*	*11.3*	*23.7*	*19.5*	*14.8*	*5.7*	*240,465*	*47,127*	*14,944*	*14,068*	*6,354*	*102,676*	*4,290*
Manassas	*17.1*	*.0072*	*28.4*	*11.3*	*23.7*	*19.5*	*14.8*	*5.7*	*240,465*	*47,127*	*14,944*	*14,068*	*6,354*	*102,676*	*4,290*
Manassas Park city, Va.	*6.7*	*.0028*	*25.3*	*13.3*	*21.1*	*18.7*	*10.8*	*2.0*	*14,117*	*7,126*	*1,051*		*644*	*2,479*	*1,117*
Manassas Park	*6.7*	*.0028*	*25.3*	*13.3*	*21.1*	*18.7*	*10.8*	*2.0*	*14,117*	*7,126*	*1,051*		*644*	*2,479*	*1,117*
Prince William, Va.	*170.9*	*.0717*	*27.4*	*11.3*	*21.9*	*24.0*	*9.3*	*49.8*	*830,502*	*163,473*	*69,190*	*74,553*	*44,246*	*212,494*	*26,018*
Stafford, Va.	*49.0*	*.0206*	*29.3*	*11.0*	*19.0*	*22.7*	*16.4*	*14.6*	*155,931*	*53,594*	*15,754*	*10,357*	*992*	*24,514*	*911*
SUBURBAN TOTAL	2,623.1	1.1010	30.8	11.5	20.1	22.8	18.8	927.2	18,295,615	3,476,591	1,474,723	2,422,013	1,102,526	4,588,274	602,441
TOTAL METRO COUNTIES	**618.1**	**.2594**	**32.6**	**13.8**	**20.2**	**18.4**	**26.8**	**250.1**	**3,023,586**	**520,038**	**653,950**	**280,114**	**172,599**	**173,793**	**146,604**
TOTAL STATE	**618.1**	**.2594**	**32.6**	**13.8**	**20.2**	**18.4**	**26.8**	**250.1**	**3,023,586**	**520,038**	**653,950**	**280,114**	**172,599**	**173,793**	**146,604**



People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It includes 42% of Maryland's buying income and 33% of Virginia's.
Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

D.C. S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984							S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**98,510,907**	**36,080**	**13.6**	**26.2**	**25.6**	**28.8**	**1.7965**	*Fairfax city, Va.*	*329,026*	*43,214*	*9.5*	*23.0*	*22.6*	*40.3*	*.0226*
District of Columbia	8,761,998	27,925	18.6	26.9	17.1	21.3	.2919	*Fairfax*	*329,026*	*43,214*	*9.5*	*23.0*	*22.6*	*40.3*	*.0226*
• Washington	8,761,998	27,825	18.6	26.9	17.1	21.3	.2919	*Falls Church city, Va.*	*187,903*	*40,458*	*11.0*	*24.3*	*23.1*	*37.1*	*.0102*
Calvert, Md.	*390,769*	*38,738*	*18.4*	*33.1*	*23.7*	*11.8*	*.0133*	*Falls Church*	*187,903*	*40,458*	*11.0*	*24.3*	*23.1*	*37.1*	*.0102*
Charles, Md.	*827,830*	*32,019*	*14.9*	*31.5*	*29.3*	*13.6*	*.0300*	*Loudoun, Va.*	*774,779*	*33,409*	*14.1*	*29.9*	*27.3*	*19.4*	*.0279*
Frederick, Md.	*1,303,443*	*28,445*	*19.6*	*33.6*	*23.7*	*11.4*	*.0523*	*Manassas city, Va.*	*210,895*	*36,411*	*12.9*	*27.8*	*33.7*	*19.3*	*.0110*
• Frederick	338,212	24,328	23.3	33.7	19.2	7.7	.0205	*Manassas*	*210,895*	*36,411*	*12.9*	*27.8*	*33.7*	*19.3*	*.0110*
Montgomery, Md.	*10,295,320*	*41,385*	*11.0*	*23.2*	*22.8*	*37.2*	*.3696*	*Manassas Park city, Va.*	*53,312*	*26,557*	*16.7*	*52.5*	*18.1*	*3.0*	*.0020*
Rockville	655,591	40,357	10.7	22.8	25.6	33.5	.0313	*Manassas Park*	*53,312*	*26,557*	*16.7*	*52.5*	*18.1*	*3.0*	*.0020*
Prince George's, Md.	*8,424,936*	*33,332*	*15.3*	*30.5*	*25.5*	*21.2*	*.3306*	*Prince William, Va.*	*1,993,656*	*38,968*	*10.5*	*25.9*	*32.5*	*26.3*	*.0723*
Alexandria city, Va.	*2,021,273*	*33,763*	*14.1*	*30.2*	*21.7*	*26.0*	*.0705*	*Stafford, Va.*	*507,750*	*32,464*	*16.3*	*31.6*	*27.0*	*16.9*	*.0178*
Alexandria	2,021,273	33,763	14.1	30.2	21.7	26.0	.0705	SUBURBAN TOTAL	30,391,767	30,146	12.1	25.9	24.9	30.8	1.3884
Arlington, Va.	*3,018,930*	*36,611*	*13.5*	*27.0*	*20.5*	*32.0*	*.0957*								
• Arlington	3,018,930	36,611	13.5	27.0	20.5	32.0	.0957	**TOTAL METRO COUNTIES**	**8,761,998**	**27,825**	**18.6**	**26.9**	**17.1**	**21.3**	**.2919**
Fairfax, Va.	*11,409,079*	*45,976*	*8.3*	*20.2*	*24.0*	*43.5*	*.3790*	**TOTAL STATE**	**8,761,998**	**27,825**	**18.6**	**26.9**	**17.1**	**21.3**	**.2919**

FLORIDA

FLA. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**173.6**	**.0729**	**44.9**	**8.1**	**12.6**	**14.1**	**45.9**	**72.9**	**1,108,296**	**224,777**	**106,036**	**114,793**	**56,832**	**336,814**	**36,666**
Manatee	173.6	.0729	44.9	8.1	12.6	14.1	45.9	72.9	1,108,295	224,777	106,026	114,793	56,832	336,814	36,666
• Bradenton	36.6	.0154	42.8	8.9	13.4	13.3	44.3	15.1	340,203	66,909	13,279	9,541	17,534	154,276	11,300
SUBURBAN TOTAL	137.0	.0575	45.6	7.9	12.4	14.5	46.3	57.8	768,092	157,868	87,747	105,252	39,298	182,538	25,366
DAYTONA BEACH	**380.7**	**.1283**	**41.2**	**10.5**	**13.2**	**15.1**	**41.6**	**127.8**	**1,825,309**	**400,896**	**202,531**	**204,501**	**95,090**	**417,939**	**79,297**
Volusia	305.7	.1283	41.2	10.5	13.2	15.1	41.6	127.8	1,825,309	400,896	202,531	204,501	95,090	417,939	79,297
• Daytona Beach	57.2	.0240	35.9	15.8	13.7	13.0	37.9	24.8	721,761	93,810	76,927	136,569	38,020	219,746	24,912
SUBURBAN TOTAL	248.5	.1043	42.3	9.3	13.1	15.6	42.4	103.0	1,103,548	307,086	125,604	67,932	57,070	198,193	54,385
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,142.0**	**.4793**	**40.2**	**9.0**	**15.3**	**16.9**	**39.6**	**478.3**	**8,124,536**	**1,408,478**	**891,002**	**841,158**	**513,763**	**2,402,153**	**268,865**
Broward	1,142.0	.4793	40.2	9.0	15.3	16.9	39.6	478.3	8,124,536	1,408,478	891,002	841,158	513,763	2,402,153	268,865
• Fort Lauderdale	154.6	.0649	37.8	11.1	17.7	16.8	36.6	69.9	2,051,512	226,294	277,469	138,011	110,944	846,871	50,553
• Hollywood	124.2	.0521	43.7	8.5	13.1	16.9	43.4	53.2	1,218,609	171,898	89,113	182,810	82,583	428,930	38,899
Plantation	53.8	.0226	37.1	8.3	13.6	24.4	29.4	19.0	584,580	98,029	45,121	165,272	21,967	113,175	11,900
• Pompano Beach	67.7	.0284	51.3	8.7	12.0	14.1	51.4	32.0	753,611	86,406	39,790	97,248	51,057	287,576	27,802
SUBURBAN TOTAL	795.5	.3339	39.4	8.7	15.5	17.0	38.5	323.2	4,100,804	923,880	484,625	423,089	269,179	838,776	151,611
FORT MYERS - CAPE CORAL	**256.3**	**.1076**	**42.4**	**8.4**	**13.1**	**15.3**	**42.9**	**106.5**	**1,700,861**	**361,057**	**149,871**	**199,414**	**125,320**	**399,880**	**68,098**
Lee	256.3	.1076	42.4	8.4	13.1	15.3	42.9	106.5	1,700,861	361,057	149,871	199,414	125,320	399,880	68,098
• Cape Coral	45.0	.0189	50.1	6.3	11.2	15.2	50.1	18.9	168,206	53,129	11,872	12,099	13,422	9,341	11,617
• Fort Myers	38.0	.0159	32.6	12.3	15.7	15.5	30.8	15.5	848,036	145,206	52,975	134,145	54,233	278,423	25,957
SUBURBAN TOTAL	173.3	.0728	43.1	8.1	13.1	15.4	43.5	72.1	684,619	162,722	85,024	53,170	57,673	112,124	30,494

TEST US!

DAYTONA BEACH NEWS-JOURNAL

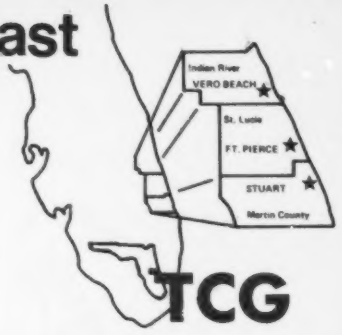
GET COMPLETE COVERAGE OF THE ORLANDO/DAYTONA BEACH ADI.

Receive 81% Metro Market Penetration

BUY THE DAYTONA BEACH NEWS-JOURNAL

Represented Nationally By: Sawyer-Ferguson-Walker Company, Inc.

Discover Florida's Treasure Coast ...a market rich in sales!



● $2.7-billion EBI ● $1.6-billion in Retail Sales

Population in the Ft. Pierce/Stuart metro area (St. Lucie and Martin counties) is expected to grow 26% from 1983 to 1988, and retail sales a cash-register-ringing 78%. Neighboring Indian River County is keeping pace.

That's Florida's Treasure Coast. Big market today. Bigger market tomorrow.

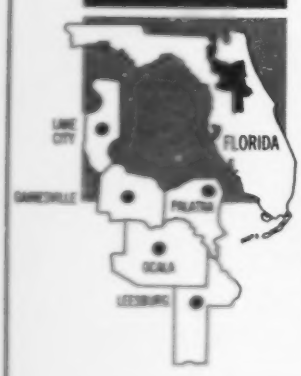
The Treasure Coast Group of newspapers reaches nearly half of all households every weekday, and almost 3 in 5 on Sunday. No other newspaper buy reaches even 1 in 5 Treasure Coast households, any day.

Stuart News ● Vero Beach Press-Journal ● The News Tribune, Ft. Pierce/St. Lucie
Represented nationally by Story & Kelly-Smith, Inc.

FLA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT PIERCE	**193.2**	**.0811**	**38.9**	**9.4**	**14.0**	**15.4**	**38.9**	**76.9**	**1,176,187**	**257,689**	**80,490**	**102,024**	**70,450**	**322,177**	**37,943**
Martin	80.6	.0338	43.7	8.8	12.6	15.2	44.4	33.7	304,261	104,487	34,167	41,852	33,346	131,464	15,633
St. Lucie	112.6	.0473	35.5	9.8	15.0	15.7	34.8	43.2	671,926	153,202	46,323	60,172	37,104	190,713	22,310
* Fort Pierce	36.0	.0151	33.2	11.6	14.1	15.4	32.2	13.9	528,893	105,206	39,292	52,000	28,486	181,133	14,468
SUBURBAN TOTAL	157.2	.0660	40.2	8.9	13.9	15.5	40.3	63.0	647,294	152,483	41,198	50,024	41,964	141,044	23,475
FORT WALTON BEACH	**128.8**	**.0541**	**29.0**	**14.8**	**17.6**	**21.5**	**18.0**	**46.1**	**774,154**	**133,717**	**82,957**	**106,481**	**50,747**	**190,406**	**19,102**
Okaloosa	128.8	.0541	29.0	14.8	17.6	21.5	18.0	46.1	774,154	133,717	82,957	106,481	50,747	190,406	19,102
* Fort Walton Beach	22.0	.0092	32.1	12.3	14.4	23.8	22.0	7.9	385,737	52,588	41,285	35,230	28,930	137,736	5,214
SUBURBAN TOTAL	106.8	.0449	28.1	15.4	18.2	21.0	17.2	38.2	388,417	81,129	41,672	71,251	21,817	52,670	13,888
GAINESVILLE	**191.1**	**.0802**	**27.1**	**22.9**	**20.9**	**15.6**	**18.0**	**70.3**	**1,095,615**	**249,439**	**113,125**	**133,282**	**47,435**	**259,716**	**24,505**
Alachua	168.5	.0707	26.6	24.6	21.4	15.0	17.0	63.1	1,009,695	220,147	106,564	126,962	42,522	245,393	21,269
* Gainesville	83.3	.0350	25.6	28.7	21.3	13.5	16.5	30.1	706,580	151,348	66,010	57,893	31,008	229,907	13,960
Bradford	22.6	.0095	32.1	10.5	18.2	19.6	25.2	7.2	85,920	29,292	6,561	6,320	4,913	14,323	3,236
SUBURBAN TOTAL	107.8	.0452	28.4	18.5	20.6	17.2	19.2	40.2	389,035	98,091	47,115	75,389	16,427	29,809	10,545
JACKSONVILLE	**789.1**	**.3312**	**30.8**	**12.5**	**18.1**	**18.5**	**23.9**	**292.4**	**4,567,174**	**831,534**	**428,227**	**460,867**	**198,123**	**1,253,318**	**163,530**
City	84.2	.0353	30.5	9.1	17.3	23.4	18.8	26.2	347,560	55,134	29,009	77,431	16,840	73,638	6,763

TOP 100 SALES POWER/CENTRAL FLORIDA GOLDEN MARKETS



CENTRAL FLORIDA GOLDEN MARKETS GROUP CONSISTS OF 5 NEW YORK TIMES NEWSPAPERS: GAINESVILLE SUN, OCALA STAR-BANNER, PALATKA DAILY NEWS, LAKE CITY REPORTER AND LEESBURG COMMERCIAL. THE COMBINED MARKET RANKS EFFECTIVELY IN THE TOP 100 U.S. METRO MARKETS AND IS OVER TWICE AS LARGE AS DAYTONA BEACH.

ONE AD RUN IN THE C.F.G.M. GROUP WILL REACH 1 OF 2 HOUSEHOLDS IN A MARKET THAT GROSSED $3.2-BILLION IN TOTAL RETAIL SALES IN 1984. THE 5-CONTIGUOUS-COUNTY MARKET CAN BE BOUGHT AT A DISCOUNT THROUGH A ONE-ORDER, ONE-BILL SYSTEM.

CENTRAL FLORIDA GOLDEN MARKETS GROUP			
ESTIMATED BUYING INCOME	$5.0-BILLION	FOOD SALES	$680-MILLION
TOTAL RETAIL SALES	$3.2-BILLION	EATING & DRINKING PLACES	$253-MILLION
GENERAL MERCHANDISE	$346-MILLION	FURNITURE/FURNISH./APPL.	$147-MILLION
AUTO SALES	$760-MILLION	DRUG SALES	$92-MILLION

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Branham Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708
and,
Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

Gainesville Sun
904-378-1411
Ocala Star-Banner
904-629-0011
Palatka Daily News
904-328-2721
Lake City Reporter
904-752-1297
Leesburg Commercial
904-787-4515

The Florida Times-Union

Jacksonville Journal

Serving

FLORIDA'S FIRST COAST

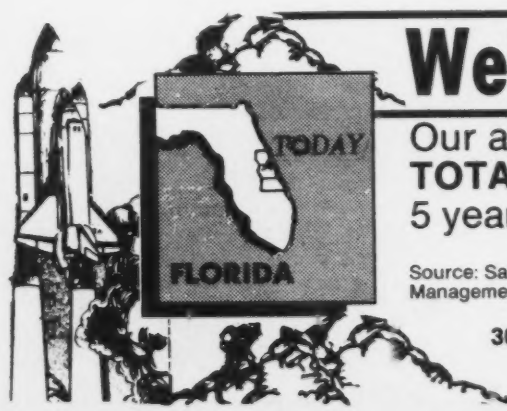
BAKER CLAY DUVAL NASSAU ST. JOHNS

With over 100 years of journalistic history, the Florida Times-Union and Jacksonville Journal share in the rich heritage of Florida's First Coast. Our two daily newspapers represent the greatest advertising reach in the Jacksonville market, 63% of the adults in this five-county area. That's almost four times as many as are tuned to the best watched television station during prime time; seven times what the most popular radio station can deliver in drive time. And our newspaper's penetration is strongest among the financially active market segments with the most purchasing power.

Source: Beldem CMS, '82

Florida Publishing Company, One Riverside Ave., Jacksonville, Fla. 32202 904/359-4350 Represented Nationally by Branham Newspaper Sales

FLA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Duval	600.9	.2522	30.5	13.4	18.4	17.8	23.9	228.2	3,740,013	674,642	338,983	349,968	168,038	1,072,681	142,237
• Jacksonville	568.4	.2385	30.4	13.4	18.4	17.7	23.8	214.8	3,525,413	612,974	308,322	339,208	162,437	1,032,868	131,773
Nassau	39.0	.0164	30.2	10.4	16.9	20.7	21.1	13.3	161,289	35,591	15,910	11,234	4,100	24,688	3,764
St. Johns	65.0	.0273	34.9	10.4	15.1	17.6	32.3	24.7	318,312	66,167	44,325	22,234	9,125	82,311	10,766
SUBURBAN TOTAL	220.7	.0927	31.8	10.3	16.8	20.5	24.2	77.6	1,041,761	218,560	119,905	121,659	35,686	220,450	31,757
LAKELAND - WINTER HAVEN	**357.2**	**.1499**	**33.8**	**11.0**	**15.5**	**18.1**	**30.1**	**130.9**	**1,915,592**	**450,176**	**154,249**	**227,681**	**65,180**	**524,782**	**55,608**
Polk	357.2	.1499	33.8	11.0	15.5	18.1	30.1	130.9	1,915,592	450,176	154,249	227,681	65,180	524,782	55,608
• Lakeland	54.6	.0229	34.9	13.7	15.2	14.9	34.9	22.8	671,601	127,743	54,658	102,949	20,069	203,663	16,679
• Winter Haven	22.0	.0092	38.4	10.6	14.3	15.7	38.0	9.4	375,324	75,325	35,174	60,875	13,188	103,872	11,881
SUBURBAN TOTAL	280.6	.1178	33.3	10.5	15.6	18.9	28.5	98.7	868,667	247,108	64,417	63,857	31,923	217,247	27,048
MELBOURNE - TITUSVILLE - PALM BAY	**330.0**	**.1385**	**35.9**	**11.5**	**14.2**	**19.7**	**31.4**	**131.1**	**1,881,098**	**341,792**	**172,054**	**260,545**	**84,554**	**505,824**	**98,675**
Brevard	330.0	.1385	35.9	11.5	14.2	19.7	31.4	131.1	1,881,098	341,792	172,054	260,545	84,554	505,824	98,675



We're Skyrocketing!

Our affluent market is taking off: **TOTAL EBI UP 97%** in the last 5 years!*

Source: Sales & Marketing Management

TODAY
Florida's Space Age Newspaper

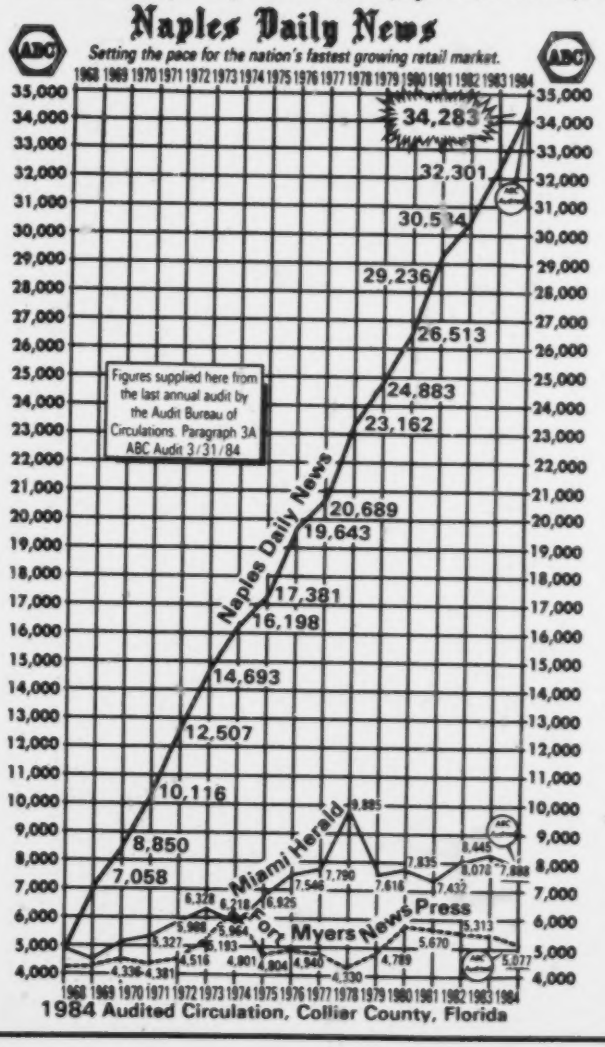
308 Forrest Ave., Cocoa, FL 32922 (305) 632-8700
Bill Hill, National Ad. Mgr.
Represented nationally by Gannett Media Sales

FLA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Melbourne	53.1	.0223	34.6	13.8	14.4	17.6	31.9	21.3	589,605	99,000	41,067	91,337	25,386	204,706	14,787
• Palm Bay	35.6	.0149	33.6	11.4	17.7	16.9	30.7	14.3	104,491	26,002	10,397	12,363	4,973	3,393	22,843
• Titusville	38.0	.0159	37.0	10.6	12.5	20.9	32.0	14.8	240,716	56,018	23,518	36,992	6,741	52,191	11,681
SUBURBAN TOTAL	203.3	.0854	36.4	11.1	13.8	20.7	31.2	80.7	946,286	180,772	97,072	119,853	47,454	245,534	49,364
MIAMI - HIALEAH	**1,755.9**	**.7370**	**36.2**	**10.5**	**15.6**	**19.4**	**32.3**	**651.0**	**11,979,377**	**1,958,688**	**1,054,545**	**1,382,480**	**650,324**	**3,235,318**	**477,929**
Dade	1,755.9	.7370	36.2	10.5	15.6	19.4	32.3	651.0	11,979,377	1,958,688	1,054,545	1,382,480	650,324	3,235,318	477,929
Coral Gables	42.3	.0178	37.7	16.4	14.4	17.4	36.0	15.8	428,815	51,053	39,034	12,399	27,947	166,605	12,040
• Hialeah	165.7	.0695	37.5	11.4	12.4	23.1	30.7	54.6	1,119,290	222,444	68,068	225,017	58,959	170,293	49,771
• Miami	384.5	.1614	39.0	10.3	14.5	19.7	35.7	147.3	3,419,386	434,696	294,293	342,691	216,530	1,022,212	126,319
• Miami Beach	98.0	.0411	65.7	4.7	7.6	10.7	69.1	56.2	464,017	104,363	75,674	28,368	11,847	42,516	48,693
North Miami	43.6	.0183	41.2	10.3	17.4	16.6	40.7	19.8	355,416	94,783	36,851	1,926	30,420	83,718	20,611
SUBURBAN TOTAL	1,107.7	.4650	33.6	10.9	17.2	19.6	28.0	392.9	6,976,684	1,197,185	616,510	786,404	362,688	2,000,297	253,146
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,897.9***	***1.2163***	***37.7***	***9.9***	***15.5***	***18.4***	***35.1***	***1,129.3***	***20,103,913***	***3,367,166***	***1,945,547***	***2,223,638***	***1,164,087***	***5,637,471***	***746,794***
NAPLES	**112.5**	**.0472**	**39.5**	**9.1**	**14.1**	**16.5**	**38.9**	**46.3**	**904,525**	**190,387**	**85,676**	**73,392**	**78,306**	**208,466**	**31,018**
Collier	112.5	.0472	39.5	9.1	14.1	16.5	38.9	46.3	904,525	190,387	85,676	73,392	78,306	208,466	31,018
• Naples	19.4	.0081	57.6	5.7	8.1	13.6	59.8	9.3	547,301	127,268	56,318	63,595	47,987	92,594	21,180
SUBURBAN TOTAL	93.1	.0391	36.3	9.8	15.3	17.1	34.6	37.0	357,224	63,119	29,358	9,797	30,319	115,872	9,838
OCALA	**159.7**	**.0670**	**37.5**	**8.8**	**13.7**	**16.9**	**36.2**	**61.5**	**983,390**	**201,726**	**64,967**	**111,732**	**52,513**	**209,492**	**31,405**
Marion	159.7	.0670	37.5	8.8	13.7	16.9	36.2	61.5	983,390	201,726	64,967	111,732	52,513	209,492	31,405
• Ocala	43.5	.0183	33.9	10.1	13.9	17.0	31.4	16.4	743,517	125,528	50,764	100,830	44,775	173,717	22,383
SUBURBAN TOTAL	116.2	.0487	39.0	8.4	13.7	16.8	37.9	45.1	239,873	76,198	14,203	10,902	7,738	35,775	9,022

THE NATION'S *FASTEST* GROWING METRO MARKET...

*1984 Sales Marketing Management Survey of Buying Power, October 29, 1984.

NAPLES FLORIDA!



NOW WE'RE AN MSA!

This Naples, Florida market exceeding 100,000 population is a better buy than ever. With 96% penetration of our primary market Sunday and 80% daily*, the Naples Daily News offers dominant coverage of this exciting, high income market with virtually no overlap in demographics or circulation. *FAS—FAX 3/31/84

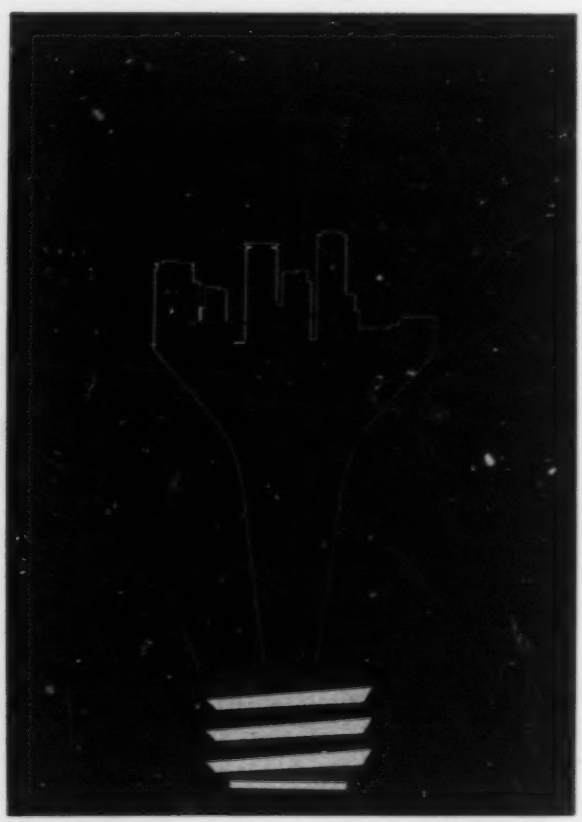
For a copy of our latest market brief, "The Affluent Market," send us your business card today.

(813) 263-4730

Naples Daily News

1075 Central Ave. Naples, Fl 33940

FLA. (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ORLANDO	**836.5**	**.3510**	**32.1**	**13.6**	**17.0**	**18.9**	**26.1**	**310.4**	**5,665,310**	**1,040,223**	**592,987**	**632,939**	**265,600**	**1,619,382**	**132,209**
Orange	536.3	.2250	31.4	14.2	17.2	18.0	25.7	201.1	3,858,664	680,036	407,328	404,411	171,425	1,179,906	88,981
* Orlando	138.5	.0581	30.6	17.9	17.3	15.1	27.3	53.3	1,601,805	210,327	159,994	220,815	79,426	559,369	29,722
Osceola	71.9	.0302	36.5	10.0	14.1	17.5	34.3	27.5	497,816	106,329	67,757	34,767	18,241	140,051	13,452
Seminole	228.3	.0958	32.6	9.6	17.5	21.2	24.6	81.8	1,308,830	253,858	117,862	193,761	75,934	299,425	29,776
SUBURBAN TOTAL	698.0	.2929	32.4	11.5	17.0	19.6	25.9	237.1	4,063,505	829,896	432,993	412,124	186,174	1,060,013	102,487
PANAMA CITY	**109.8**	**.0461**	**31.2**	**12.4**	**16.8**	**19.4**	**24.2**	**41.0**	**699,715**	**106,560**	**90,948**	**84,392**	**33,285**	**205,783**	**19,536**
Bay	109.8	.0461	31.2	12.4	16.8	19.4	24.2	41.0	699,715	106,560	90,948	84,392	33,285	205,783	19,536
* Panama City	34.1	.0143	32.8	11.8	15.9	16.4	30.1	13.8	496,562	55,665	42,486	66,544	26,259	181,041	13,362
SUBURBAN TOTAL	75.7	.0318	30.5	12.7	17.2	20.7	21.5	27.2	203,153	50,895	48,462	17,848	7,026	24,742	6,174
PENSACOLA	**330.3**	**.1343**	**30.3**	**13.5**	**17.2**	**19.1**	**22.7**	**115.3**	**1,675,803**	**353,344**	**157,877**	**239,438**	**78,273**	**423,270**	**39,235**
Escambia	233.8	.1073	30.4	13.8	17.2	18.7	23.3	92.7	1,457,111	288,200	141,003	237,334	70,569	375,897	31,322
* Pensacola	62.0	.0260	33.6	11.2	16.0	17.5	30.3	24.3	514,603	65,969	47,081	58,354	23,149	224,562	10,795
Santa Rosa	64.5	.0270	29.9	12.3	17.3	20.9	20.3	22.6	218,692	65,144	16,874	22,094	7,704	47,373	7,913
SUBURBAN TOTAL	238.3	.1083	29.5	14.0	17.5	19.5	20.9	91.0	1,161,200	287,375	110,796	201,074	55,124	198,708	28,440
SARASOTA	**241.6**	**.1014**	**51.0**	**7.4**	**11.6**	**14.1**	**50.8**	**108.9**	**1,800,962**	**336,482**	**173,166**	**199,949**	**143,946**	**441,254**	**72,766**
Sarasota	241.6	.1014	51.0	7.4	11.6	14.1	50.8	108.9	1,800,962	336,482	173,166	199,949	143,946	441,254	72,766
* Sarasota	52.6	.0221	42.8	10.8	14.2	13.9	43.8	23.8	676,658	120,900	86,115	65,568	49,208	122,312	34,250
SUBURBAN TOTAL	189.0	.0793	53.1	6.4	11.0	14.1	52.9	85.1	1,124,304	215,582	87,051	134,381	94,738	318,942	38,516
TALLAHASSEE	**207.9**	**.0872**	**27.9**	**18.7**	**20.1**	**16.7**	**19.1**	**75.8**	**1,114,424**	**231,297**	**113,926**	**179,957**	**68,877**	**198,768**	**26,778**
Gadsden	42.3	.0178	29.9	10.9	15.3	16.1	26.1	12.9	101,981	32,372	4,808	9,487	3,528	20,989	3,319
Leon	165.6	.0695	27.5	20.7	21.4	16.9	17.2	62.9	1,012,443	198,925	109,116	170,450	65,349	177,779	23,459
* Tallahassee	114.5	.0481	26.3	27.4	20.4	13.8	18.4	44.4	827,446	155,388	95,304	162,397	52,038	129,923	16,285
SUBURBAN TOTAL	93.4	.0392	30.0	8.1	19.5	20.3	20.0	31.4	286,978	75,909	18,620	17,540	16,839	68,845	10,493
TAMPA - ST. PETERSBURG - CLEARWATER	**1,837.4**	**.7711**	**40.0**	**9.5**	**14.2**	**16.0**	**39.7**	**783.2**	**10,949,718**	**2,354,277**	**1,082,623**	**1,295,837**	**634,094**	**2,748,411**	**337,182**
Hernando	64.8	.0272	48.5	6.9	10.3	14.4	48.8	26.8	241,605	79,165	14,934	19,534	10,695	50,867	11,471
Hillsborough	723.2	.3035	32.1	12.4	17.5	18.6	26.2	274.5	4,642,773	978,167	440,353	549,500	245,816	1,212,020	129,237
* Tampa	276.7	.1161	33.8	12.3	16.3	16.5	31.5	111.4	2,634,786	415,260	265,779	303,101	154,019	796,910	70,425
Pasco	240.3	.1009	54.1	6.6	9.9	12.9	53.5	101.5	1,059,994	266,694	78,185	111,697	32,771	234,588	41,098



HEALTHY GLOW

Positively charged with new growth, the Tampa Bay Market* is the most powerful market in Florida and ranks number one** in:

- Population
- Households
- Effective Buying Income
- New Construction
- General Merchandise Sales
- Food Sales
- Automotive Sales
- Liquor Sales

Tap into the power of this market by using The Tampa Tribune to reach your best prospects in terms of age, education, occupation, income and household size. Among weekday Tampa Tribune readers,***

- 52% are between 25 and 54 years of age
- 51% live in households of three persons or more
- 52% live in households with income of $25,000+
- 36% hold professional, managerial, proprietor or administrative positions
- 36% have some college or more

Give your profit column a jolt. Connect to this high intensity selling tool. Throw the switch and put your products or services in their best light. Contact Joe Gess, Tampa Tribune General Advertising Manager, P.O. Box 191, Tampa, FL 33601-4005 or dial (813) 272-7447.

THE TAMPA TRIBUNE

SERVING

TAMPA. AMERICA'S NEXT GREAT CITY

A Media General newspaper represented nationally by Sawyer-Ferguson-Walker Co.

* Comprised of Hillsborough, Pasco, Hernando and Pinellas Counties

** Sales & Marketing Management, Survey of Buying Power, 1984

*** Scarborough Newspaper Audience Study, 1983

Reflect on Florida's SUNCOAST

St. Petersburg- Tampa-Clearwater is Florida's population leader

Population growth mirrors economic growth.

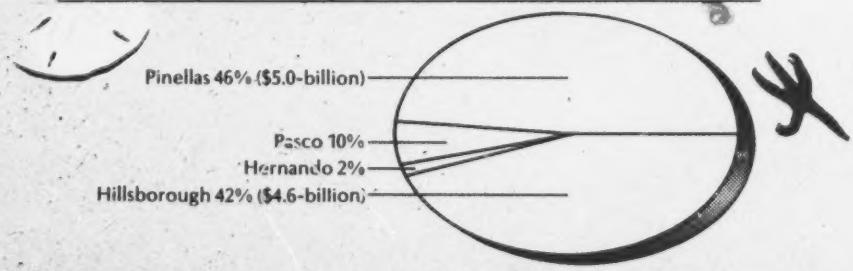
And few markets have recorded the kind of strides that have transformed the Suncoast into Florida's population leader. Today, more than 1.8-million residents make their home in St. Petersburg-Tampa-Clearwater metro area, the heart of the Suncoast. By 1989, Sales and Marketing Management predicts, another 219,300 will also move to our golden coast on the Gulf of Mexico.

Already, Suncoast retailers have seen the benefits; St. Petersburg-Tampa-Clearwater leads the state not merely in population, but also in households and effective buying income. And these successful metro area retailers have seen their sales grow by 65 % in just five years!

This growth comes shining through, too, in the circulation growth of the St. Petersburg Times and Evening Independent. . .with more than 305,300 daily . . .these newspapers reach more customers and influence more buying decisions than any other on the Suncoast.

Whether you're seeking new markets for your products, new audiences for your advertising, or even a new site for corporate expansion, you'll find opportunity reflected here. To see how, call a St. Petersburg Times and Evening Independent advertising sales representative today.

In St. Petersburg-Tampa-Clearwater, Florida's most populous metro area, Pinellas County (St. Petersburg) rang up the largest portion of retail sales



St. Petersburg Times
evening Independent

P.O.Box 1121 • St. Petersburg, FL 33731
General Advertising (813) 893-8249
Represented nationally by Story & Kelly-Smith, Inc.

FLA. (cont.)

SMRB ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Liberty	4.6	.0019	32.5	11.0	14.4	18.2	28.2	1.5
Madison	15.0	.0063	31.9	10.1	13.4	16.0	29.8	4.9
Monroe	69.1	.0290	36.7	11.3	18.3	18.0	34.1	30.3
Okeechobee	24.8	.0104	32.0	9.9	14.3	17.9	27.8	8.9
Putnam	57.6	.0242	35.6	9.3	13.5	16.6	34.1	21.5
Sumter	28.8	.0121	36.5	11.2	12.3	16.5	35.2	10.5
Suwannee	25.0	.0105	33.3	9.2	14.3	17.8	29.7	9.0
Taylor	17.5	.0074	31.9	10.5	15.4	17.4	27.9	6.4
Union	11.8	.0049	30.4	15.5	30.8	20.6	13.2	2.3
Wakulla	13.2	.0055	31.1	9.2	17.3	18.2	25.0	4.6
Walton	24.5	.0103	37.2	9.2	13.1	18.0	34.8	9.6
Washington	16.0	.0067	35.7	8.6	12.8	18.3	32.7	6.1
TOTAL METRO COUNTIES	**10,157.7**	**4.2631**	**36.3**	**10.8**	**15.4**	**17.3**	**34.2**	**4,005.4**
TOTAL STATE	**11,166.0**	**4.6861**	**36.4**	**10.6**	**15.2**	**17.3**	**34.5**	**4,393.0**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Liberty	7,023	3,600	351		395	250	163
Madison	52,491	15,403	2,635	5,581	2,432	6,999	5,068
Monroe	454,095	106,987	72,471	49,081	17,966	67,070	18,165
Okeechobee	130,766	44,511	14,067	10,531	4,305	16,436	5,967
Putnam	236,830	58,183	15,586	26,910	11,341	56,812	7,819
Sumter	123,287	30,412	10,782	5,538	1,807	8,001	3,385
Suwannee	105,531	33,679	5,422	7,155	4,470	28,259	8,407
Taylor	68,938	17,686	5,977	5,828	2,476	17,852	2,334
Union	16,375	4,374	692		87	2,468	768
Wakulla	18,828	8,397	3,214	1,384	1,198	1,960	225
Walton	74,418	24,135	4,399	6,211	2,798	11,822	1,966
Washington	45,483	17,196	5,594	5,452	1,038	1,458	2,535
TOTAL METRO COUNTIES	**65,057,754**	**12,421,344**	**6,298,539**	**7,434,865**	**3,642,552**	**17,238,688**	**2,199,458**
TOTAL STATE	**69,550,635**	**13,610,546**	**6,667,155**	**7,795,663**	**3,834,976**	**18,216,690**	**2,388,041**

FLA.

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRADENTON	**1,825,773**	**20,655**	**29.3**	**31.1**	**12.7**	**8.0**	**.0755**
Manatee	1,825,773	20,655	29.3	31.1	12.7	8.0	.0755
• Bradenton	362,404	19,719	27.9	29.6	12.6	7.0	.0180
SUBURBAN TOTAL	1,463,369	20,884	29.8	31.5	12.7	8.2	.0575
DAYTONA BEACH	**3,252,252**	**20,617**	**28.8**	**29.2**	**13.5**	**8.9**	**.1309**
Volusia	3,252,252	20,617	28.8	29.2	13.5	8.9	.1309
• Daytona Beach	548,757	17,155	29.4	25.8	10.6	6.3	.0322
SUBURBAN TOTAL	2,703,495	21,443	28.7	29.9	14.2	9.6	.0987
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**14,520,607**	**25,411**	**23.5**	**30.1**	**18.1**	**13.9**	**.5656**
Broward	14,520,607	25,411	23.5	30.1	18.1	13.9	.5656
• Fort Lauderdale	2,155,435	23,400	24.7	28.6	14.4	14.7	.1023
• Hollywood	1,576,473	23,936	24.3	28.3	16.5	13.7	.0692
Plantation	798,361	37,382	14.5	25.0	23.7	30.2	.0335
• Pompano Beach	1,009,201	25,833	22.6	30.1	17.5	15.7	.0427
SUBURBAN TOTAL	9,779,498	26,013	23.2	30.7	19.2	13.6	.3514
FORT MYERS - CAPE CORAL	**2,897,313**	**22,325**	**28.0**	**31.5**	**15.0**	**9.7**	**.1171**
Lee	2,897,313	22,325	28.0	31.5	15.0	9.7	.1171
• Cape Coral	560,280	25,865	24.6	33.5	20.4	11.0	.0185
• Fort Myers	364,254	18,215	29.8	27.9	10.6	6.9	.0299
SUBURBAN TOTAL	1,972,779	22,320	28.4	31.8	14.6	10.0	.0687
FORT PIERCE	**1,883,782**	**20,298**	**28.1**	**30.4**	**12.9**	**7.5**	**.0800**
Martin	885,642	21,604	27.1	30.7	14.0	9.3	.0355
St. Lucie	998,140	19,364	28.8	30.1	12.1	6.1	.0445
• Fort Pierce	271,818	15,089	29.1	24.1	8.4	4.5	.0205
SUBURBAN TOTAL	1,611,964	21,439	28.0	31.6	13.9	8.2	.0595

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FORT WALTON BEACH	**1,285,244**	**23,262**	**27.2**	**30.9**	**17.2**	**10.0**	**.0536**
Okaloosa	1,285,244	23,262	27.2	30.9	17.2	10.0	.0536
• Fort Walton Beach	238,664	26,236	23.4	30.5	19.7	13.3	.0154
SUBURBAN TOTAL	1,046,580	22,746	28.0	31.0	16.7	9.3	.0382
GAINESVILLE	**1,812,528**	**20,132**	**24.9**	**25.8**	**14.5**	**10.0**	**.0765**
Alachua	1,654,776	20,465	24.6	25.5	14.9	10.6	.0696
• Gainesville	822,558	20,724	24.9	25.4	14.6	11.5	.0393
Bradford	157,752	17,681	27.2	28.5	11.2	4.5	.0069
SUBURBAN TOTAL	989,970	19,722	25.0	26.1	14.4	8.8	.0372
JACKSONVILLE	**8,186,379**	**23,681**	**23.1**	**29.6**	**17.5**	**11.1**	**.2308**
Clay	784,453	27,493	20.5	30.6	22.6	12.3	.0303
Duval	6,387,746	23,460	23.0	29.4	17.2	11.1	.2609
• Jacksonville	5,982,626	23,376	23.0	29.3	17.3	10.9	.2454
Nassau	338,719	23,457	22.3	33.4	16.9	7.3	.0137
St. Johns	675,461	22,147	26.2	28.9	15.2	11.3	.0259
SUBURBAN TOTAL	2,203,753	24,533	23.0	30.6	18.1	11.5	.0854
LAKELAND - WINTER HAVEN	**3,257,937**	**20,517**	**27.7**	**31.2**	**13.3**	**6.8**	**.1376**
Polk	3,257,937	20,517	27.7	31.2	13.3	6.8	.1376
• Lakeland	547,388	19,318	27.8	29.1	12.6	6.6	.0307
• Winter Haven	222,775	18,746	28.9	27.1	12.2	7.7	.0149
SUBURBAN TOTAL	2,487,774	20,939	27.4	32.3	13.6	6.7	.0920
MELBOURNE - TITUSVILLE - PALM BAY	**3,410,429**	**22,791**	**26.6**	**31.7**	**17.4**	**7.7**	**.1374**
Brevard	3,410,429	22,791	26.6	31.7	17.4	7.7	.1374
• Melbourne	483,462	19,811	29.8	32.4	13.1	4.0	.0275
• Palm Bay	355,650	22,923	27.1	39.0	15.4	5.1	.0123

STYLE, SUBSTANCE & SALES POWER

THE TAMPA/ST. PETERSBURG/SARASOTA/LAKELAND MARKET IS AN ADVERTISER'S DREAM. IT'S A MAJOR BUSINESS, FINANCIAL AND CULTURAL CENTER, VACATION HOTSPOT AND AFFLUENT RETIREMENT COMMUNITY. FULL COVERAGE REQUIRES BUYING THE SARASOTA/ LAKELAND MARKET NOT REACHED BY TAMPA/ST. PETE NEWSPAPERS.

THE SARASOTA HERALD-TRIBUNE AND THE LEDGER (LAKELAND) PROVIDE COVERAGE OF THE 3RD AND 4TH LARGEST AND MOST AFFLUENT COUNTIES IN THE MARKET WHICH REPRESENTED $6.1-BILLION IN INCOME AND $3.7-BILLION IN RETAIL SALES IN 1984.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Story & Kelly-Smith, Inc.
New York 212-490-3775
Atlanta 404-257-1351
and,
Publishers Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S · O · U · T · H F · L · O · R · I · D · A

the Golden Gateway.

South Florida, famous for its Gold Coast. Land of golden sun and golden sand. But South Florida is so much more.

Metropolitan in scope.
Hemispheric in impact.

South Florida is the golden gateway of the Americas.

This gateway of opportunity is an international center of influence for transportation, finance, trade. A truly global community.

The facts tell the story. South Florida attracts more than three times its population in international and domestic visitors each year.

South Florida has the largest concentration of Edge Act corporations in the United States.

The Port of Miami continues its $250 million expansion program to handle more than two million passengers annually and to maintain South Florida's ranking as the busiest cruise port in the world.

Almost $1 billion in expansion programs are now underway in South Florida's airports.

The showcase of South Florida's well-developed transportation system is Metrorail — with more than 20 miles of elevated rapid transit now in service.

This major international market is sold by the one newspaper combination that reaches nearly seven out of 10 newspaper readers in all of South Florida. The combined daily circulation growth in 1983 and 1984 was one of the largest two-year gains in the last 25 years. And these record gains came where advertisers want them most, the primary market areas of Dade, Broward, Monroe, Palm Beach and The Treasure Coast counties.

Realize your full advertising potential in South Florida's dominant newspapers.

Opportunity awaits.

THE MIAMI HERALD
THE MIAMI NEWS
EL MIAMI HERALD

Represented nationally by
Knight-Ridder Newspaper Sales, Inc.

FLA. (cont.)
SMRB ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Titusville	373,623	22,368	24.9	30.1	17.8	7.4	.0160
SUBURBAN TOTAL	2,197,694	23,731	25.9	30.5	18.9	9.1	.0816
MIAMI - HIALEAH	**18,659,854**	**23,179**	**22.6**	**27.7**	**15.8**	**13.2**	**.7867**
Dade	18,659,854	23,179	22.6	27.7	15.8	13.2	.7867
Coral Gables	700,707	32,264	17.1	23.0	15.6	30.9	.0271
• Hialeah	1,412,869	23,448	23.5	33.0	17.1	8.3	.0672
• Miami	3,296,919	16,944	26.6	24.9	10.4	7.2	.1754
• Miami Beach	1,229,252	13,409	28.1	17.2	7.3	9.2	.0428
North Miami	552,256	23,320	25.4	31.2	15.7	11.0	.0226
SUBURBAN TOTAL	12,720,814	27,306	20.2	29.5	18.8	16.7	.5013
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***33,180,461***	***24,160***	***23.0***	***28.8***	***16.7***	***13.5***	***1.3523***
NAPLES	**1,294,023**	**21,493**	**26.6**	**29.6**	**12.4**	**11.7**	**.0555**
Collier	1,294,023	21,493	26.6	29.6	12.4	11.7	.0555
• Naples	371,635	29,158	21.0	26.0	16.2	24.9	.0215
SUBURBAN TOTAL	922,388	20,122	28.1	30.4	11.4	8.4	.0340

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

FLA. (cont.)

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OCALA	**1,321,710**	**17,286**	**32.8**	**28.0**	**8.5**	**5.3**	**.0619**
Marion	1,321,710	17,286	32.8	28.0	8.5	5.3	.0619
• Ocala	373,154	17,500	30.0	26.3	9.9	7.0	.0281
SUBURBAN TOTAL	948,556	17,218	33.8	28.7	8.0	4.6	.0338
ORLANDO	**8,934,824**	**24,226**	**24.1**	**30.8**	**17.4**	**11.7**	**.3747**
Orange	5,786,701	23,909	24.4	31.1	16.7	11.5	.2466
• Orlando	1,453,652	20,796	26.6	28.7	13.9	9.2	.0769
Osceola	613,749	18,753	31.7	30.3	11.0	5.1	.0294
Seminole	2,534,374	27,465	21.1	30.2	21.2	14.3	.0987
SUBURBAN TOTAL	7,481,171	24,949	23.7	31.2	18.2	12.2	.2978
PANAMA CITY	**867,732**	**17,550**	**31.6**	**28.4**	**10.2**	**4.4**	**.0423**
Bay	867,732	17,550	31.6	28.4	10.2	4.4	.0423
• Panama City	267,588	15,535	30.4	25.2	9.0	3.9	.0195
SUBURBAN TOTAL	600,144	18,457	32.3	30.0	10.8	4.6	.0228
PENSACOLA	**3,220,660**	**23,649**	**23.0**	**29.6**	**17.6**	**10.9**	**.1280**
Escambia	2,584,730	23,502	23.2	29.7	17.4	10.8	.1053
• Pensacola	684,090	23,238	21.8	27.2	16.7	12.9	.0304
Santa Rosa	635,930	24,259	22.1	29.7	18.2	11.4	.0227
SUBURBAN TOTAL	2,536,660	23,748	23.3	30.3	17.8	10.4	.0976
SARASOTA	**2,930,907**	**22,181**	**27.9**	**31.5**	**14.1**	**10.0**	**.1188**
Sarasota	2,930,907	22,181	27.9	31.5	14.1	10.0	.1188
• Sarasota	598,206	19,349	29.4	28.3	11.2	8.8	.0317
SUBURBAN TOTAL	2,332,701	22,941	27.4	32.5	14.9	10.4	.0871
TALLAHASSEE	**1,970,451**	**20,694**	**24.8**	**26.2**	**15.5**	**9.9**	**.0815**
Gadsden	232,487	14,674	29.1	24.5	8.1	2.6	.0105
Leon	1,737,964	22,255	23.9	26.5	17.0	11.4	.0710
• Tallahassee	1,147,331	19,467	25.4	24.3	13.6	11.0	.0510
SUBURBAN TOTAL	823,120	22,265	23.7	29.0	18.1	8.5	.0305
TAMPA - ST. PETERSBURG - CLEARWATER	**20,098,180**	**21,561**	**27.7**	**29.7**	**14.7**	**9.6**	**.7978**
Hernando	554,616	17,677	36.1	30.2	8.5	3.6	.0219
Hillsborough	7,639,924	23,554	23.4	29.5	17.4	11.0	.3165
• Tampa	2,786,352	19,795	26.2	27.3	13.8	8.4	.1383
Pasco	2,242,936	18,479	35.0	30.3	9.8	5.0	.0883
Pinellas	9,660,734	21,704	28.3	29.8	14.4	10.3	.3711
• Clearwater	1,265,273	23,441	27.5	29.3	16.2	12.6	.0642
Largo	769,039	22,196	29.7	33.2	15.2	8.2	.0280
• St. Petersburg	2,655,993	19,169	29.4	26.9	12.4	8.6	.1064
SUBURBAN TOTAL	13,390,562	22,268	27.7	30.9	15.2	9.8	.4889
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**9,734,823**	**26,579**	**21.7**	**28.9**	**18.3**	**16.6**	**.3668**
Palm Beach	9,734,823	26,579	21.7	28.9	18.3	16.6	.3668
• Boca Raton	1,028,832	34,692	15.5	26.6	20.8	28.6	.0370
• Delray Beach	626,952	26,164	22.1	29.8	17.6	16.5	.0298
• West Palm Beach	805,951	21,394	25.3	27.4	14.8	10.8	.0464
SUBURBAN TOTAL	7,273,088	26,545	21.8	29.2	18.6	16.1	.2536
OTHER COUNTIES							
Baker	115,987	19,834	29.2	34.9	10.9	3.7	.0045
Calhoun	58,801	13,906	30.2	22.9	7.8	2.1	.0028
Charlotte	810,557	19,598	32.4	29.7	12.3	6.8	.0315
Citrus	663,066	16,938	35.2	27.2	9.2	4.5	.0263
Columbia	314,160	18,981	26.5	30.3	12.5	4.6	.0144
De Soto	154,478	16,849	32.2	27.8	7.2	5.8	.0071
Dixie	61,413	14,782	32.8	21.8	7.3	5.3	.0027
Flagler	147,266	20,059	29.0	32.9	11.1	6.2	.0053
Franklin	53,974	14,337	30.4	23.9	8.4	3.3	.0022
Gilchrist	47,526	15,420	30.9	26.4	9.6	2.4	.0018
Glades	51,002	16,455	34.2	26.1	9.7	3.5	.0018
Gulf	77,898	18,618	23.6	30.4	13.7	3.4	.0030
Hamilton	59,566	15,531	28.0	25.8	8.2	3.2	.0027
Hardee	115,330	13,281	33.0	22.8	4.8	2.8	.0059
Hendry	173,360	20,512	25.2	31.8	12.2	7.1	.0079
Highlands	498,404	17,016	32.4	26.9	8.9	5.8	.0202
Holmes	110,996	14,983	29.1	26.3	7.2	3.3	.0042
Indian River	855,104	21,793	27.4	29.8	14.0	10.6	.0331
Jackson	281,598	15,635	29.2	25.9	8.4	4.0	.0123
Jefferson	76,672	14,879	28.7	22.7	9.5	5.6	.0034
Lafayette	28,756	15,750	30.2	27.4	6.5	3.7	.0011
Lake	1,195,818	19,131	32.2	28.8	11.3	7.3	.0492
Levy	176,968	16,267	32.1	26.6	8.0	4.0	.0071
Liberty	32,244	16,795	30.7	24.3	11.5	5.3	.0012
Madison	87,897	14,986	29.1	23.4	7.8	3.7	.0043
Monroe	805,845	20,849	28.6	28.7	13.4	10.3	.0320
Okeechobee	171,567	15,532	34.5	25.2	7.7	3.3	.0084
Putnam	499,944	18,703	27.4	27.3	12.7	6.9	.0200
Sumter	209,912	15,877	31.5	26.7	8.4	3.3	.0093
Suwannee	193,284	17,574	29.0	26.5	11.6	5.7	.0083
Taylor	150,280	18,829	23.4	24.7	15.0	8.2	.0060
Union	65,122	19,625	24.4	35.8	10.1	3.2	.0027
Wakulla	99,270	16,500	29.0	29.3	12.3	4.4	.0034
Walton	197,071	16,580	28.3	26.5	10.8	4.3	.0077
Washington	119,027	16,078	28.6	26.9	8.9	3.9	.0046
TOTAL METRO COUNTIES	**111,365,408**	**22,802**	**25.2**	**29.6**	**15.8**	**11.2**	**4.5190**
TOTAL STATE	**120,123,601**	**22,338**	**25.6**	**29.4**	**15.4**	**10.8**	**4.8774**

GEORGIA

GA.

SMSA ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBANY	**117.8**	**.0495**	**27.7**	**13.0**	**18.5**	**17.5**	**19.1**	**39.0**
Dougherty	103.3	.0434	27.7	13.2	18.1	17.4	19.3	34.5
• Albany	85.2	.0358	27.8	13.0	18.2	16.0	20.9	28.9
Lee	14.5	.0061	28.1	12.1	19.9	18.6	17.6	4.5
SUBURBAN TOTAL	32.6	.0137	27.6	13.1	19.0	21.6	14.2	10.1
ATHENS	**138.5**	**.0582**	**28.4**	**19.3**	**18.6**	**17.0**	**20.7**	**50.1**
Clarke	76.5	.0321	26.3	26.3	19.2	14.7	18.6	28.7
• Athens	42.5	.0178	25.0	33.3	17.5	10.9	21.7	15.8
Jackson	27.3	.0115	31.9	10.7	16.2	19.5	25.5	9.4
Madison	19.9	.0084	31.1	10.1	17.9	19.7	23.3	6.9
Oconee	14.8	.0062	30.1	11.1	20.3	20.6	19.4	5.1
SUBURBAN TOTAL	96.0	.0404	29.7	13.1	19.0	19.7	20.3	34.3
ATLANTA	**2,392.8**	**1.0044**	**30.3**	**11.6**	**20.4**	**20.6**	**19.7**	**870.0**
Barrow	24.1	.0101	31.5	10.4	16.3	18.7	25.6	8.4
Butts	15.4	.0065	30.0	13.8	17.5	17.5	23.8	4.5
Cherokee	63.9	.0269	29.7	10.0	20.9	20.0	18.8	21.2
Clayton	168.6	.0707	28.4	12.2	21.2	21.6	14.5	58.3
Cobb	357.0	.1498	30.3	11.3	22.1	22.8	16.8	133.4
• Marietta	39.1	.0164	30.5	16.0	23.1	16.5	23.1	16.9
Coweta	42.8	.0180	31.6	9.8	16.3	19.5	25.0	14.8
De Kalb	509.3	.2138	30.5	12.7	20.7	20.9	19.9	189.2
Douglas	67.3	.0282	29.0	9.7	20.1	21.3	16.7	21.4
Fayette	41.2	.0173	31.4	7.4	18.5	26.0	17.3	13.7

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**640,974**	**129,370**	**53,927**	**92,528**	**32,428**	**151,924**	**15,190**
Dougherty	632,491	125,126	53,286	92,528	31,885	151,593	14,377
• Albany	622,336	121,614	52,680	91,863	31,782	151,269	14,353
Lee	8,483	4,244	641		543	331	813
SUBURBAN TOTAL	18,638	7,756	1,247	663	646	855	837
ATHENS	**708,514**	**154,665**	**68,430**	**106,172**	**26,915**	**148,551**	**26,920**
Clarke	572,444	105,757	60,202	100,980	22,408	120,043	21,222
• Athens	408,944	82,819	52,045	47,967	17,682	69,740	18,073
Jackson	94,166	26,798	5,008	5,012	2,930	24,368	4,750
Madison	16,005	8,232	1,122	180	375	2,778	453
Oconee	25,899	13,878	2,098		1,202	1,362	495
SUBURBAN TOTAL	299,570	71,846	16,385	58,205	9,233	78,811	8,847
ATLANTA	**15,274,396**	**2,673,926**	**1,582,062**	**1,962,366**	**698,655**	**3,728,300**	**436,910**
Barrow	107,500	23,284	5,704	3,928	1,406	35,730	4,411
Butts	31,102	11,934	1,325	1,225	1,269	2,755	1,272
Cherokee	163,382	52,524	12,453	5,532	4,262	31,785	8,205
Clayton	1,181,288	208,992	81,236	223,290	37,906	312,166	36,380
Cobb	2,455,091	412,705	191,716	396,451	100,916	654,267	61,569
• Marietta	718,123	111,372	69,812	46,110	33,147	251,880	21,619
Coweta	167,759	39,402	9,204	13,356	6,803	51,083	6,742
De Kalb	4,012,558	617,561	355,047	536,447	182,239	1,166,984	93,051
Douglas	264,568	74,442	20,055	12,428	12,686	73,048	9,890
Fayette	108,681	38,338	7,698	316	3,336	13,531	7,416

GA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Forsyth	33.8	.0142	30.7	10.4	18.0	20.8	21.3	11.8	94,186	20,884	10,299	2,819	6,097	23,031	3,338
Fulton	592.6	.2487	31.0	12.8	20.0	18.4	23.6	232.5	4,802,333	711,581	726,973	619,736	228,312	914,009	135,046
• Atlanta	424.4	.1781	30.6	14.0	19.6	17.0	24.4	166.7	3,202,231	431,619	484,770	498,072	134,029	577,551	84,779
Gwinnett	233.9	.0981	29.5	9.7	22.9	22.9	14.5	80.3	1,010,177	228,152	84,906	85,068	81,760	212,315	35,367
Henry	43.6	.0183	31.0	10.1	17.8	20.4	22.5	14.4	104,409	25,525	7,212	1,720	1,299	25,814	3,978
Newton	38.4	.0161	30.5	11.0	15.9	19.2	23.6	12.6	127,129	40,433	7,630	7,578	4,029	26,527	6,535
Paulding	30.1	.0127	30.0	10.4	18.4	19.9	20.9	10.4	64,026	14,065	2,968	1,896	612	31,622	3,194
Rockdale	45.2	.0190	30.6	9.3	17.7	23.1	19.0	14.6	222,844	53,176	13,046	20,082	9,506	70,319	6,906
Spalding	51.1	.0215	31.4	10.2	16.2	19.2	24.9	17.3	265,521	68,647	18,185	24,884	12,786	61,449	7,842
Walton	34.5	.0145	30.9	10.0	15.7	19.3	24.2	11.2	91,842	32,301	6,405	4,610	3,411	21,865	5,771
SUBURBAN TOTAL	1,929.3	.8099	30.3	11.0	20.4	21.7	18.7	686.4	11,354,042	2,130,935	1,007,480	1,418,184	531,479	2,898,869	330,512
AUGUSTA	**372.4**	**.1564**	**29.6**	**13.4**	**18.1**	**18.4**	**21.8**	**129.7**	**1,703,266**	**348,197**	**140,187**	**224,052**	**82,599**	**400,967**	**60,577**
Columbia	51.2	.0215	28.8	10.7	20.4	21.7	15.8	17.3	113,466	34,894	6,208	17,190	8,061	10,864	4,345
McDuffie	19.7	.0080	30.6	10.8	16.4	18.5	24.4	6.9	96,393	23,302	6,415	5,933	3,303	16,504	4,029
Richmond	188.9	.0793	28.8	15.7	18.5	17.2	21.4	63.8	1,041,454	172,776	97,797	148,050	60,526	275,680	31,049
• Augusta	46.0	.0193	34.7	12.4	15.2	13.7	35.9	19.2	351,317	66,208	32,121	15,774	19,804	107,160	18,081
Aiken, S. C.	*112.6*	*.0473*	*31.2*	*11.0*	*16.5*	*19.0*	*24.8*	*41.7*	*451,953*	*117,225*	*29,767*	*52,879*	*10,709*	*97,859*	*21,154*
SUBURBAN TOTAL	326.4	.1371	29.0	13.5	18.5	19.1	19.8	110.5	1,351,949	281,989	108,066	208,278	62,795	293,747	42,496
COLUMBUS	**241.0**	**.1012**	**28.5**	**16.0**	**17.7**	**16.8**	**21.7**	**80.9**	**1,119,980**	**201,499**	**93,203**	**155,056**	**67,955**	**303,559**	**31,370**
Chattahoochee	21.6	.0091	22.5	39.9	23.8	9.9	2.1	3.0	3,258	1,075	1,524				
Muscogee	171.1	.0718	29.5	14.3	17.6	17.4	23.0	60.4	980,390	148,359	80,752	137,660	66,266	287,652	25,264
• Columbus	170.2	.0714	29.5	14.3	17.5	17.4	23.0	60.0	980,390	148,359	80,752	137,660	66,266	287,652	25,264
Russell, Ala.	*48.3*	*.0203*	*31.0*	*11.5*	*15.8*	*17.9*	*25.8*	*17.5*	*136,332*	*52,065*	*10,927*	*17,396*	*1,689*	*15,907*	*6,106*
SUBURBAN TOTAL	70.8	.0298	26.3	20.1	18.3	15.4	18.7	20.9	139,590	53,140	12,451	17,396	1,689	15,907	6,106
MACON - WARNER ROBINS	**276.4**	**.1159**	**30.2**	**12.4**	**17.3**	**19.0**	**22.7**	**96.7**	**1,477,979**	**299,332**	**115,827**	**198,488**	**70,133**	**406,292**	**45,289**
Bibb	154.1	.0646	31.2	12.0	17.2	17.6	25.8	55.2	973,000	171,757	83,070	150,314	55,074	248,629	29,878
• Macon	118.9	.0499	31.3	12.5	16.7	16.3	27.6	43.8	911,538	163,420	78,082	144,909	53,241	241,696	30,335
Houston	82.9	.0348	28.8	13.0	17.8	21.4	17.6	28.2	417,300	101,355	27,861	44,362	12,929	137,943	10,400
• Warner Robins	44.1	.0185	29.0	13.1	17.7	21.5	17.9	15.7	326,387	78,572	19,909	38,902	10,233	114,617	8,372
Jones	19.0	.0080	30.4	10.4	18.0	20.1	21.6	6.3	14,405	6,515	292		1,085	751	2,473
Peach	20.4	.0085	28.4	14.8	15.8	18.2	21.4	7.0	73,274	19,705	4,604	3,812	1,045	18,969	2,538
SUBURBAN TOTAL	113.4	.0475	29.6	11.9	17.8	20.8	19.6	37.2	240,054	57,340	17,836	14,677	6,659	49,979	6,582
SAVANNAH	**230.0**	**.0966**	**30.3**	**12.6**	**17.4**	**17.2**	**24.6**	**82.0**	**1,303,570**	**255,018**	**146,389**	**167,610**	**67,473**	**301,708**	**37,713**
Chatham	208.9	.0877	30.4	12.8	17.6	17.0	24.9	74.9	1,273,824	244,339	145,766	165,654	66,297	293,974	36,925
• Savannah	144.9	.0608	30.4	13.2	17.0	16.1	26.1	52.8	1,059,553	201,728	108,585	158,201	51,077	249,515	30,738
Effingham	21.1	.0089	29.6	10.3	16.6	19.9	21.2	7.1	29,746	10,679	623	1,956	1,176	7,734	788
SUBURBAN TOTAL	85.1	.0358	30.1	11.7	18.4	19.2	21.8	29.2	244,017	53,290	37,804	9,409	16,396	52,193	6,975
OTHER COUNTIES															
Appling	16.8	.0071	29.4	10.6	15.8	17.8	23.5	5.5	57,740	17,766	4,749	3,610	2,064	13,123	1,853
Atkinson	6.3	.0026	30.0	10.4	14.8	18.0	24.6	2.0	12,449	4,544	564	555	341	2,099	379
Bacon	9.8	.0042	30.3	9.7	15.5	17.4	25.4	3.4	31,814	8,711	1,731	920	901	9,451	2,568
Baker	3.7	.0015	30.0	11.2	14.4	16.0	26.8	1.2	3,964	2,614					116
Baldwin	36.5	.0153	30.2	15.0	16.8	17.6	24.4	11.2	173,306	40,850	14,558	26,669	6,331	34,408	6,636
Banks	9.7	.0041	32.1	10.4	16.6	19.4	25.9	3.4	12,046	1,581	2,295	277	378	146	
Bartow	44.5	.0187	31.1	10.2	16.6	19.7	23.9	15.3	204,248	47,720	16,069	8,195	9,339	41,463	5,478
Ben Hill	17.2	.0072	32.1	9.8	15.9	16.3	29.1	6.1	66,800	18,247	4,251	4,954	4,207	12,941	2,825
Berrien	14.2	.0060	31.8	10.5	15.6	18.7	26.3	5.0	45,603	10,013	1,336	3,593	1,768	18,165	1,363
Bleckley	10.6	.0045	31.1	14.9	13.9	18.5	26.1	3.6	30,407	10,954	1,458	2,793	1,879	5,286	2,327
Brantley	9.9	.0041	29.3	10.0	17.2	19.1	21.2	3.4	8,075	3,750	599		1,103	470	239
Brooks	15.6	.0066	31.3	9.9	13.4	15.5	29.5	5.2	43,929	11,118	1,045	1,266	2,184	19,461	1,337
Bryan	12.4	.0052	28.5	10.6	18.0	18.4	19.9	3.9	23,982	6,395	2,364	108	354	2,839	494
Bulloch	36.4	.0153	27.1	20.5	15.6	16.0	21.7	11.8	190,933	47,237	14,743	27,950	7,984	46,587	5,367
Burke	20.1	.0084	28.8	11.1	15.1	15.1	25.5	6.4	66,462	27,844	4,850	3,126	6,538	8,893	3,076
Calhoun	5.3	.0022	31.1	10.9	13.2	14.8	30.1	1.5	11,285	3,827	93	351	504	3,509	524
Camden	16.8	.0070	27.1	17.6	16.1	17.8	19.4	5.1	69,681	21,971	4,683	3,516	2,565	17,008	1,729
Candler	7.7	.0033	33.9	9.1	14.8	16.1	32.2	2.7	32,923	9,202	743	933	730	10,526	703
Carroll	61.1	.0256	30.0	13.7	16.5	18.5	23.2	20.9	253,124	61,776	19,937	31,623	7,276	54,875	10,697
☐ Catoosa	39.8	.0167	31.1	10.2	17.8	21.6	21.5	13.8	190,257	71,460	15,269	25,657	9,959	29,905	4,189
Charlton	8.1	.0034	28.6	10.9	14.1	18.5	22.5	2.6	20,774	5,039	1,622	1,139	860	8,613	570
Chattooga	21.9	.0091	33.5	9.7	15.2	18.5	29.2	7.7	80,645	25,091	4,690	4,846	1,515	14,875	2,849
Clay	3.6	.0015	33.2	9.5	13.8	14.1	33.4	1.2	5,471	3,158	551	108			489
Clinch	6.8	.0029	29.1	10.7	15.7	17.4	23.4	2.2	12,645	5,350	745	491	530	2,509	1,151
Coffee	28.9	.0122	29.4	12.0	16.3	17.0	24.0	9.6	118,675	26,825	8,620	10,019	4,137	22,430	4,190
Colquitt	36.2	.0151	31.7	9.9	15.3	17.4	27.5	12.7	142,502	35,058	9,695	13,879	4,311	28,810	6,154
Cook	13.8	.0058	31.0	9.6	15.1	17.3	26.6	4.7	40,218	10,230	3,700	1,365	1,998	6,249	2,000
Crawford	8.4	.0035	29.9	10.9	16.2	19.6	22.1	2.4	4,962	1,861	235		112	930	
Crisp	19.8	.0083	30.4	10.6	15.6	15.7	27.1	6.9	136,315	32,963	9,167	14,585	3,988	19,681	3,804
☐ Dade	12.8	.0054	29.9	12.5	17.1	19.7	21.6	4.1	36,466	13,903	2,181	1,044	1,273	3,067	404
Dawson	5.9	.0025	31.8	9.7	17.9	19.0	25.3	2.0	8,660	1,304	235	155	335	769	117
Decatur	26.4	.0110	30.0	11.0	15.0	16.0	26.6	8.8	94,621	25,545	5,077	8,321	2,363	20,722	6,479
Dodge	17.1	.0072	32.4	9.3	15.1	17.4	28.7	6.0	77,616	22,911	9,810	8,157	1,316	13,824	3,070
Dooly	10.8	.0045	30.6	9.9	14.4	15.4	28.2	3.7	43,946	5,122	1,072	1,000	3,267	16,121	1,099
Early	13.2	.0055	30.5	9.7	13.5	16.6	27.3	4.6	41,558	12,072	1,192	3,459	927	9,423	2,274
Echols	2.3	.0010	29.2	11.0	15.9	19.0	21.8	.8	431	221	210				
Elbert	19.1	.0080	32.9	10.4	15.2	17.9	28.8	6.9	90,597	20,133	4,591	3,556	2,047	39,536	3,424
Emanuel	21.7	.0091	31.2	10.1	14.9	16.9	27.4	7.2	85,842	21,524	6,036	4,933	4,406	22,286	3,702
Evans	8.7	.0036	30.6	11.0	14.6	16.9	26.7	3.1	38,431	9,987	1,218	3,883	1,382	7,343	1,829
Fannin	15.4	.0065	36.6	8.1	15.1	18.7	33.3	5.8	45,973	18,361	3,280	4,979	986	5,338	1,429
Floyd	81.0	.0340	32.9	11.4	15.9	19.3	27.4	29.4	352,920	81,757	30,887	48,514	18,791	75,998	13,604
Franklin	16.1	.0067	34.0	10.6	14.8	19.1	29.4	5.8	83,116	17,379	1,973	2,171	2,218	35,046	2,535
Gilmer	12.1	.0051	33.9	9.9	15.4	19.9	28.4	4.2	37,313	6,286	2,356	2,664	2,035	11,568	2,862
Glascock	2.4	.0010	36.2	10.2	13.1	17.3	34.2	.8	2,594	1,022	371	173	75	151	

GA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Glynn	57.8	.0243	31.9	10.9	16.8	18.8	26.0	21.6	333,551	58,297	37,869	36,054	15,514	59,974	11,255
Gordon	33.0	.0138	31.3	10.1	16.7	20.1	23.7	11.3	138,386	28,421	13,779	12,507	16,460	13,927	5,304
Grady	21.2	.0089	31.4	10.0	14.8	17.0	27.7	7.0	81,134	28,196	2,956	3,051	1,772	19.244	1,766
Greene	12.0	.0051	31.5	10.3	14.3	15.9	29.1	3.9	29,938	13,135	1,183	1,270	1,381	7,108	718
Habersham	26.9	.0113	30.9	15.8	15.3	18.3	25.5	9.3	117,046	26,862	6,765	4,087	6,082	30,756	5,449
Hall	83.2	.0349	31.7	10.9	17.2	20.3	24.1	29.3	424,210	92,111	40,411	60,096	17,263	103,403	17,715
Hancock	9.6	.0041	29.1	10.6	14.6	15.1	26.3	2.8	13,554	5,917	969	373	190	1,411	727
Haralson	19.6	.0082	33.4	9.4	15.3	19.8	27.6	7.0	51,703	17,847	2,219	2,356	1,346	10,031	3,821
Harris	17.2	.0072	33.8	9.5	15.4	18.6	29.5	6.0	16,894	7,673	1,202	444	1,204	2,138	241
Hart	19.4	.0081	32.7	9.7	15.4	17.9	28.6	6.6	47,742	13,035	4,842	4,234	2,628	10,446	2,541
Heard	7.0	.0030	32.5	10.1	14.6	18.3	28.0	2.2	8,281	2,886	247		1,380	1,022	477
Irwin	9.4	.0039	32.9	8.9	13.9	17.3	29.8	3.3	13,[illegible]	3,991	628	299	245	2,520	809
Jasper	8.3	.0035	31.9	9.9	16.3	17.5	27.5	2.9	11,782	5,218	718	586	196	1,134	536
Jeff Davis	12.1	.0050	30.1	10.6	16.6	18.1	23.7	4.2	47,339	18,893	2,572	2,756	2,083	8,479	2,56[illegible]
Jefferson	18.9	.0080	30.5	10.2	15.4	14.9	28.1	6.4	54,545	12,302	2,734	2,550	1,903	16,855	2,918
Jenkins	8.9	.0037	30.7	11.4	15.0	16.2	27.4	2.9	25,332	10,645	824	152	700	4,566	1,283
Johnson	8.8	.0037	32.3	10.2	14.1	16.5	29.8	3.1	11,825	5,161	809	187	769	1,988	619
Lamar	12.8	.0053	31.9	10.6	15.6	17.6	27.6	4.4	30,587	10,894	2,529	3,376	605	7,238	1,697
Lanier	5.8	.0025	29.6	11.0	14.4	17.6	24.7	2.0	9,624	3,097	215	126	400	3,568	467
Laurens	38.7	.0162	32.0	10.0	15.4	17.9	27.5	13.3	210,094	44,088	14,590	24,345	10,084	54,065	7,675
Liberty	47.4	.0199	23.0	31.6	19.3	12.4	9.2	11.9	104,911	22,190	11,281	10,031	9,711	14,456	1,871
Lincoln	7.0	.0029	32.2	10.4	14.8	17.6	28.2	2.1	10,856	3,552	692	223	203	2,633	822
Long	5.1	.0022	27.0	14.8	16.8	15.8	20.8	1.7	2,655	1,344	86		67	401	93
Lowndes	73.1	.0307	28.0	15.4	17.4	17.3	20.5	24.8	395,260	70,367	35,888	38,519	19,342	93,301	17,839
Lumpkin	11.6	.0048	29.1	18.3	15.3	18.4	22.5	3.8	32,850	7,757	2,948	1,759	671	13,229	2,179
McIntosh	9.4	.0039	31.2	11.6	14.9	16.5	27.8	3.0	23,208	6,982	945	891	117	5,811	725
Macon	14.3	.0060	29.7	11.2	15.3	15.4	26.4	4.8	30,291	8,598	709	3,010	951	5,657	2,325
Marion	5.4	.0023	30.7	10.2	14.3	17.9	26.0	1.7	12,350	3,760	141	439		2,092	970
Meriwether	21.8	.0091	30.9	10.4	15.3	16.8	26.9	7.0	64,314	14,578	2,997	4,159	2,008	24,948	1,855
Miller	7.1	.0030	32.0	10.0	14.1	17.0	28.8	2.6	15,426	6,174	148	211	635	4,383	570
Mitchell	21.8	.0091	28.9	10.6	15.0	16.3	24.6	6.8	66,264	22,460	2,083	3,115	4,173	17,131	1,716
Monroe	16.0	.0067	31.8	11.5	16.4	18.7	26.1	5.2	39,546	12,831	5,150	997	453	740	2,408
Montgomery	7.3	.0031	28.9	16.7	15.3	16.1	24.6	2.3	38,916	6,432	2,892	6,407	1,908	16,191	859
Morgan	12.3	.0052	30.6	10.4	15.6	17.5	25.6	3.9	55,584	14,041	3,318	2,052	859	12,407	1,787
Murray	22.7	.0095	29.3	11.1	17.9	20.7	19.1	7.7	66,570	33,215	2,751	2,083	1,954	6,876	3,568
Oglethorpe	9.5	.0040	31.8	9.9	15.5	19.6	25.5	3.3	21,309	4,503	228	1,072	84	11,628	592
Pickens	12.8	.0054	33.4	10.1	15.8	19.7	27.8	4.7	48,062	10,401	1,538	2,267	904	17,451	3,842
Pierce	12.8	.0054	30.6	9.9	16.1	18.4	24.5	4.3	30,149	8,645	1,485	359	693	7,715	972
Pike	9.7	.0040	32.5	9.3	15.3	19.8	26.3	3.1	3,964	1,882	146	166	84	168	668
Polk	33.2	.0140	33.4	10.4	14.5	18.7	29.0	11.7	112,466	37,971	5,286	9,744	4,352	24,439	7,268
Pulaski	9.1	.0038	32.8	10.0	14.0	18.2	28.7	3.2	33,224	12,422	1,610	1,321	1,520	7,509	1,280

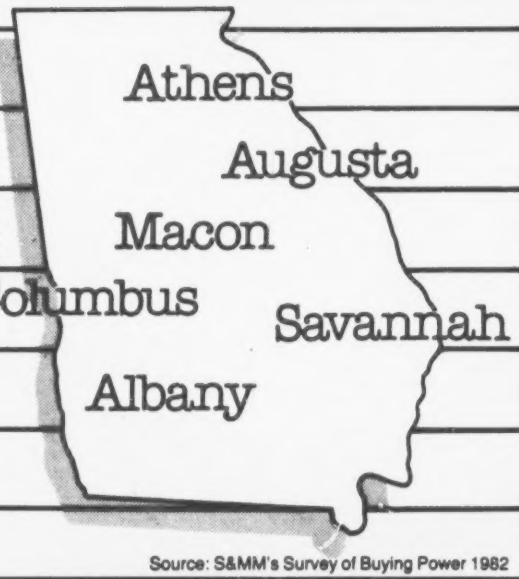
The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,356,500 Population
- 468,500 Households
- $11,520,378,000 Effective Buying Income
- $6,466,824,000 Retail Sales
- $1,298,502,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales



Source: S&MM's Survey of Buying Power 1982

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Putnam	11.5	.0048	31.9	10.5	16.0	17.7	27.4	3.9	30,810	13,249	1,328	1,176	411	5,223	947
Quitman	2.3	.0010	32.6	10.0	13.2	14.1	32.7	.8	3,066	1,717		166		565	
Rabun	10.9	.0045	35.7	9.2	15.4	19.0	32.1	4.1	46,676	11,206	3,923	1,294	1,512	6,519	1,006
Randolph	9.7	.0041	31.7	11.9	13.3	14.2	31.5	3.3	19,671	7,515	691	1,105	1,239	3,102	1,132
Schley	3.6	.0015	30.3	9.2	15.1	17.7	25.1	1.1	11,102	3,243	225	353	288	3,587	
Screven	14.9	.0062	31.3	10.8	15.6	15.8	28.5	5.2	42,970	15,076	1,451	1,925	1,160	10,097	2,247
Seminole	9.5	.0040	32.0	10.4	13.9	16.6	29.3	3.2	28,666	10,636	856	1,663	1,163	6,775	1,640
Stephens	22.1	.0092	33.0	11.0	15.9	17.9	28.9	8.0	108,346	26,247	8,046	14,826	2,946	24,058	6,491
Stewart	6.0	.0026	31.6	10.3	13.1	15.4	30.2	1.9	12,539	4,080	758	425	154	2,632	804
Sumter	30.0	.0125	29.3	13.7	16.1	15.5	25.4	9.8	161,458	31,399	11,257	8,510	4,445	21,972	6,713
Talbot	6.2	.0026	31.2	10.8	15.7	16.9	27.1	2.0	7,237	1,994	331	618	64	1,307	240
Taliaferro	2.0	.0009	37.4	8.2	13.1	13.9	38.3	.8	749	119	241	60	97		
Tattnall	17.5	.0073	31.5	10.6	16.6	17.7	26.6	5.9	46,818	12,229	1,723	1,387	3,439	15,023	1,911
Taylor	7.7	.0033	32.2	10.8	13.9	18.1	28.0	2.6	17,786	4,611	432	899	423	4,423	1,199
Telfair	11.2	.0047	32.8	9.9	14.4	16.0	30.8	4.0	40,717	13,724	1,519	3,891	2,736	6,843	1,707
Terrell	12.1	.0050	30.0	10.8	14.7	15.4	27.2	4.0	35,827	11,773	2,055	930	1,164	6,342	1,065
Thomas	38.4	.0162	31.3	10.6	15.2	17.5	26.9	13.1	169,930	33,267	14,486	15,575	7,793	44,772	5,670
Tift	34.3	.0144	28.9	13.8	16.2	17.3	22.9	11.5	230,737	36,787	21,787	18,573	7,614	47,883	7,692
Toombs	24.0	.0100	30.9	10.4	15.1	18.5	25.3	8.5	82,992	25,147	5,730	5,183	3,082	14,268	2,968
Towns	6.1	.0026	37.6	13.4	12.6	16.9	36.2	2.4	17,062	3,391	1,894	1,439	596	2,861	458
Treutlen	6.1	.0025	31.4	9.8	14.8	16.1	28.7	2.1	9,233	4,184	721	171	623	716	569
Troup	52.5	.0221	31.8	11.2	16.3	16.4	28.4	18.7	277,733	56,865	18,854	26,672	16,689	64,113	10,058
Turner	9.9	.0041	30.1	10.2	14.6	16.6	26.3	3.1	43,830	12,763	2,047	2,711	2,079	9,579	725
Twiggs	9.8	.0041	29.0	12.1	14.3	17.0	24.5	3.2	7,298	2,233	140	692	293	479	121
Union	10.6	.0045	34.7	9.6	14.9	18.4	31.2	3.9	20,213	4,024	2,242	521	270	4,326	1,827
Upson	26.5	.0111	34.4	9.8	14.8	18.0	31.1	9.5	103,992	27,679	8,074	8,425	5,403	18,491	3,982
☐ Walker	56.7	.0238	32.6	10.2	15.9	19.8	26.4	20.0	188,774	75,711	5,194	7,517	5,747	22,273	4,298
Ware	37.6	.0158	31.5	10.3	15.9	17.4	27.1	13.0	233,296	44,108	13,887	44,936	11,962	48,775	7,987
Warren	6.5	.0027	32.0	9.6	14.6	15.5	30.1	2.0	11,872	3,232	442	258	443	4,346	451
Washington	19.3	.0081	30.5	11.0	15.5	16.2	26.8	6.3	69,995	20,190	4,040	5,980	1,870	19,109	3,711
Wayne	21.7	.0091	30.8	10.7	16.2	18.2	25.1	7.1	104,865	18,395	5,428	5,301	8,974	35,188	6,181
Webster	2.2	.0009	30.8	10.6	15.1	15.8	27.9	.8	3,539	553		1,682		836	
Wheeler	5.4	.0023	32.1	8.5	14.7	15.8	30.0	1.8	2,998	534	134		193	763	
White	11.3	.0047	33.6	11.3	15.4	19.8	28.0	4.0	26,147	4,922	3,323	952	718	7,420	1,306
Whitfield	69.4	.0292	30.5	11.3	17.5	20.6	21.4	24.1	397,554	77,228	30,231	51,331	48,028	80,149	11,085
Wilcox	7.8	.0032	33.5	9.4	14.3	16.1	31.8	2.6	6,263	2,114	129	793	295	763	525
Wilkes	11.2	.0047	33.8	9.9	14.8	17.6	30.7	3.9	50,340	15,408	1,427	3,074	918	10,679	2,640
Wilkinson	11.0	.0047	29.6	11.8	15.2	17.5	24.4	3.5	21,572	8,232	1,615	947	1,310	3,550	
Worth	19.2	.0080	30.3	10.6	15.9	17.8	24.7	6.2	43,594	11,134	1,772	3,672	614	14,945	2,459
TOTAL METRO COUNTIES	**3,717.3**	**1.5605**	**30.0**	**12.5**	**19.4**	**19.8**	**20.5**	**1,327.1**	**22,055,891**	**4,053,791**	**2,161,975**	**2,870,215**	**1,050,739**	**5,382,720**	**635,600**
TOTAL STATE	**5,889.6**	**2.4718**	**30.3**	**12.2**	**18.1**	**19.0**	**22.4**	**2,064.8**	**30,396,730**	**6,099,092**	**2,758,998**	**3,614,841**	**1,438,686**	**7,247,712**	**967,251**

GA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY	**1,023,649**	**23,235**	**22.3**	**30.2**	**18.4**	**8.0**	**.0446**
Dougherty	886,071	22,577	22.8	30.4	17.5	7.5	.0405
• Albany	698,002	20,936	23.5	28.6	16.0	7.3	.0351
Lee	137,578	29,292	18.1	28.7	25.4	11.7	.0041
SUBURBAN TOTAL	325,647	29,121	18.6	35.1	25.3	9.8	.0095
ATHENS	**1,225,055**	**19,746**	**27.5**	**28.1**	**13.7**	**7.5**	**.0520**
Clarke	729,969	19,418	26.5	25.4	14.1	9.1	.0339
• Athens	371,422	15,910	29.7	21.7	10.6	7.3	.0202
Jackson	212,181	20,119	27.9	33.4	12.3	4.5	.0086
Madison	136,454	17,528	34.7	30.4	8.7	2.3	.0047
Oconee	146,451	26,340	21.9	30.4	20.6	11.3	.0048
SUBURBAN TOTAL	853,633	21,506	26.3	31.1	15.1	7.6	.0318
ATLANTA	**28,038,678**	**28,610**	**18.6**	**29.2**	**21.4**	**16.6**	**1.0983**
Barrow	186,676	19,779	26.0	32.5	12.2	4.7	.0081
Butts	125,202	21,570	26.1	30.0	15.9	7.7	.0044
Cherokee	570,625	25,274	21.2	35.9	20.4	7.9	.0202
Clayton	1,829,117	29,794	17.6	34.8	26.2	11.7	.0770
Cobb	5,108,157	35,689	14.0	27.0	25.7	25.6	.1858
• Marietta	529,108	25,841	21.6	30.7	17.7	15.3	.0302
Coweta	390,805	22,948	22.2	29.6	17.4	9.0	.0151
De Kalb	6,320,974	29,804	18.5	29.8	21.8	18.5	.2582
Douglas	664,544	30,373	16.6	34.1	27.7	10.9	.0247
Fayette	527,746	37,402	12.0	23.8	33.1	22.5	.0162
Forsyth	312,913	23,671	23.6	33.8	16.9	8.6	.0111
Fulton	7,058,621	23,390	21.7	24.9	15.2	16.5	.2978
• Atlanta	4,386,271	19,239	24.5	24.5	12.3	11.7	.1948
Gwinnett	2,754,832	33,087	14.1	32.3	29.2	16.3	.0964
Henry	416,460	27,077	19.3	34.4	21.9	9.6	.0143
Newton	341,066	24,401	21.9	32.8	19.7	8.7	.0127

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Paulding	245,160	22,245	23.0	35.6	14.7	5.0	.0088
Rockdale	472,835	31,269	16.4	31.4	25.9	15.4	.0182
Spalding	433,467	21,320	25.8	30.6	15.0	7.8	.0188
Walton	279,478	21,682	25.3	30.8	16.2	7.0	.0105
SUBURBAN TOTAL	23,123,299	30,764	17.2	30.1	23.7	17.9	.8733
AUGUSTA	**3,444,858**	**22,643**	**23.8**	**30.6**	**16.7**	**8.8**	**.1376**
Columbia	525,393	28,084	19.2	31.9	22.9	12.6	.0171
McDuffie	138,084	17,268	28.9	30.7	8.3	3.7	.0066
Richmond	1,698,268	21,344	25.1	29.5	14.9	8.8	.0729
• Augusta	367,630	13,784	27.8	20.7	8.0	5.6	.0191
Aiken, S. C.	*1,083,113*	*23,477*	*22.8*	*32.3*	*18.2*	*7.9*	*.0410*
SUBURBAN TOTAL	3,077,228	24,189	23.1	32.4	18.2	9.3	.1185
COLUMBUS	**2,037,241**	**19,830**	**26.4**	**30.0**	**13.0**	**6.6**	**.0855**
Chattahoochee	192,687	24,440	27.5	43.0	14.2	8.1	.0056
Muscogee	1,499,947	20,403	26.3	30.1	13.7	7.3	.0661
• Columbus	1,491,296	20,420	26.3	30.0	13.8	7.3	.0659
Russell, Ala.	*344,607*	*16,711*	*26.9*	*27.8*	*10.2*	*3.8*	*.0138*
SUBURBAN TOTAL	545,945	18,178	26.9	30.0	10.8	4.5	.0196
MACON - WARNER ROBINS	**2,775,681**	**25,334**	**21.1**	**28.2**	**30.0**	**12.4**	**.1112**
Bibb	1,468,631	22,995	22.4	28.0	17.6	10.3	.0639
• Macon	1,097,238	20,952	23.7	27.6	15.5	8.8	.0524
Houston	940,061	31,217	18.3	28.1	25.1	17.7	.0348
• Warner Robins	515,511	31,543	17.8	28.9	26.1	16.9	.0213
Jones	181,980	25,838	21.2	32.6	20.9	9.4	.0055
Peach	185,009	21,639	22.5	25.3	17.5	10.6	.0070
SUBURBAN TOTAL	1,162,932	28,257	19.4	28.6	22.7	14.7	.0375
SAVANNAH	**2,256,071**	**23,258**	**22.6**	**27.9**	**17.5**	**11.5**	**.0933**
Chatham	2,076,843	23,191	22.7	27.3	17.4	12.0	.0873
• Savannah	1,345,131	20,696	24.2	26.5	15.0	10.0	.0628

GA. (cont.) ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Effingham	179,228	23,899	21.7	34.0	18.2	6.2	.0060
SUBURBAN TOTAL	910,940	28,244	19.7	30.3	21.9	14.3	.0305
OTHER COUNTIES							
Appling	105,157	15,712	30.2	27.1	7.7	3.6	.0049
Atkinson	31,153	12,657	32.8	20.0	4.5	2.4	.0014
Bacon	77,814	18,949	24.6	28.9	10.6	8.3	.0031
Baker	21,573	15,231	29.0	24.5	7.5	3.2	.0008
Baldwin	343,411	24,540	24.5	29.7	17.1	13.2	.0138
Banks	74,753	19,400	30.7	33.7	9.9	4.6	.0024
Bartow	346,237	20,461	27.5	35.0	12.7	3.7	.0154
Ben Hill	121,834	16,049	28.2	26.0	10.7	3.6	.0052
Berrien	103,869	18,123	28.6	30.1	10.2	3.9	.0043
Bleckley	83,070	19,114	27.0	29.3	14.4	4.3	.0023
Brantley	79,054	21,122	25.2	32.8	15.1	5.4	.0025
Brooks	97,029	14,510	28.1	22.9	9.1	4.1	.0043
Bryan	73,179	17,394	30.7	34.1	6.1	2.1	.0029
Bulloch	264,226	18,076	28.9	28.9	10.6	5.2	.0127
Burke	151,546	18,980	25.5	25.3	14.8	7.6	.0061
Calhoun	27,106	14,950	26.6	25.5	7.4	3.9	.0013
Camden	127,186	21,389	23.4	27.1	17.3	8.6	.0055
Candler	50,509	14,394	32.4	23.2	6.9	4.1	.0023
Carroll	513,900	21,805	24.2	33.0	15.2	6.4	.0210
☐ Catoosa	337,083	23,180	23.3	34.9	18.2	4.8	.0143
Charlton	58,469	19,766	27.5	31.4	13.2	4.8	.0023
Chattooga	154,230	18,155	30.3	32.5	9.6	2.5	.0067
Clay	21,922	12,744	27.4	18.6	8.4	5.3	.0008
Clinch	51,326	19,093	28.9	25.9	16.4	5.5	.0019
Coffee	202,478	17,284	28.6	28.6	9.4	5.1	.0092
Colquitt	296,157	19,227	28.3	27.9	13.5	6.7	.0120
Cook	93,946	16,924	33.8	27.9	8.4	3.7	.0040
Crawford	58,225	21,719	22.6	34.6	14.5	4.9	.0019
Crisp	137,406	16,306	26.9	27.5	8.8	4.1	.0074
☐ Dade	86,441	19,075	26.0	34.0	11.0	2.7	.0037
Dawson	39,752	17,714	28.2	31.2	10.4	2.3	.0015
Decatur	196,017	18,755	27.5	29.0	12.2	5.3	.0082
Dodge	120,728	16,615	24.9	25.6	10.4	5.4	.0056
Dooly	58,810	13,217	32.1	20.4	5.5	2.5	.0030
Early	90,695	14,701	26.5	24.1	9.6	5.2	.0038
Echols	19,154	21,667	21.6	31.4	15.0	7.8	.0005
Elbert	137,208	17,403	29.6	30.3	9.2	3.0	.0064
Emanuel	140,074	15,358	30.7	26.2	6.5	4.7	.0065
Evans	60,782	16,366	31.4	27.0	7.5	4.5	.0028
Fannin	99,860	14,303	32.5	25.0	6.4	2.2	.0043
Floyd	741,416	22,078	24.9	31.4	16.6	7.3	.0293
Franklin	125,202	18,842	25.9	30.0	12.5	4.4	.0057
Gilmer	79,858	16,083	31.1	29.9	7.0	2.2	.0035
Glascock	17,208	17,000	26.6	26.2	9.4	7.0	.0006
Glynn	570,726	22,527	23.6	30.6	16.0	9.2	.0237
Gordon	253,488	20,120	28.6	33.3	12.8	4.3	.0109
Grady	131,907	15,749	30.2	26.5	9.1	2.9	.0062
Greene	76,103	16,826	29.6	29.1	8.8	2.8	.0032
Habersham	226,416	20,743	27.5	33.0	13.4	5.5	.0093
Hall	814,361	24,533	22.9	32.3	18.1	10.1	.0326
Hancock	45,716	13,129	33.0	21.9	4.5	2.4	.0021
Haralson	147,086	18,567	29.2	32.0	10.2	3.7	.0057
Harris	160,021	23,459	21.4	29.8	16.3	10.2	.0048
Hart	142,497	18,972	29.7	31.7	10.8	4.4	.0056
Heard	51,974	20,413	27.8	30.2	15.6	5.4	.0017
Irwin	61,386	14,587	34.7	20.2	9.1	4.1	.0022
Jasper	73,032	20,930	24.2	27.8	17.2	7.8	.0025
Jeff Davis	86,019	18,271	29.2	31.6	9.3	4.2	.0037
Jefferson	126,274	15,415	26.6	24.7	9.8	4.8	.0053
Jenkins	49,854	13,228	29.2	22.6	5.9	3.5	.0023
Johnson	60,510	15,840	26.7	28.5	8.7	3.4	.0022

ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lamar	100,963	20,202	26.4	31.1	13.0	6.4	.0037
Lanier	40,693	16,661	30.0	25.6	10.6	5.3	.0015
Laurens	303,877	18,713	27.5	27.4	13.3	6.1	.0140
Liberty	335,449	17,980	35.8	30.4	9.2	4.1	.0129
Lincoln	44,526	18,611	27.7	33.7	9.8	3.0	.0017
Long	32,919	16,071	29.6	27.3	11.1	3.0	.0011
Lowndes	578,795	19,092	28.2	29.1	12.1	6.3	.0266
Lumpkin	99,692	20,940	26.2	30.3	16.5	5.6	.0036
McIntosh	55,183	15,434	27.9	26.5	8.9	2.3	.0024
Macon	111,094	18,169	25.5	24.6	12.2	8.6	.0041
Marion	31,760	16,074	26.8	24.0	7.8	5.2	.0013
Meriwether	165,207	20,182	23.8	28.8	14.1	7.5	.0065
Miller	40,866	12,989	32.8	21.0	6.0	2.0	.0017
Mitchell	145,554	17,331	25.3	26.1	11.6	6.0	.0063
Monroe	118,874	19,921	27.4	32.2	12.3	5.3	.0045
Montgomery	45,785	15,307	33.2	23.0	8.3	5.1	.0024
Morgan	79,371	17,196	30.9	29.5	9.8	3.3	.0040
Murray	171,761	20,363	27.3	36.8	9.9	4.4	.0067
Oglethorpe	75,043	19,734	26.8	30.8	13.4	5.2	.0027
Pickens	98,978	17,559	30.6	28.4	9.5	4.9	.0041
Pierce	86,545	17,642	26.7	29.9	10.1	4.3	.0035
Pike	78,475	22,641	24.2	30.2	18.6	7.2	.0024
Polk	271,316	20,652	23.9	31.3	14.3	5.9	.0107
Pulaski	73,575	19,187	23.6	26.4	15.7	6.3	.0029
Putnam	91,335	20,823	23.0	31.3	13.1	7.3	.0035
Quitman	12,800	12,469	30.4	21.6	4.9	2.5	.0005
Rabun	89,633	18,119	29.0	28.2	10.6	6.2	.0038
Randolph	61,725	13,239	26.1	24.8	5.0	4.0	.0024
Schley	20,788	16,914	24.6	27.3	9.5	3.8	.0009
Screven	102,383	14,960	27.7	24.0	8.7	4.9	.0042
Seminole	66,194	16,750	25.8	25.2	11.2	5.8	.0028
Stephens	171,178	18,457	30.6	32.9	9.7	3.1	.0077
Stewart	30,986	12,825	27.8	22.9	5.4	2.8	.0014
Sumter	241,530	20,250	24.7	28.5	13.2	8.9	.0110
Talbot	40,255	17,169	29.6	28.9	9.1	4.2	.0014
Taliaferro	10,358	10,750	33.4	17.0	2.0	.6	.0004
Tattnall	118,587	15,187	31.4	23.9	9.3	3.5	.0048
Taylor	67,520	19,929	23.2	25.0	13.4	11.5	.0024
Telfair	74,668	14,784	29.8	24.1	8.3	3.8	.0033
Terrell	85,257	16,979	24.3	24.4	12.0	6.5	.0035
Thomas	311,266	19,872	26.8	29.8	13.2	8.8	.0132
Tift	282,418	19,769	26.5	27.9	13.9	7.6	.0138
Toombs	176,525	17,036	26.2	26.7	10.6	5.1	.0073
Towns	49,426	15,261	29.6	26.5	6.5	4.7	.0019
Treutlen	39,848	14,810	27.0	24.0	7.8	5.2	.0015
Troup	463,964	21,216	23.3	29.7	15.2	7.7	.0198
Turner	51,530	13,191	32.0	20.8	5.3	3.3	.0029
Twiggs	76,804	21,812	23.5	31.0	17.0	6.0	.0024
Union	71,974	14,667	33.9	22.8	8.8	4.4	.0028
Upson	223,546	20,339	27.6	32.4	12.9	5.5	.0090
☐ Walker	465,988	20,842	27.0	33.8	13.2	5.1	.0181
Ware	299,421	18,957	26.8	28.3	12.9	6.4	.0144
Warren	42,072	17,565	25.5	29.6	8.6	6.2	.0016
Washington	143,260	18,363	26.0	26.4	13.1	6.6	.0060
Wayne	164,953	18,789	28.0	26.6	14.5	5.9	.0075
Webster	17,680	16,476	27.9	23.0	11.3	7.6	.0005
Wheeler	32,761	14,424	29.7	24.6	7.7	3.6	.0012
White	82,869	17,406	26.1	31.7	8.2	3.8	.0032
Whitfield	613,800	22,652	25.5	35.1	18.8	7.0	.0270
Wilcox	43,627	13,630	29.4	24.3	8.3	1.8	.0015
Wilkes	81,092	17,343	25.1	27.4	11.4	4.7	.0038
Wilkinson	85,222	22,118	23.5	33.5	14.7	6.6	.0030
Worth	140,978	19,823	24.8	30.2	13.6	5.7	.0054
TOTAL METRO COUNTIES	**40,263,025**	**26,368**	**20.4**	**29.2**	**19.8**	**14.1**	**1.6038**
TOTAL STATE	**57,000,458**	**23,393**	**22.8**	**29.2**	**17.1**	**11.2**	**2.3039**

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

WE DELIVER PARADISE

Hawaii ranks 4th nationwide in median household effective buying income (EBI).*

The Honolulu Advertiser and the Honolulu Star-Bulletin cover the entire state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than seven out of ten households. There is only one way to reach the booming Honolulu market and its 4 million annual tourists.

*1984 S&MM Survey of Buying Power

The Honolulu Advertiser

independent, editorially competitive newspapers serving all Hawaii

Honolulu Star-Bulletin

605 Kapiolani Blvd., Honolulu, Hawaii 96813 (808) 525-8000

Represented nationally by Gannett Newspaper Advertising Sales New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**818.5**	**.3435**	**29.6**	**14.2**	**20.0**	**18.7**	**20.6**	**253.8**	**4,804,259**	**832,535**	**877,940**	**699,173**	**159,895**	**622,781**	**289,491**
Honolulu	818.5	.3435	29.6	14.2	20.0	18.7	20.6	253.8	4,804,259	832,535	877,940	699,173	139,895	622,781	289,491
• Honolulu	388.0	.1629	32.8	12.4	20.5	18.5	27.0	139.1	3,466,753	536,407	704,670	514,085	128,786	356,726	190,384
SUBURBAN TOTAL	430.5	.1806	26.7	15.8	19.?	18.8	14.8	114.7	1,337,506	296,128	173,270	185,088	31,109	266,055	99,107
OTHER COUNTIES															
Hawaii	107.1	.0450	30.9	10.2	18.6	17.3	25.1	34.3	601,072	166,370	72,213	44,495	26,320	93,114	31,846
Kauai	43.9	.0184	31.4	9.6	18.5	17.2	26.1	13.7	290,794	82,197	44,113	17,208	9,514	32,718	14,662
Maui	84.4	.0354	31.2	10.2	19.6	17.6	25.0	27.0	667,355	157,892	116,592	62,482	27,291	61,882	28,061
TOTAL METRO COUNTIES	**818.5**	**.3435**	**29.6**	**14.2**	**20.0**	**18.7**	**20.6**	**253.8**	**4,804,259**	**832,535**	**877,940**	**699,173**	**159,895**	**622,781**	**289,491**
TOTAL STATE	**1,053.9**	**.4423**	**30.0**	**13.3**	**19.6**	**18.4**	**21.7**	**328.8**	**6,363,480**	**1,239,994**	**1,110,858**	**823,358**	**223,020**	**810,495**	**364,060**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HONOLULU	**9,438,158**	**32,161**	**18.6**	**26.5**	**21.9**	**23.4**	**.3630**
Honolulu	9,438,158	32,161	18.6	26.5	21.9	23.4	.3630
• Honolulu	4,991,595	30,413	19.2	26.8	19.5	23.0	.2097
SUBURBAN TOTAL	4,446,563	34,210	17.8	26.3	24.8	23.8	.1533
OTHER COUNTIES							
Hawaii	1,002,811	25,521	22.3	29.9	18.7	13.2	.0423

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kauai	433,429	28,557	20.1	32.0	22.8	14.4	.0189
Maui	823,594	27,096	20.3	31.3	19.8	14.1	.0385
TOTAL METRO COUNTIES	**9,438,158**	**32,161**	**18.6**	**26.5**	**21.9**	**23.4**	**.3630**
TOTAL STATE	**11,697,992**	**30,734**	**19.2**	**27.5**	**21.4**	**21.2**	**.4627**

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**195.3**	**.0830**	**29.6**	**12.4**	**20.1**	**18.7**	**20.4**	**72.0**	**952,580**	**231,361**	**114,531**	**76,806**	**60,607**	**172,755**	**53,029**
Ada	195.3	.0830	29.6	12.4	20.1	18.7	20.4	72.0	952,580	231,361	114,531	76,806	60,607	172,755	53,029
• Boise	110.0	.0462	30.4	14.0	20.2	17.6	23.2	43.8	749,026	161,361	94,197	65,836	51,019	143,904	38,123
SUBURBAN TOTAL	85.3	.0358	28.5	10.4	20.2	20.1	16.8	28.2	203,554	70,000	20,324	10,970	9,588	28,851	14,906

IDAHO (cont.)

SALES ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Adams	3.6	.0015	32.0	8.7	15.3	20.0	26.7	1.2
Bannock	69.8	.0293	27.3	14.6	19.1	16.3	18.9	23.8
Pocatello	45.6	.0191	27.6	16.6	19.4	15.5	20.2	16.5
Bear Lake	7.3	.0031	28.4	9.4	14.5	15.0	25.5	2.5
Benewah	9.0	.0037	31.0	9.3	17.4	18.9	24.1	3.1
Bingham	38.9	.0164	26.3	9.8	15.8	16.5	19.7	11.5
Blaine	11.9	.0049	30.0	12.4	28.0	19.7	16.2	4.9
Boise	3.4	.0015	30.9	9.4	19.4	18.8	23.3	1.4
Bonner	28.0	.0117	32.1	8.3	19.0	18.4	26.1	9.9
Bonneville	69.8	.0293	27.2	11.4	17.4	17.8	18.6	22.6
Boundary	7.9	.0033	30.8	8.2	17.7	17.8	24.7	2.6
Butte	3.5	.0015	29.5	8.5	15.4	17.3	24.3	1.1
Camas	.8	.0003	31.1	9.9	15.3	20.6	23.4	.3
Canyon	88.1	.0370	30.1	11.3	16.1	16.9	25.3	29.5
Caribou	9.3	.0039	26.1	10.9	16.8	16.6	18.5	3.1
Cassia	20.6	.0087	27.2	10.1	15.1	15.8	22.4	6.3
Clark	.8	.0003	29.8	10.3	13.5	21.1	21.8	.3
Clearwater	9.8	.0041	31.3	9.6	16.5	20.7	23.2	3.5
Custer	4.4	.0019	33.5	7.3	16.5	20.1	27.4	1.8
Elmore	21.8	.0091	25.2	19.0	19.3	17.2	13.9	6.8
Franklin	9.5	.0040	27.0	9.1	12.9	14.5	25.2	2.8
Fremont	11.4	.0048	26.9	9.4	14.5	16.2	22.0	3.7
Gem	12.5	.0052	32.9	9.0	14.3	17.6	29.5	4.3
Gooding	12.8	.0054	33.6	8.9	14.0	17.0	31.1	4.5
Idaho	15.0	.0063	32.2	9.3	15.9	18.2	27.4	5.3
Jefferson	16.7	.0070	25.7	10.4	15.4	15.7	20.0	4.9
Jerome	16.2	.0068	30.3	10.0	16.0	16.8	25.6	5.5
Kootenai	70.0	.0294	31.5	9.7	17.9	19.2	24.5	24.7
Latah	28.9	.0121	27.0	24.3	19.5	15.0	19.5	10.3
Lemhi	7.9	.0033	32.5	8.3	16.4	18.8	27.0	2.9
Lewis	4.0	.0017	33.5	9.1	14.7	18.3	29.5	1.4
Lincoln	3.5	.0015	31.5	8.5	16.6	16.3	27.9	1.2
Madison	21.5	.0090	21.9	30.8	12.5	11.2	12.6	5.4
Minidoka	20.9	.0088	27.9	10.6	15.2	15.9	23.3	6.6
Nez Perce	33.5	.0140	32.5	10.9	16.7	18.1	27.8	12.5
Oneida	3.4	.0015	32.7	7.4	12.5	14.9	32.2	1.1
Owyhee	8.8	.0036	29.3	10.2	14.6	16.1	25.5	2.8
Payette	16.6	.0070	33.1	8.9	13.9	17.8	29.6	5.9
Power	7.5	.0032	28.4	9.1	18.6	17.4	20.3	2.5
Shoshone	17.8	.0074	30.5	10.1	17.3	17.4	24.8	6.2
Teton	3.2	.0014	27.9	10.1	17.3	15.1	22.7	.9
Twin Falls	56.2	.0236	31.5	10.6	15.8	17.3	27.2	19.5
Valley	6.5	.0027	31.2	8.8	22.5	19.4	22.0	2.2
Washington	8.8	.0037	34.7	7.7	13.7	16.1	33.4	3.1
TOTAL METRO COUNTIES	195.3	.0820	29.6	12.4	20.1	18.7	20.4	72.0
TOTAL STATE	1,017.1	.4269	29.3	11.9	17.5	17.4	22.6	348.2

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Adams	8,107	4,067	516			1,060	79
Bannock	321,864	69,978	27,547	41,898	12,541	71,776	18,231
Pocatello	267,660	55,914	22,464	30,703	10,642	64,772	17,369
Bear Lake	25,318	9,126	1,042	911	773	3,324	331
Benewah	25,539	11,193	1,682		134	5,676	1,753
Bingham	104,746	34,229	6,335	4,873	3,524	27,115	3,910
Blaine	92,070	34,312	14,984	342	7,330	7,617	4,927
Boise	2,572	944	482	59	92	114	
Bonner	120,230	35,657	18,502	2,951	5,383	26,239	6,339
Bonneville	414,612	87,789	30,604	47,575	28,044	82,033	15,272
Boundary	34,956	12,536	2,002	1,955	536	6,324	733
Butte	9,161	1,173	561		693	1,946	1,200
Camas	1,091	259	401	319			
Canyon	427,969	102,310	28,319	45,406	15,269	103,742	14,898
Caribou	30,401	8,021	1,801	1,436	1,749	8,178	999
Cassia	164,735	38,379	10,804	8,011	7,308	44,707	9,703
Clark	1,297	170	313	68		54	
Clearwater	25,558	9,537	3,832	607	1,076	5,104	471
Custer	20,873	6,079	1,789		610	776	683
Elmore	73,060	20,714	4,990	2,222	1,136	16,623	2,354
Franklin	38,176	7,054	1,438	1,772	2,468	5,339	1,276
Fremont	25,826	7,644	2,163	899	833	4,491	521
Gem	31,470	12,001	1,781	1,554	1,228	5,978	1,141
Gooding	39,690	8,825	3,644	4,299	1,185	5,602	2,036
Idaho	35,283	12,091	3,138	2,131	2,203	3,762	2,238
Jefferson	40,952	21,902	1,057	601	999	5,417	2,666
Jerome	54,252	17,551	3,033	3,329	2,110	7,906	969
Kootenai	291,692	77,724	24,721	17,149	9,985	67,198	13,230
Latah	141,015	31,066	11,033	19,438	9,099	26,343	8,894
Lemhi	34,482	6,248	2,419	1,779	723	7,218	1,210
Lewis	12,068	4,009	1,074	619	88	365	983
Lincoln	12,602	2,272	842	596	1,078	263	1,173
Madison	100,690	18,882	5,494	7,715	18,782	14,318	6,475
Minidoka	48,792	15,413	2,960	1,631	1,965	11,700	1,698
Nez Perce	211,315	45,123	17,910	29,977	11,859	49,537	12,488
Oneida	9,301	2,546	652	565	238	2,863	
Owyhee	22,537	9,889	1,041	1,723	535	1,135	384
Payette	37,638	13,685	2,263	1,461	2,472	8,117	870
Power	14,043	5,516	2,334	374	296	700	314
Shoshone	67,511	24,824	4,235	233	1,340	8,561	2,039
Teton	10,816	2,704	1,091	975	500	669	88
Twin Falls	322,886	68,963	23,451	33,459	18,432	72,436	17,412
Valley	34,120	9,608	4,797	1,046	980	2,404	302
Washington	18,847	6,328	1,940	2,170	292	2,882	944
TOTAL METRO COUNTIES	983,580	281,361	214,021	75,196	68,607	173,753	58,099
TOTAL STATE	4,502,743	1,139,570	389,480	370,762	286,413	902,390	313,429

IDAHO

SALES ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hsids. by EBI Group: (A) $10,000-$19,999	(B) $20,000-$34,999	(C) $35,000-$49,999	(D) $50,000 & Over	Buying Power Index
BOISE	2,117,296	25,983	23.1	32.5	19.8	11.5	.0795
Ada	2,117,295	25,953	23.1	32.5	19.8	11.5	.0795
* Boise	1,272,353	25,001	24.2	31.4	18.6	11.6	.0513
SUBURBAN TOTAL	844,942	27,305	21.4	34.1	21.7	11.4	.0282
OTHER COUNTIES							
Adams	25,063	19,600	28.3	36.2	9.1	3.6	.0010
Bannock	616,286	24,024	23.2	36.1	17.6	6.6	.0232
Pocatello	422,042	23,403	23.6	35.2	17.2	6.5	.0182
Bear Lake	58,397	22,095	24.4	37.6	13.0	4.8	.0024
Benewah	76,476	24,083	19.2	37.7	15.8	6.1	.0038

SALES ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hsids. by EBI Group: (A) $10,000-$19,999	(B) $20,000-$34,999	(C) $35,000-$49,999	(D) $50,000 & Over	Buying Power Index
Bingham	314,885	24,949	22.6	33.3	18.9	9.7	.0118
Blaine	130,749	21,511	29.3	31.5	14.0	8.9	.0056
Boise	34,383	22,939	25.1	37.7	15.6	4.7	.0011
Bonner	193,479	16,849	30.1	28.6	9.6	3.2	.0089
Bonneville	648,341	26,840	20.9	34.8	20.9	10.7	.0279
Boundary	50,919	17,471	29.5	31.6	9.5	2.3	.0026
Butte	29,339	22,308	23.3	30.5	16.5	8.6	.0010
Camas	8,462	24,625	21.7	40.4	13.3	11.3	.0003
Canyon	707,776	20,661	28.7	32.4	13.7	5.7	.0310
Caribou	67,396	27,663	18.2	40.7	18.7	8.5	.0031
Cassia	141,890	19,713	30.0	32.2	12.7	4.4	.0084

Whose Income Is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

IDAHO (cont.)

SSEM ESTIMATES — SS EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
Clark	6,770	19,900	30.0	36.0	7.3	6.3	.0001
Clearwater	94,119	25,449	21.8	35.1	19.8	7.5	.0034
Custer	41,565	19,776	30.0	31.3	12.2	5.9	.0016
Elmore	149,948	17,663	41.0	30.5	8.1	2.7	.0065
Franklin	59,392	19,823	32.8	37.2	9.4	2.7	.0026
Fremont	96,768	23,643	22.7	35.0	17.2	7.5	.0033
Gem	84,664	16,835	28.4	29.9	9.8	2.8	.0035
Gooding	96,218	17,834	32.9	28.9	9.6	4.5	.0038
Idaho	103,077	17,324	33.4	30.7	8.8	1.8	.0041
Jefferson	107,995	20,260	27.1	34.6	12.5	3.6	.0045
Jerome	129,270	20,574	29.4	33.9	11.9	6.0	.0051
Kootenai	648,207	23,278	25.2	30.7	18.1	8.5	.0252
Latah	278,375	22,212	26.5	29.7	16.5	8.8	.0111
Lemhi	56,782	17,356	33.7	29.4	10.1	2.1	.0025
Lewis	37,102	24,176	23.9	33.0	19.4	7.1	.0014
Lincoln	22,991	16,977	33.7	30.8	7.3	2.3	.0011
Madison	140,045	22,065	28.1	33.5	14.4	8.0	.0068
Minidoka	184,209	24,915	23.4	37.2	17.8	8.5	.0065
Nez Perce	341,337	24,743	21.6	29.4	19.3	10.2	.0142
Oneida	22,533	18,500	29.9	32.7	10.3	2.4	.0010
Owyhee	52,009	15,018	33.9	22.9	6.0	3.9	.0022
Payette	122,748	17,936	31.9	29.9	9.6	4.0	.0046
Power	67,833	24,549	22.1	35.7	17.1	8.2	.0024
Shoshone	197,359	30,453	18.0	28.6	24.7	15.2	.0069
Teton	19,175	18,828	32.5	32.0	11.1	3.2	.0008
Twin Falls	510,395	22,350	26.7	33.4	14.7	8.3	.0222
Valley	55,036	22,614	27.6	35.5	17.4	5.4	.0023
Washington	66,737	17,295	31.2	26.4	10.5	5.9	.0025
TOTAL METRO COUNTIES	**2,117,295**	**25,953**	**23.1**	**32.5**	**19.8**	**11.5**	**.0795**
TOTAL STATE	**9,033,995**	**22,705**	**25.7**	**32.5**	**16.3**	**8.0**	**.3646**

ILLINOIS

ILL. SSEM ESTIMATES — POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Household's (Thousands)
AURORA - ELGIN	339.8	.1426	29.8	11.3	18.7	18.9	21.4	118.0
Kane	299.0	.1255	29.9	11.5	18.6	18.6	21.8	104.0
* Aurora	87.1	.0366	28.8	12.6	19.1	16.0	22.1	30.6
* Elgin	68.7	.0288	30.7	12.3	20.1	16.2	25.1	26.1
Kendall	40.8	.0171	29.5	10.3	18.9	21.3	18.2	14.0
SUBURBAN TOTAL	184.0	.0772	30.0	10.3	17.8	21.4	19.7	61.3

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA - ELGIN	1,602,306	318,477	147,377	194,114	59,815	282,125	80,127
Kane	1,517,137	296,056	141,825	189,209	55,971	263,064	77,609
* Aurora	621,185	67,193	48,221	173,995	29,398	91,033	17,673
* Elgin	404,318	73,041	23,592	30,194	17,708	94,502	24,441
Kendall	85,169	22,421	5,552	4,905	3,844	19,061	2,518
SUBURBAN TOTAL	576,803	178,243	75,564	10,075	12,709	96,590	38,013

GCN

AURORA Beacon-News (312) 844-5858 | JOLIET Herald-News (815) 729-6137 | ELGIN Courier-News (312) 888-7790 | WHEATON Daily Journal (312) 231-7971 | LAKE CO. News-Sun (312) 336-7000

GREATER CHICAGO NEWSPAPERS

In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

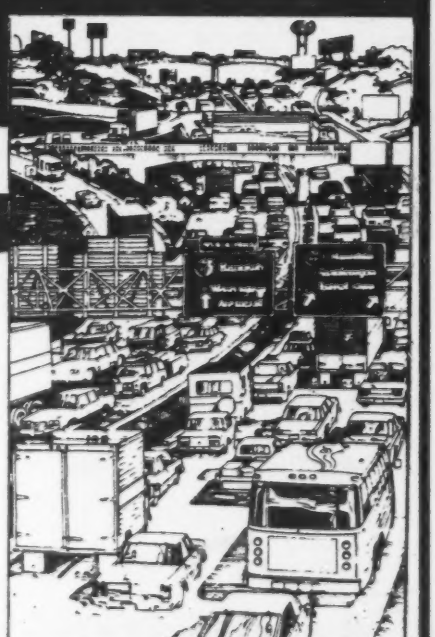
Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties,12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

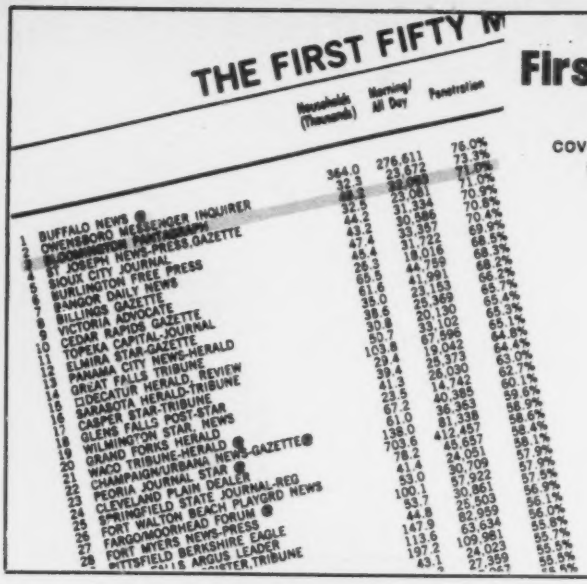
★ 22% Group Discount Rate ★ 96% Home Delivery ★ News Plan Discounts ★ SAU Price Structure



Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.



First in Illinois, third in the nation

The Pantagraph ranks first in the state of Illinois with 71% coverage of Bloomington/Normal MSA households, and places third in the nation among morning newspapers. No one else can give you that kind of coverage in McLean County, an area that accounts for nearly one-fourth of all retail sales in the Peoria ADI, and is predicted to grow 9% faster than the state of Illinois in effective buying income. Call for more details about the young, affluent, upscale, educated market that The Pantagraph delivers.

The Pantagraph
P.O. Box 2907
Bloomington, IL 61702-2907
309/829-9411

Represented nationally by Sawyer Ferguson Walker Co., Inc.

SOURCES: Belden CMS/1983; S&MM 1984 Survey of Buying Power; Circulation '84/'85

ILL. (cont.)
ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BLOOMINGTON - NORMAL	**124.2**	**.0521**	**28.0**	**21.7**	**17.3**	**15.9**	**21.8**	**45.0**
McLean	124.2	.0521	28.0	21.7	17.3	15.9	21.8	45.0
• Bloomington	47.3	.0199	30.3	17.1	20.0	14.7	25.9	20.2
• Normal	36.6	.0154	23.4	41.6	14.1	13.4	13.0	10.4
SUBURBAN TOTAL	40.3	.0168	31.9	9.0	17.5	19.5	25.1	14.4
CHAMPAIGN - URBANA - RANTOUL	**168.9**	**.0709**	**26.0**	**26.6**	**19.7**	**14.8**	**17.5**	**61.0**
Champaign	168.9	.0709	26.0	26.6	19.7	14.8	17.5	61.0
• Champaign	60.0	.0252	24.9	33.5	18.8	12.7	17.9	22.9
• Rantoul	19.9	.0084	23.3	29.7	19.3	13.2	10.4	5.8
• Urbana	33.7	.0141	24.9	35.8	20.7	11.3	17.3	11.8
SUBURBAN TOTAL	55.3	.0232	29.8	12.5	19.8	19.8	19.9	20.5
CHICAGO	**6,056.9**	**2.5421**	**31.8**	**11.7**	**17.8**	**18.7**	**25.6**	**2,203.6**
Cook	5,164.0	2.1673	32.0	11.9	17.4	18.2	26.5	1,887.7
Arlington Heights	67.7	.0284	33.6	9.6	15.6	24.2	23.6	23.2
Berwyn	44.6	.0187	42.7	9.8	14.3	16.1	42.7	19.3
• Chicago	2,963.5	1.2437	31.3	12.4	17.6	17.1	26.3	1,102.4
• Chicago Heights	34.8	.0146	29.4	12.5	16.0	16.3	24.8	11.5
Cicero	59.9	.0251	36.0	11.2	15.9	16.4	34.8	24.2
Des Plaines	56.1	.0235	34.7	10.8	16.0	21.0	28.6	20.1
• Evanston	70.4	.0295	32.3	16.9	20.2	17.0	27.6	27.3
Mount Prospect	52.4	.0220	33.1	11.9	16.6	22.5	24.3	19.1
Oak Lawn	57.2	.0240	37.6	11.2	12.4	18.5	34.7	20.1
Oak Park	53.9	.0226	32.6	10.4	22.4	17.8	26.9	22.6
Schaumburg	56.7	.0238	29.3	10.1	25.8	22.8	12.4	21.1
Skokie	58.4	.0245	41.4	9.3	13.2	19.2	39.2	22.1
Du Page	728.4	.3057	30.7	11.0	20.1	21.4	20.0	259.3
Downers Grove	43.7	.0183	32.8	9.5	19.3	21.7	24.1	16.6
Elmhurst	44.9	.0188	34.8	10.5	14.8	20.3	29.4	15.7
Naperville	56.8	.0238	30.7	8.5	17.3	25.7	17.0	18.5
Wheaton	50.3	.0211	30.9	13.1	19.8	20.4	21.5	17.8
McHenry	164.5	.0691	30.8	9.7	18.4	20.7	21.7	56.6
SUBURBAN TOTAL	2,988.2	1.2543	32.3	11.0	17.7	20.3	24.9	1,062.4
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,018.1***	***3.3619***	***31.3***	***11.8***	***17.7***	***18.8***	***24.6***	***2,862.7***

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**718,804**	**122,516**	**70,021**	**103,287**	**33,341**	**141,470**	**28,604**
McLean	718,804	122,516	70,021	103,387	33,341	141,470	28,604
• Bloomington	502,794	66,119	45,756	80,514	26,151	127,552	19,324
• Normal	137,292	35,617	16,541	20,233	5,077	1,451	8,522
SUBURBAN TOTAL	78,718	20,780	7,724	2,640	2,113	12,467	758
CHAMPAIGN - URBANA - RANTOUL	**938,970**	**158,906**	**105,361**	**137,421**	**40,461**	**171,628**	**35,294**
Champaign	938,970	158,906	105,361	137,421	40,461	171,628	35,294
• Champaign	491,415	80,617	60,748	86,245	20,573	63,818	23,261
• Rantoul	89,317	7,213	8,194	7,367	2,954	37,626	1,006
• Urbana	147,843	31,262	22,043	19,383	4,262	14,464	7,824
SUBURBAN TOTAL	210,395	39,814	14,376	24,426	12,672	55,720	3,203
CHICAGO	**33,154,580**	**5,794,937**	**3,216,087**	**3,996,413**	**1,735,204**	**6,155,029**	**1,624,078**
Cook	27,151,272	4,920,870	2,775,050	3,254,948	1,489,546	4,841,126	1,390,851
Arlington Heights	499,745	86,686	40,693	24,625	30,667	170,446	21,560
Berwyn	203,785	24,709	25,15[illegible]	18,041	11,325	44,726	17,513
• Chicago	12,056,363	2,365,928	1,441,989	1,374,450	671,998	1,474,915	718,885
• Chicago Heights	280,100	35,905	20,837	15,033	4,824	135,278	6,948
Cicero	160,329	38,361	26,966	2,344	5,024	31,290	7,204
Des Plaines	377,452	51,982	52,157	15,003	6,202	123,196	17,259
• Evanston	464,827	71,123	37,070	22,130	30,663	162,494	15,559
Mount Prospect	464,746	88,645	25,973	91,464	24,377	45,546	19,235
Oak Lawn	563,344	93,044	35,392	53,803	24,526	207,412	25,283
Oak Park	275,681	58,754	18,201	18,120	15,443	76,724	15,637
Schaumburg	1,061,084	84,211	32,843	227,671	83,467	365,093	17,662
Skokie	626,429	58,462	42,779	109,302	48,163	139,292	22,030
Du Page	5,379,583	737,298	388,713	687,802	223,043	1,156,011	200,465
Downers Grove	387,930	74,605	20,940	161	18,284	131,038	18,626
Elmhurst	328,050	49,640	22,624	33	5,868	146,743	10,558
Naperville	618,159	104,382	28,302	113	13,357	61,673	23,175
Wheaton	208,834	41,047	9,833	67	9,862	75,967	15,247
McHenry	623,725	136,769	52,324	53,663	22,615	157,892	32,762
SUBURBAN TOTAL	20,353,290	3,321,981	1,716,191	2,584,800	1,027,719	4,382,342	882,686
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***42,834,504***	***7,649,837***	***4,074,970***	***5,053,342***	***2,105,737***	***8,400,341***	***2,085,406***

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

ILL. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**.1633**	**30.9**	**11.9**	**17.6**	**18.0**	**24.8**	**146.0**	**2,055,343**	**402,048**	**205,964**	**291,560**	**79,473**	**461,189**	**77,220**
Henry	57.1	.0240	32.6	9.9	15.5	18.6	27.8	20.9	187,310	38,055	18,107	8,642	8,952	45,612	8,999
Rock Island	164.9	.0692	31.8	12.3	16.6	17.7	26.9	62.9	939,642	172,431	93,478	138,379	25,992	227,311	42,147
• Moline	45.8	.0192	33.0	12.2	17.0	17.3	29.4	18.8	414,093	55,151	45,708	99,787	17,403	77,426	14,874
• Rock Island	45.3	.0190	31.8	14.3	15.7	15.0	30.0	17.5	172,752	27,761	19,393	11,352	3,194	41,200	9,590
Scott, Iowa	*166.3*	*.0698*	*29.6*	*12.2*	*19.2*	*18.1*	*21.6*	*62.2*	*928,391*	*191,562*	*94,379*	*144,539*	*44,529*	*188,266*	*26,074*
• *Davenport*	*104.1*	*.0437*	*29.7*	*13.4*	*19.4*	*16.2*	*23.6*	*40.6*	*672,689*	*128,180*	*67,854*	*109,242*	*36,626*	*155,819*	*19,755*
SUBURBAN TOTAL	193.1	.0811	30.9	10.5	17.2	19.8	23.1	69.1	795,809	190,956	73,009	71,179	22,250	186,744	33,001
DECATUR	**131.5**	**.0552**	**31.9**	**11.4**	**16.5**	**18.1**	**26.8**	**50.1**	**687,966**	**128,916**	**54,496**	**111,156**	**33,308**	**142,152**	**27,035**
Macon	131.5	.0552	31.9	11.4	16.5	18.1	26.8	50.1	687,966	128,916	54,496	111,156	33,308	142,152	27,035
• Decatur	93.9	.0394	32.4	12.1	16.3	16.7	29.0	37.2	565,327	105,205	46,209	81,186	30,000	127,839	24,530
SUBURBAN TOTAL	37.6	.0158	30.8	9.5	17.6	21.7	20.9	12.9	122,639	23,711	8,287	29,970	3,308	14,313	2,505
JOLIET	**382.8**	**.1607**	**29.1**	**11.1**	**19.3**	**19.2**	**19.5**	**124.9**	**1,412,273**	**267,411**	**121,985**	**150,414**	**39,861**	**317,390**	**71,067**
Grundy	32.6	.0137	31.3	10.9	16.9	18.5	25.3	11.8	129,764	29,390	10,199	9,420	3,096	31,685	5,753
Will	350.2	.1470	29.0	11.1	19.6	19.3	18.9	113.1	1,282,509	238,021	111,786	140,994	36,765	285,705	65,314
• Joliet	79.2	.0332	30.8	12.7	17.5	15.0	27.6	28.3	588,810	97,836	46,273	102,734	20,550	147,104	27,895
SUBURBAN TOTAL	303.6	.1275	28.8	10.7	19.7	20.4	17.3	96.6	823,463	169,575	75,712	47,680	19,311	170,286	43,172
KANKAKEE	**103.9**	**.0436**	**30.6**	**11.8**	**16.5**	**17.4**	**25.4**	**36.8**	**456,562**	**97,478**	**45,598**	**56,267**	**19,816**	**105,751**	**21,519**
Kankakee	103.9	.0436	30.6	11.8	16.5	17.4	25.4	36.8	456,562	97,478	45,598	56,267	19,816	105,751	21,519
• Kankakee	29.3	.0123	31.7	11.8	15.7	15.0	29.8	11.2	218,789	38,470	22,477	28,795	13,337	42,380	16,741
SUBURBAN TOTAL	74.6	.0313	30.2	11.7	16.7	18.4	23.7	25.6	237,773	59,008	23,121	27,472	6,479	63,371	4,778
LAKE COUNTY	**470.5**	**.1975**	**29.8**	**13.0**	**18.0**	**20.3**	**20.3**	**154.6**	**2,704,973**	**391,237**	**193,367**	**244,294**	**118,359**	**921,683**	**113,874**
Lake	470.5	.1975	29.8	13.0	18.0	20.3	20.3	154.6	2,704,973	391,237	193,367	244,294	118,359	921,683	113,874
• North Chicago	40.4	.0170	22.9	37.9	16.7	11.1	10.8	7.6	44,534	12,602	11,131		113	4,451	1,434
• Waukegan	71.5	.0300	30.1	13.4	18.2	16.8	24.2	26.3	529,421	69,265	36,904	97,277	24,919	150,333	20,934
SUBURBAN TOTAL	358.6	.1505	31.0	10.1	18.1	22.1	20.6	120.7	2,131,018	309,370	145,332	147,017	93,327	766,899	91,506
PEORIA	**370.5**	**.1554**	**31.1**	**11.9**	**17.6**	**18.0**	**25.1**	**136.7**	**1,778,376**	**358,806**	**155,010**	**249,349**	**80,477**	**404,810**	**55,251**
Peoria	200.7	.0842	31.2	12.6	17.6	17.1	26.2	75.5	1,072,468	191,173	101,531	190,390	57,415	197,543	33,702
• Peoria	121.4	.0509	30.8	13.9	17.5	15.8	26.9	46.8	818,857	120,229	76,861	186,536	54,097	143,144	23,624
Tazewell	134.6	.0565	31.0	11.0	17.6	19.5	23.5	49.2	600,983	149,030	46,536	58,867	19,585	163,161	19,735
• Pekin	34.1	.0143	32.1	11.5	17.0	17.8	27.3	13.5	244,425	55,236	15,516	39,397	11,619	58,997	7,293
Woodford	35.2	.0147	30.8	11.0	16.9	17.8	25.0	12.0	104,925	18,603	6,943	92	3,477	44,106	1,814
SUBURBAN TOTAL	215.0	.0902	31.1	10.8	17.6	19.3	23.7	76.4	715,094	183,341	62,633	23,416	14,761	202,669	24,334
ROCKFORD	**281.5**	**.1182**	**31.3**	**11.1**	**17.5**	**18.8**	**24.8**	**103.8**	**1,495,748**	**294,305**	**130,993**	**211,236**	**75,535**	**328,672**	**44,869**
Boone	29.7	.0125	31.1	10.3	16.6	20.0	23.5	10.5	110,965	25,330	8,402	8,552	1,981	40,985	2,339
Winnebago	251.8	.1057	31.3	11.2	17.6	18.6	24.9	93.3	1,384,783	268,975	122,591	202,674	73,554	287,687	41,730
• Rockford	137.3	.0576	31.8	12.0	17.6	16.3	28.0	53.4	965,602	194,105	75,829	142,380	59,006	234,289	31,409
SUBURBAN TOTAL	144.2	.0606	30.8	10.3	17.4	21.1	21.7	50.4	530,146	100,200	55,164	68,846	16,529	94,383	12,660
SPRINGFIELD	**194.4**	**.0816**	**32.4**	**10.8**	**18.3**	**17.8**	**27.4**	**77.9**	**1,097,997**	**198,945**	**99,557**	**161,876**	**50,282**	**210,594**	**61,356**
Menard	12.4	.0052	33.9	8.8	15.8	19.3	29.0	4.6	24,630	6,888	1,751	587	90	5,860	2,035
Sangamon	182.0	.0764	32.3	10.9	18.5	17.7	27.4	73.3	1,073,367	192,057	97,806	161,289	50,192	204,734	59,321
• Springfield	103.6	.0435	32.6	11.8	18.9	16.0	29.6	44.4	905,819	146,721	74,289	158,384	43,862	190,637	57,068
SUBURBAN TOTAL	90.8	.0381	32.1	9.6	17.5	19.9	25.1	33.5	192,178	52,224	25,268	3,492	6,420	19,957	4,288
OTHER COUNTIES															
Adams	71.1	.0298	33.5	11.3	15.2	16.8	30.9	27.1	412,368	78,223	30,910	79,028	17,172	107,878	14,359
Quincy	41.6	.0175	34.9	12.6	14.5	15.2	34.8	16.9	381,633	73,980	27,978	78,758	16,382	91,556	14,343

IOWA

QUAD CITIES USA™

ILLINOIS

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 146,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS

QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday

Represented by BRANHAM Newspaper Sales

Seven out of ten
adults in the Rockford MSA* read the
Rockford Register Star every day!

Rockford, Illinois, Metro population 281,500**; Average Household Income $30,947**; Food Sales $294 million**; Retail Sales $1.4 billion**

3rd Best Test Market in the Nation***

For further information, call (815)987-1301
99 E. State St., Rockford, IL 61105

Represented by Gannett Media Sales
***Source: American Demographics May 1985
**Source: 1985 S&MM Survey of Buying Power

ILL. (cont.)
NEW ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Alexander	12.3	.0052	34.8	9.4	13.5	15.0	34.7	4.9	42,441	8,953	3,335	3,272	1,324	9,152	1,251
Bond	16.6	.0069	33.7	13.5	13.8	16.3	31.8	6.1	53,524	10,914	4,146	1,843	945	14,477	1,271
Brown	5.5	.0023	37.5	8.5	13.5	15.5	37.2	2.2	15,016	4,988	1,047	476	277	4,424	515
Bureau	39.1	.0164	34.3	9.7	14.7	17.0	32.0	14.8	142,452	34,121	12,744	6,724	8,054	34,944	3,842
Calhoun	6.0	.0025	37.1	9.3	12.5	17.6	35.0	2.1	15,507	2,372	1,756	407	590	5,493	472
Carroll	18.5	.0078	34.8	9.5	14.8	17.2	32.5	7.0	48,661	14,611	5,164	1,603	1,354	8,026	2,069
Cass	15.1	.0063	34.4	9.4	15.1	17.5	31.5	5.6	40,703	12,483	3,441	2,743	1,713	8,320	967
Christian	36.6	.0154	34.4	9.9	14.5	17.5	31.7	14.2	157,411	39,306	8,929	18,105	4,772	36,655	5,381
Clark	17.0	.0071	36.2	9.7	14.0	17.3	34.2	6.7	51,722	14,172	3,805	935	906	10,586	2,077
Clay	15.7	.0066	36.1	9.5	13.9	16.1	35.2	6.2	50,778	12,072	2,647	2,445	1,847	12,287	1,803
☐ Clinton	34.3	.0144	30.6	12.1	15.0	16.6	26.8	11.8	120,107	24,698	10,241	4,434	7,270	31,177	1,891
Coles	53.6	.0225	28.9	23.1	14.7	14.9	26.1	19.5	261,672	53,061	27,256	33,680	11,926	55,381	13,737
Crawford	21.2	.0089	36.1	9.8	14.8	17.2	34.0	8.3	97,563	23,158	5,548	9,892	2,231	22,079	3,946
Cumberland	11.5	.0048	32.9	10.3	15.0	16.7	30.1	4.4	29,993	5,379	3,002	373	727	9,384	745
De Kalb	73.7	.0309	26.1	26.5	18.2	15.1	20.6	25.2	309,673	61,580	32,395	19,666	15,024	72,683	10,245
De Witt	18.7	.0079	34.0	9.8	15.4	18.2	30.2	7.2	66,936	15,098	4,224	2,265	1,262	25,275	1,450
Douglas	20.1	.0084	33.4	10.6	14.9	18.1	29.6	7.5	85,895	22,068	5,985	2,066	4,697	17,914	2,167
Edgar	21.3	.0089	35.5	9.2	14.5	17.2	33.5	8.5	92,560	21,109	7,571	6,047	2,402	23,721	4,052
Edwards	8.4	.0036	35.2	10.1	14.6	16.3	34.0	3.5	29,678	11,431	1,343	491	1,544	2,682	
Effingham	33.5	.0140	30.9	11.1	16.1	16.8	26.6	12.0	240,928	39,365	19,572	13,319	12,475	45,221	3,290
Fayette	22.8	.0096	34.6	10.6	14.6	16.7	32.7	8.4	78,434	16,902	6,347	8,933	1,539	16,635	944
Ford	14.8	.0062	35.8	9.6	14.0	17.8	33.2	5.8	54,454	14,239	4,091	1,923	599	9,998	1,995
Franklin	44.6	.0187	36.8	9.2	14.0	16.6	35.6	17.9	199,689	46,528	16,046	21,336	7,748	43,522	9,082
Fulton	43.1	.018[illegible]	34.3	9.8	15.0	17.4	31.5	16.4	155,911	43,426	12,725	9,643	6,461	32,934	7,281
Gallatin	7.7	.0032	35.7	9.2	13.9	18.5	32.4	3.0	15,826	4,562	920	277	754	3,386	963
Greene	16.4	.0069	35.6	9.8	13.3	16.5	34.2	6.2	47,578	14,471	3,168	1,513	1,063	12,999	1,750
Hamilton	9.3	.0039	38.9	9.3	12.9	16.9	37.9	3.9	24,984	5,353	1,070	1,899	1,115	6,179	1,447
Hancock	24.0	.0101	34.7	10.3	14.3	16.9	32.7	9.3	62,362	14,882	3,938	915	2,120	20,350	1,430
Hardin	5.6	.0023	36.8	8.4	14.4	17.4	34.9	2.1	6,972	2,977	678	129	358	1,016	367
Henderson	9.5	.0040	33.2	10.4	14.9	18.3	29.0	3.5	18,852	3,352	3,095	180	635	4,102	136
Iroquois	32.8	.0137	34.7	9.8	14.4	17.7	31.8	12.4	113,186	26,265	8,035	9,638	5,262	24,021	2,721
Jackson	62.1	.0261	26.0	28.7	17.8	13.2	20.8	23.6	363,837	48,630	27,743	60,720	15,907	79,953	5,686
Jasper	11.7	.0049	33.6	10.7	13.8	16.4	31.7	4.3	55,108	10,838	1,477	2,644	1,358	16,661	495
Jefferson	38.7	.0163	33.8	9.9	16.0	16.8	31.3	15.5	219,738	39,204	49	34,474	10,329	41,594	5,359
☐ Jersey	21.3	.0089	31.4	13.4	14.8	18.1	26.6	7.2	61,874	12,552	5,757	10,323	2,219	17,839	1,711
Jo Daviess	24.1	.0101	32.5	9.8	15.4	17.3	28.9	9.0	73,321	13,743	7,968	1,147	1,769	13,662	2,957
Johnson	10.5	.0044	35.0	10.7	16.4	18.5	31.5	3.8	22,771	6,340	1,545	1,374	1,068	3,600	759
Knox	60.8	.0255	33.5	11.3	16.1	17.5	30.2	23.4	324,652	65,004	28,002	47,864	14,439	69,105	12,333
La Salle	111.2	.0467	34.1	11.0	14.8	17.2	31.4	43.1	588,940	121,011	45,280	66,093	24,431	137,663	20,076

Central Illinois Unit gives you MORE THAN JUST SAVINGS

• 118,148 Daily Circulation • 71% Metro Coverage • 31% A.D.I. Coverage

METRO POPULATION	METRO HOUSEHOLDS	METRO RETAIL SALES	METRO FOOD SALES
325,600	128,900	$1,762,994,000	$413,745,000

ciu

• SPRINGFIELD STATE JOURNAL-REGISTER
• DECATUR HERALD & REVIEW
REPRESENTED by BRANHAM NEWSPAPER SALES

10% Savings
PLUS ONE ORDER ONE BILL CONVENIENCE

ILL. (cont.)

■ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lawrence	17.9	.0075	36.4	9.6	14.1	16.0	35.6	6.8	69,753	23,630	3,623	3,254	2,607	8,389	2,992
Lee	35.6	.0149	32.5	10.9	16.6	17.7	28.2	12.9	103,153	12,054	8,814	4,290	3,611	37,658	4,585
Livingston	42.1	.0177	32.7	12.2	16.3	17.2	29.0	14.7	161,215	34,045	11,638	14,667	7,155	45,035	4,043
Logan	32.0	.0134	33.5	13.3	16.2	17.6	30.0	11.4	132,474	26,864	13,356	14,792	5,585	33,096	3,542
McDonough	37.4	.0157	26.6	28.0	14.2	13.8	24.3	13.0	170,377	36,989	18,333	15,805	6,623	27,995	7,597
Macoupin	51.1	.0214	34.6	10.2	14.4	16.6	32.9	19.5	176,049	42,877	9,967	12,250	7,344	44,785	8,181
☐ Madison	246.9	.1036	32.7	11.4	15.7	18.5	27.9	92.1	1,286,913	282,506	108,870	213,786	44,472	290,981	32,246
• Alton	32.9	.0138	33.7	11.4	14.7	15.1	33.1	12.9	285,844	36,524	23,619	81,928	13,012	61,078	5,846
• Granite City	35.5	.0149	32.7	11.8	15.4	17.7	28.8	13.5	199,423	51,466	18,996	15,764	3,772	33,036	8,558
Marion	46.6	.0196	34.2	10.3	14.6	17.3	31.6	17.6	245,627	59,299	17,596	29,275	9,793	57,117	7,926
Marshall	14.6	.0061	33.9	9.7	14.9	17.4	31.0	5.4	30,402	9,136	3,146	1,617	530	4,606	1,715
Mason	20.0	.0084	33.0	9.4	15.3	17.8	29.2	7.4	61,914	14,623	5,222	5,082	2,009	13,462	1,939
Massac	15.4	.0065	36.6	9.9	13.7	17.5	34.5	6.2	44,530	10,025	2,450	1,820	973	11,589	2,462
Mercer	20.0	.0084	33.0	9.4	15.3	19.4	27.4	7.3	39,053	11,986	3,503	1,871	1,699	6,984	1,403
☐ Monroe	21.1	.0088	33.4	10.7	14.6	18.9	28.8	7.5	69,040	19,202	6,211	11,944	1,518	15,583	1,988
Montgomery	32.8	.0138	35.4	9.8	14.2	16.1	34.5	12.2	135,793	32,653	8,519	15,529	3,991	29,005	5,005
Morgan	38.2	.0160	33.0	12.6	15.3	17.4	29.6	14.4	201,979	42,962	15,476	30,005	7,630	45,031	8,275
Moultrie	15.0	.0063	34.5	9.7	15.2	17.7	31.6	5.4	44,942	8,525	3,216	1,311	770	11,785	2,829
Ogle	47.5	.0200	32.3	10.3	15.6	19.4	26.4	17.5	140,239	34,863	10,932	3,017	2,004	40,110	5,075
Perry	22.7	.0095	34.2	9.5	15.3	16.8	31.9	8.7	93,852	23,827	6,838	12,347	3,358	16,736	5,590
Piatt	17.0	.0072	33.2	9.3	16.0	19.5	27.7	6.3	45,370	10,514	2,376	1,761	1,555	16,795	2,161
Pike	18.8	.0078	37.2	8.8	13.9	16.6	36.0	7.5	57,559	13,092	5,011	3,017	1,218	10,968	920
Pope	4.6	.0020	35.5	11.7	12.5	17.1	33.5	1.8	4,816	1,566	221	74	279	2,109	45
Pulaski	8.9	.0037	35.3	9.4	12.1	14.3	36.1	3.4	12,006	4,444	752	409	353	2,471	534
Putnam	6.6	.0028	31.9	10.5	16.7	18.3	26.5	2.3	14,267	3,581	738			3,351	1,331
Randolph	37.0	.0155	32.6	11.9	17.7	16.8	28.9	12.5	148,169	39,104	9,470	20,194	6,388	37,608	3,492
Richland	17.9	.0075	34.3	11.2	14.7	18.0	31.0	7.1	103,592	15,488	6,082	16,798	4,203	22,285	3,884
☐ St. Clair	264.4	.1110	30.5	11.9	15.6	17.3	25.6	93.6	1,241,439	232,542	104,991	225,868	48,483	251,443	29,258
• Belleville	41.7	.0175	37.3	11.2	15.3	15.4	37.0	17.1	363,430	75,734	28,611	21,401	15,874	132,184	12,931
• East St. Louis	50.2	.0211	24.5	11.8	14.4	14.3	20.6	15.8	116,369	31,027	9,071	5,726	2,914	9,662	6,213
Saline	29.3	.0123	38.2	9.4	13.6	17.3	36.7	12.2	172,211	41,382	13,360	25,221	7,258	31,910	10,405
Schuyler	8.3	.0035	36.0	8.8	15.0	16.8	34.3	3.2	25,765	7,399	2,720	404	1,138	5,212	1,591
Scott	6.2	.0026	35.9	10.6	13.4	17.1	34.0	2.3	13,720	3,105	1,024	496		6,598	619
Shelby	24.4	.0102	34.6	9.7	14.0	17.5	31.9	9.1	64,700	17,859	3,962	1,921	4,323	16,523	2,368
Stark	7.4	.0031	34.3	9.6	14.2	17.1	32.0	2.8	13,904	4,051	702		287	5,856	198
Stephenson	49.8	.0209	33.3	10.8	15.6	17.8	29.5	19.0	227,020	45,222	18,143	24,927	8,435	70,384	10,965
Union	18.4	.0077	39.3	8.0	15.3	16.5	38.7	7.5	62,716	17,426	5,213	9,175	2,703	12,923	2,223
Vermilion	94.1	.0395	33.0	10.5	15.7	17.7	29.2	36.2	479,860	108,738	39,771	63,314	18,331	89,179	20,052
Wabash	14.2	.0060	33.1	11.4	15.6	16.7	30.3	5.4	90,148	21,123	6,654	11,480	2,072	22,603	1,649
Warren	21.9	.0092	32.8	12.1	14.6	17.0	29.7	8.0	74,878	16,219	7,142	5,531	1,879	21,848	2,526
Washington	15.9	.0066	36.1	9.2	14.2	16.1	35.1	5.9	41,397	7,320	3,373	1,787	1,237	15,209	1,231
Wayne	18.5	.0078	37.1	9.7	13.1	17.2	35.5	7.5	101,170	17,807	4,322	9,074	2,455	22,297	2,036
White	18.2	.0076	38.3	9.4	14.1	17.3	36.8	7.3	76,592	12,670	4,291	4,494	2,197	27,866	1,536
Whiteside	66.2	.0278	31.5	11.1	15.8	17.9	26.6	24.2	275,139	47,716	20,917	31,707	12,100	65,927	13,584
Williamson	60.3	.0253	34.6	10.0	16.3	18.2	31.2	24.0	288,740	62,633	22,133	19,472	10,916	78,680	10,457
TOTAL METRO COUNTIES	**9,434.9**	**3.9598**	**31.3**	**12.1**	**17.7**	**18.6**	**24.8**	**3,408.4**	**49,954,880**	**8,913,920**	**4,687,507**	**6,229,293**	**2,425,365**	**10,061,250**	**2,280,514**
TOTAL STATE	**11,552.9**	**4.8485**	**31.6**	**12.1**	**17.3**	**18.3**	**25.8**	**4,208.9**	**58,872,067**	**10,838,928**	**5,384,840**	**7,123,367**	**2,768,571**	**12,147,227**	**2,596,890**

ILL.

■ ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,154,226**	**32,914**	**15.2**	**30.7**	**27.2**	**18.2**	**.1462**
Kane	3,682,480	32,901	15.5	30.2	26.7	18.8	.1316
• Aurora	1,002,524	30,283	17.8	31.6	24.5	15.0	.0411
• Elgin	826,015	29,332	18.4	32.8	23.8	13.7	.0312
Kendall	471,746	33,000	13.1	33.6	31.3	13.9	.0146
SUBURBAN TOTAL	2,325,687	35,776	12.6	29.1	30.1	21.7	.0739
BLOOMINGTON - NORMAL	**1,479,570**	**28,721**	**19.8**	**29.0**	**22.7**	**15.6**	**.0558**
McLean	1,479,570	28,721	19.8	29.0	22.7	15.6	.0558
• Bloomington	596,993	24,856	23.2	29.4	19.6	11.7	.0272
• Normal	389,280	31,392	18.5	26.7	23.1	20.7	.0138
SUBURBAN TOTAL	493,297	32,083	16.2	29.9	26.7	17.2	.0148
CHAMPAIGN - URBANA - RANTOUL	**1,793,329**	**24,014**	**24.0**	**29.6**	**18.0**	**11.2**	**.0707**
Champaign	1,793,329	24,014	24.0	29.6	18.0	11.2	.0707
• Champaign	635,360	21,778	24.2	27.3	16.0	10.1	.0287
• Rantoul	182,791	22,000	32.1	32.5	17.7	6.7	.0073
• Urbana	329,758	21,298	26.0	27.1	15.1	10.6	.0127
SUBURBAN TOTAL	645,420	28,462	20.4	33.1	21.9	14.0	.0220
CHICAGO	**75,035,335**	**30,695**	**16.5**	**26.5**	**22.4**	**19.9**	**2.7313**
Cook	61,341,260	28,891	17.6	27.2	21.2	17.8	2.2519
Arlington Heights	1,066,744	44,062	9.1	20.0	28.1	38.7	.0379
Berwyn	581,684	27,268	21.1	29.5	21.0	14.1	.0197
• Chicago	30,316,837	23,409	20.7	27.5	17.2	12.2	1.1160
• Chicago Heights	340,535	27,354	18.3	28.7	22.5	13.0	.0160

■ ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cicero	672,359	25,094	23.0	31.4	19.5	10.3	.0218
Des Plaines	781,992	37,508	12.1	26.8	29.3	25.6	.0286
• Evanston	1,071,614	31,994	17.0	28.7	20.1	24.5	.0375
Mount Prospect	798,470	39,723	10.2	24.6	28.7	31.2	.0307
Oak Lawn	772,359	35,860	14.0	26.5	26.7	25.0	.0328
Oak Park	778,099	30,465	18.4	29.6	21.7	19.9	.0260
Schaumburg	831,389	38,768	10.0	27.3	34.1	24.9	.0454
Skokie	972,395	40,236	12.2	23.3	24.9	34.0	.0383
Du Page	11,622,055	41,995	9.0	22.6	29.3	34.8	.4110
Downers Grove	737,914	42,609	10.9	20.5	27.8	36.3	.0270
Elmhurst	705,478	42,097	9.9	22.8	27.9	35.8	.0251
Naperville	953,781	50,760	6.9	14.2	24.4	51.6	.0376
Wheaton	825,008	42,695	9.5	22.4	27.4	37.0	.0251
McHenry	2,072,020	34,786	14.1	28.5	29.1	20.5	.0684
SUBURBAN TOTAL	43,306,349	37,786	12.1	25.5	27.8	27.9	1.5618
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***97,756,039***	***30,949***	***16.3***	***27.5***	***23.0***	***19.3***	***3.5599***
DAVENPORT - ROCK ISLAND - MOLINE	**4,651,023**	**29,790**	**17.6**	**30.5**	**24.3**	**14.6**	**.1705**
Henry	630,578	28,258	18.9	31.5	22.5	12.7	.0215
Rock Island	2,049,238	30,270	16.7	29.4	24.7	15.9	.0753
• Moline	634,859	30,751	16.5	29.5	24.1	17.9	.0257
• Rock Island	534,135	26,913	20.0	28.9	21.6	13.3	.0182

ILL. (cont.)

SALES MANAGEMENT ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
Scott, Iowa	*1,971,207*	*29,842*	*18.0*	*31.4*	*24.5*	*14.0*	*.0737*
• *Davenport*	*1,197,299*	*27,270*	*20.4*	*32.1*	*21.6*	*11.5*	*.0475*
SUBURBAN TOTAL	2,284,730	31,650	15.6	30.4	26.5	16.0	.0791
DECATUR	**1,322,506**	**27,668**	**18.4**	**31.9**	**22.1**	**12.7**	**.0566**
Macon	1,522,508	27,668	18.4	31.9	22.1	12.7	.0566
• Decatur	1,095,950	25,903	20.0	31.2	19.9	12.0	.0422
SUBURBAN TOTAL	426,558	32,319	13.9	33.5	28.4	14.8	.0144
JOLIET	**4,237,576**	**32,896**	**14.4**	**30.8**	**28.8**	**16.0**	**.1470**
Grundy	377,074	31,238	17.0	30.4	28.3	13.4	.0130
Will	3,860,502	33,048	14.2	30.8	28.9	16.2	.1340
• Joliet	846,334	27,312	19.5	29.1	20.9	13.0	.0367
SUBURBAN TOTAL	3,391,242	34,220	12.9	31.3	31.2	16.8	.1103
KANKAKEE	**1,019,933**	**25,165**	**21.2**	**33.4**	**18.8**	**9.5**	**.0391**
Kankakee	1,019,933	25,165	21.2	33.4	18.8	9.5	.0391
• Kankakee	285,378	21,874	23.9	32.5	13.4	8.5	.0131
SUBURBAN TOTAL	734,555	26,552	20.0	33.9	21.1	9.9	.0260
LAKE COUNTY	**6,722,343**	**37,494**	**12.7**	**24.9**	**25.1**	**29.5**	**.2326**
Lake	6,722,343	37,494	12.7	24.9	25.1	29.5	.2326
• North Chicago	356,090	24,029	25.1	37.0	16.8	9.2	.0113
• Waukegan	838,147	29,397	18.7	29.5	23.7	15.6	.0345
SUBURBAN TOTAL	5,528,106	40,290	10.6	23.1	25.9	33.9	.1868
PEORIA	**4,358,428**	**30,604**	**16.2**	**30.8**	**23.7**	**17.1**	**.1607**
Peoria	2,562,117	30,470	16.6	28.8	22.6	18.6	.0914
• Peoria	1,559,717	28,697	17.7	27.9	20.4	18.4	.0594
Tazewell	1,603,500	30,701	15.8	33.2	24.9	15.4	.0563
• Pekin	390,109	26,641	20.7	30.3	22.2	11.3	.0161
Woodford	392,811	30,913	15.4	34.1	25.8	14.6	.0130
SUBURBAN TOTAL	2,608,602	32,135	14.5	32.7	25.9	17.4	.0852
ROCKFORD	**3,212,308**	**29,266**	**17.7**	**32.9**	**24.2**	**12.2**	**.1205**
Boone	295,003	27,270	19.7	36.3	23.2	7.3	.0108
Winnebago	2,917,305	29,510	17.5	32.4	24.4	12.8	.1097
• Rockford	1,581,762	27,095	19.7	32.5	21.1	11.3	.0646
SUBURBAN TOTAL	1,630,546	31,339	15.6	33.1	27.6	13.3	.0559
SPRINGFIELD	**2,234,383**	**25,708**	**21.6**	**32.0**	**20.7**	**10.5**	**.0852**
Menard	113,874	23,566	23.6	38.5	15.7	4.9	.0038
Sangamon	2,120,509	25,868	21.5	31.5	21.0	10.9	.0814
• Springfield	1,223,079	23,975	23.0	30.4	18.6	10.4	.0534
SUBURBAN TOTAL	1,011,304	27,864	19.8	34.0	23.4	10.8	.0318
OTHER COUNTIES							
Adams	641,600	20,937	26.2	34.6	12.6	5.3	.0279
Quincy	386,272	19,393	28.0	32.1	11.2	5.0	.0198
Alexander	95,927	15,170	24.4	24.6	10.6	4.3	.0039
Bond	148,893	20,550	25.3	29.3	15.2	6.7	.0055
Brown	53,012	20,228	24.7	30.5	12.6	7.5	.0020
Bureau	415,721	25,165	22.6	33.4	18.4	10.1	.0146
Calhoun	46,641	19,102	26.3	30.1	12.5	5.3	.0017
Carroll	187,970	23,840	24.6	32.2	17.9	9.0	.0063
Cass	148,127	24,299	22.0	32.3	18.5	8.0	.0051
Christian	423,458	26,536	21.1	29.4	20.1	14.1	.0149
Clark	151,450	29,273	27.9	30.9	11.7	5.4	.0056
Clay	145,578	20,056	27.5	30.3	12.8	6.9	.0053
☐ Clinton	321,439	24,946	21.3	34.2	19.1	8.9	.0120
Coles	538,768	22,972	24.9	30.0	17.3	9.5	.0210
Crawford	245,675	26,291	21.1	29.9	20.0	13.6	.0089
Cumberland	100,967	20,466	28.4	34.2	11.9	5.2	.0036
De Kalb	777,761	26,825	20.9	31.6	21.4	11.4	.0283
De Witt	237,446	30,741	14.7	28.5	23.3	18.1	.0078
Douglas	219,342	27,074	21.8	32.5	21.8	10.4	.0080
Edgar	207,239	20,667	26.0	29.9	14.0	7.6	.0081
Edwards	97,618	24,836	25.2	29.7	19.2	10.5	.0032
Effingham	299,086	21,978	26.6	32.3	16.0	6.4	.0142
Fayette	206,831	20,532	28.3	30.4	14.1	6.9	.0079
Ford	147,605	22,500	27.9	35.6	14.4	6.7	.0052
Franklin	356,088	16,148	29.7	26.4	11.1	3.2	.0152
Fulton	385,552	21,674	24.5	35.0	14.3	5.1	.0149
Gallatin	65,461	18,219	26.4	27.8	11.7	6.3	.0022
Greene	119,829	16,832	31.9	28.6	9.1	2.7	.0048
Hamilton	110,744	24,211	22.6	27.8	17.6	13.1	.0036
Hancock	229,915	22,046	25.4	33.4	15.1	6.7	.0078
Hardin	32,681	13,145	32.2	23.0	4.4	1.5	.0014
Henderson	79,419	20,948	25.5	35.3	12.5	4.7	.0027
Iroquois	312,408	22,470	25.2	35.3	14.1	7.2	.0113
Jackson	584,904	18,696	26.0	24.5	13.7	9.0	.0250
Jasper	98,315	19,234	29.4	29.1	12.9	6.0	.0042
Jefferson	392,576	21,864	23.7	30.9	15.3	7.9	.0160
☐ Jersey	177,830	22,371	26.4	37.3	14.3	5.0	.0066
Jo Daviess	215,083	21,758	26.9	36.0	13.8	4.9	.0079
Johnson	74,228	16,716	30.9	28.9	9.0	2.7	.0029
Knox	596,718	22,761	25.3	34.7	16.3	5.9	.0241
La Salle	1,230,993	26,535	20.2	33.4	21.5	9.5	.0468
Lawrence	160,995	20,699	24.5	31.5	15.3	4.8	.0062
Lee	384,780	27,448	20.0	32.6	22.9	10.8	.0129
Livingston	427,134	26,315	20.1	35.4	19.9	10.2	.0156
Logan	323,112	25,154	22.8	33.4	20.1	8.4	.0119
McDonough	316,633	19,088	26.8	29.0	13.2	5.6	.0133
Macoupin	483,127	22,391	24.3	31.7	17.4	6.3	.0176
☐ Madison	2,373,333	24,210	22.1	34.3	19.2	6.4	.0966
• Alton	279,795	19,231	25.8	31.7	12.8	3.7	.0148
• Granite City	336,730	23,446	21.9	33.7	18.2	5.8	.0141
Marion	436,943	21,581	26.0	30.6	16.1	6.9	.0181
Marshall	142,264	24,714	20.4	37.3	16.4	8.0	.0046
Mason	181,650	22,426	23.1	35.6	14.3	6.7	.0068
Massac	134,022	18,628	26.3	28.8	13.6	4.3	.0049
Mercer	197,729	25,273	21.3	32.3	20.0	8.8	.0064
☐ Monroe	190,542	24,058	22.7	36.5	17.0	6.3	.0071
Montgomery	290,966	20,690	26.2	29.9	15.6	6.2	.0114
Morgan	387,127	22,826	24.7	31.9	17.3	7.9	.0155
Moultrie	138,909	23,549	23.1	35.4	16.4	7.1	.0050
Ogle	535,758	29,023	18.7	32.7	24.3	11.6	.0176
Perry	231,871	23,476	24.2	27.4	20.7	9.0	.0085
Piatt	154,217	22,622	25.7	38.4	14.0	5.3	.0056
Pike	148,050	16,487	31.7	27.7	8.2	3.7	.0056
Pope	34,622	16,288	28.5	27.3	9.8	2.8	.0012
Pulaski	59,161	13,843	28.3	22.7	8.1	3.0	.0023
Putnam	68,817	28,732	17.7	34.0	23.4	11.3	.0021
Randolph	321,586	23,440	23.5	35.1	17.2	5.7	.0128
Richland	192,695	23,617	23.1	32.5	17.0	8.8	.0077
☐ St. Clair	2,532,008	24,023	20.7	28.4	19.1	10.4	.1001
• Belleville	477,122	24,515	23.1	29.7	18.8	11.0	.0212
• East St. Louis	280,311	11,893	22.1	18.7	10.1	4.8	.0123
Saline	254,378	16,704	28.3	25.8	11.9	4.7	.0113
Schuyler	74,312	20,573	25.6	32.4	13.3	5.7	.0026
Scott	52,792	20,719	25.1	33.8	13.2	4.8	.0019
Shelby	214,990	21,244	25.3	34.6	13.5	5.3	.0078
Stark	90,195	29,455	15.9	31.6	22.2	15.4	.0026
Stephenson	511,829	24,456	23.5	34.3	19.4	7.3	.0194
Union	165,056	17,938	31.5	29.3	8.5	6.3	.0062
Vermilion	939,831	23,397	22.3	32.6	17.8	7.8	.0372
Wabash	144,271	23,992	22.7	32.8	17.7	7.6	.0061
Warren	207,599	22,500	24.8	32.3	16.3	7.4	.0076
Washington	161,412	24,352	22.6	31.4	18.2	9.6	.0055
Wayne	163,166	18,371	29.4	29.8	11.0	4.8	.0070
White	198,535	22,737	25.9	30.0	14.8	11.1	.0071
Whiteside	666,678	26,135	21.2	34.0	21.7	7.8	.0249
Williamson	494,844	18,123	28.9	31.8	10.3	3.1	.0214
TOTAL METRO COUNTIES	**114,244,907**	**30,220**	**17.0**	**27.9**	**22.7**	**18.3**	**4.1649**
TOTAL STATE	**134,758,592**	**28,542**	**18.4**	**28.6**	**21.5**	**16.3**	**4.9469**

TURN TO

LANDON

FOR RESULTS

(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

INDIANA

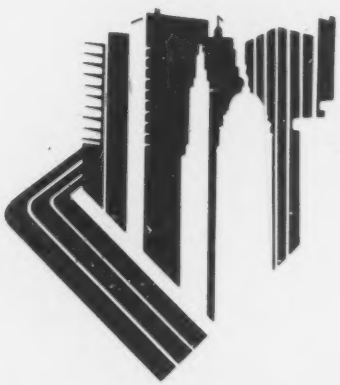
IND.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**133.8**	**.0562**	**31.8**	**11.1**	**16.6**	**18.8**	**25.8**	**48.9**	**736,043**	**170,627**	**59,404**	**87,644**	**28,919**	**160,968**	**33,842**
Madison	133.8	.0562	31.8	11.1	16.6	18.8	25.8	48.9	736,043	170,627	59,404	87,644	28,919	160,968	33,842
• Anderson	61.6	.0259	32.0	12.5	15.9	16.7	28.5	24.0	523,507	126,228	45,997	56,763	23,169	122,487	21,252
SUBURBAN TOTAL	72.2	.0303	31.7	9.8	17.1	20.7	23.6	24.9	212,536	44,399	13,407	30,881	5,750	38,481	12,590
BLOOMINGTON	**101.0**	**.0424**	**25.9**	**28.6**	**19.1**	**15.0**	**17.5**	**35.7**	**523,979**	**102,646**	**55,533**	**69,949**	**22,759**	**99,515**	**18,664**
Monroe	101.0	.0424	25.9	28.6	19.1	15.0	17.5	35.7	523,979	102,646	55,533	69,949	22,759	99,515	18,664
• Bloomington	52.2	.0219	24.0	43.2	18.3	10.7	14.6	17.5	464,891	90,553	48,857	69,593	20,934	89,109	16,784
SUBURBAN TOTAL	48.8	.0205	30.1	13.0	20.2	19.5	20.6	18.2	59,088	12,093	6,676	356	1,825	10,406	1,880
ELKHART - GOSHEN	**143.3**	**.0601**	**30.6**	**10.9**	**18.0**	**18.7**	**23.5**	**51.2**	**968,592**	**210,623**	**75,570**	**80,083**	**21,631**	**345,429**	**33,474**
Elkhart	143.3	.0601	30.6	10.9	18.0	18.7	23.5	51.2	968,592	210,623	75,570	80,083	21,631	345,429	33,474
• Elkhart	43.5	.0183	31.2	11.7	18.5	16.0	27.0	17.2	598,818	140,702	47,441	61,214	8,423	212,191	18,316
• Goshen	20.5	.0086	30.9	15.3	17.4	16.0	26.9	7.8	168,799	32,880	12,258	5,735	4,867	63,261	7,031
SUBURBAN TOTAL	79.3	.0332	30.2	9.4	18.2	20.8	20.5	26.2	200,975	37,041	15,871	13,134	8,341	69,977	8,127
EVANSVILLE	**284.1**	**.1192**	**32.2**	**11.8**	**16.9**	**17.8**	**27.5**	**106.7**	**1,765,932**	**365,509**	**155,675**	**253,045**	**86,414**	**347,649**	**56,742**
Posey	27.6	.0115	30.9	10.9	17.7	18.7	24.1	9.5	79,019	16,761	6,059	5,380	3,551	23,983	3,755
Vanderburgh	166.6	.0700	33.3	12.6	16.4	16.8	30.4	65.3	1,293,043	249,987	119,624	210,056	66,741	232,849	42,151
• Evansville	129.1	.0542	33.5	13.1	16.3	15.5	32.0	52.1	1,230,671	244,425	112,501	205,104	64,960	225,599	41,887
Warrick	47.1	.0197	30.4	9.9	18.3	20.5	21.0	16.0	134,084	34,651	8,827	7,380	4,697	32,093	3,861
Henderson, Ky.	*42.8*	*.0180*	*31.6*	*11.0*	*17.2*	*18.2*	*25.9*	*15.9*	*259,786*	*64,110*	*21,165*	*30,229*	*11,425*	*58,724*	*6,975*
SUBURBAN TOTAL	155.0	.0650	31.3	10.7	17.3	19.8	23.7	54.6	535,261	121,084	43,174	47,941	21,454	122,050	14,855
FORT WAYNE	**336.1**	**.1494**	**30.3**	**11.7**	**18.1**	**17.9**	**23.7**	**127.6**	**2,014,356**	**387,003**	**196,542**	**266,771**	**102,834**	**416,146**	**82,246**
Allen	295.3	.1239	30.2	12.0	18.4	17.8	23.3	106.6	1,770,292	318,847	175,733	252,189	96,929	358,719	69,066
• Fort Wayne	168.4	.0707	30.5	13.5	18.6	15.4	26.3	65.7	1,423,426	242,657	144,259	229,992	83,077	297,813	57,441
De Kalb	33.9	.0142	30.7	10.7	16.5	18.0	24.9	11.7	127,372	34,023	11,614	10,197	3,199	29,799	6,076
Whitley	26.9	.0113	31.4	10.7	16.6	18.0	26.0	9.3	116,692	34,133	9,195	4,385	2,706	27,628	7,104
SUBURBAN TOTAL	187.7	.0787	30.1	10.1	17.7	20.0	21.4	61.9	590,930	144,346	52,283	36,779	19,757	118,333	24,805
GARY - HAMMOND	**637.6**	**.2676**	**29.9**	**12.1**	**17.0**	**18.3**	**23.0**	**216.6**	**3,410,669**	**733,622**	**335,691**	**402,527**	**132,072**	**646,677**	**178,713**
Lake	506.6	.2126	30.1	12.0	16.3	17.9	24.1	172.9	2,906,589	616,249	279,800	359,577	114,554	550,069	136,296
• East Chicago	37.1	.0156	29.9	12.9	14.5	15.4	27.3	13.0	115,587	22,660	15,815	9,637	4,671	19,306	10,705
• Gary	143.2	.0601	27.9	12.2	15.9	16.3	22.5	47.5	455,871	111,095	38,225	35,242	13,347	86,510	30,072
• Hammond	89.6	.0376	31.4	12.7	16.5	15.9	28.1	33.3	496,342	93,905	58,309	45,930	17,911	77,453	16,614
Porter	131.0	.0550	28.9	12.8	18.9	19.6	18.9	43.7	504,080	117,373	55,891	42,950	17,518	96,608	42,417
SUBURBAN TOTAL	367.7	.1543	30.2	11.9	17.6	19.9	21.6	122.8	2,342,869	505,962	223,342	311,718	96,143	463,408	121,322

FORTWAYNE
INDIANA



The PENETRATION Advantage

83% Fort Wayne Newspapers, The Journal-Gazette and The News-Sentinel reach the people you want to reach.

- In the Fort Wayne City Zone, daily combined household penetration is 83%.
- In the MSA, Fort Wayne Newspapers still provide 75% daily combined household penetration.*

*Source: ABC Audit Report, Dec. 29, 1984

Fort Wayne: the advantage you need to take advantage of.

Fort Wayne Newspapers, agent for
The Journal-Gazette
The News-Sentinel
P.O. Box 100 Fort Wayne, Indiana 46801

For additional information, please call 219 461-8448

Represented Nationally by Knight-Ridder Newspaper Sales, Inc.

IND. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 15-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
INDIANAPOLIS	**1,198.7**	**.5030**	**30.9**	**11.7**	**18.0**	**18.8**	**23.9**	**438.4**	**7,567,742**	**1,267,291**	**713,599**	**936,685**	**320,165**	**1,733,976**	**322,252**
Boone	38.6	.0162	32.5	9.6	16.7	20.7	25.1	13.6	182,390	33,548	17,160	8,537	6,151	31,610	8,191
Hamilton	94.3	.0396	31.3	8.7	17.8	23.2	20.2	31.8	380,384	88,040	35,962	21,640	21,161	88,134	18,013
Hancock	46.8	.0196	31.0	9.5	16.8	22.0	21.2	15.7	207,737	37,082	18,028	13,847	4,717	56,686	9,714
Hendricks	76.0	.0319	30.6	10.0	18.0	21.4	20.7	24.8	242,574	74,754	22,254	10,168	7,678	45,713	11,690
Johnson	83.2	.0349	30.1	11.3	17.9	20.1	21.2	26.1	465,188	54,074	33,419	125,050	18,812	74,461	15,719
Marion	765.1	.3211	30.9	12.7	18.2	17.4	25.2	291.9	5,707,467	907,402	558,167	728,980	245,193	1,370,768	240,456
• Indianapolis	708.5	.2973	30.8	12.6	18.2	17.4	25.0	269.5	5,388,937	848,768	521,826	706,452	234,376	1,304,300	227,893
Morgan	54.5	.0229	30.7	10.0	16.7	20.9	21.9	18.4	228,783	60,244	17,561	16,974	9,945	30,594	10,385
Shelby	40.2	.0168	31.6	10.2	16.3	19.1	25.4	14.1	153,219	32,147	11,048	11,489	6,508	36,010	8,084
SUBURBAN TOTAL	490.2	.2057	31.1	10.4	17.4	20.9	22.4	168.9	2,178,805	438,523	191,773	230,233	85,789	429,676	94,359
KOKOMO	**103.3**	**.0434**	**31.3**	**10.5**	**16.9**	**20.2**	**23.6**	**38.0**	**653,857**	**122,162**	**59,605**	**78,550**	**21,560**	**159,159**	**29,139**
Howard	86.6	.0364	31.0	10.6	17.0	20.3	23.0	31.8	586,737	105,457	54,642	76,145	20,489	140,881	25,869
• Kokomo	46.0	.0193	31.3	11.5	17.2	17.5	26.1	18.1	537,910	98,379	51,783	66,934	18,043	135,968	23,655
Tipton	16.7	.0070	32.9	9.9	15.8	19.6	27.0	6.2	67,120	16,705	4,962	2,405	1,071	18,278	3,270
SUBURBAN TOTAL	57.3	.0241	31.3	9.7	16.5	22.3	21.6	19.9	115,947	23,783	7,822	11,616	3,517	23,191	5,484
LAFAYETTE - WEST LAFAYETTE	**122.5**	**.0514**	**26.1**	**26.3**	**17.6**	**14.8**	**19.5**	**42.3**	**708,855**	**116,919**	**70,266**	**109,323**	**27,906**	**160,491**	**29,956**
Tippecanoe	122.5	.0514	26.1	26.3	17.6	14.8	19.5	42.3	708,855	116,919	70,266	109,323	27,906	160,491	29,956
• Lafayette	43.6	.0183	31.3	13.6	19.5	16.2	26.5	17.9	502,058	74,931	40,081	84,300	20,189	129,508	19,506
• West Lafayette	20.7	.0087	23.9	44.2	16.4	11.0	15.5	7.4	152,631	38,773	22,177	24,968	4,614	7,346	10,170
SUBURBAN TOTAL	58.2	.0244	24.4	29.4	16.5	15.2	15.8	17.0	54,166	3,215	8,008	55	3,103	23,637	280
MUNCIE	**124.6**	**.0523**	**29.7**	**17.4**	**15.8**	**17.7**	**23.9**	**44.0**	**766,818**	**143,072**	**75,053**	**91,887**	**40,328**	**145,898**	**36,686**
Delaware	124.6	.0523	29.7	17.4	15.8	17.7	23.9	44.0	766,818	143,072	75,053	91,887	40,328	145,898	36,686
• Muncie	74.8	.0314	28.0	22.9	15.1	14.7	24.7	27.0	657,472	125,325	65,895	76,688	31,666	121,079	35,744
SUBURBAN TOTAL	49.8	.0209	32.0	9.1	16.8	22.3	22.7	17.0	109,346	17,747	9,158	15,199	8,662	24,819	942
SOUTH BEND - MISHAWAKA	**237.7**	**.0998**	**31.7**	**13.3**	**16.6**	**16.5**	**28.0**	**87.2**	**1,450,515**	**263,766**	**132,958**	**210,847**	**100,443**	**311,857**	**63,302**
St. Joseph	237.7	.0998	31.7	13.3	16.6	16.5	28.0	87.2	1,450,515	263,766	132,958	210,847	100,443	311,857	63,302
• Mishawaka	40.9	.0172	31.7	13.0	18.4	18.6	28.3	17.0	485,396	77,692	40,336	105,868	47,314	91,397	20,881
• South Bend	107.0	.0449	32.8	11.5	17.3	14.1	32.0	42.1	759,605	142,689	72,448	86,598	37,994	183,487	36,026
SUBURBAN TOTAL	89.8	.0377	30.2	15.7	15.1	19.8	23.0	28.1	205,514	43,385	20,174	18,381	15,135	36,973	6,595
TERRE HAUTE	**134.3**	**.0564**	**32.0**	**14.9**	**16.0**	**16.0**	**29.2**	**49.1**	**994,095**	**169,021**	**78,609**	**127,730**	**31,545**	**195,015**	**28,954**
Clay	25.0	.0105	34.2	10.3	14.9	17.2	31.6	9.3	110,991	19,419	7,595	9,172	2,393	28,939	6,122
Vigo	109.3	.0459	31.5	16.0	16.1	15.7	28.7	39.8	883,104	149,602	71,014	118,558	29,152	166,076	22,832
• Terre Haute	58.2	.0244	31.4	19.3	14.7	12.8	31.9	22.3	692,910	136,937	54,979	84,147	23,677	96,148	18,508
SUBURBAN TOTAL	76.1	.0320	32.4	11.5	16.7	18.5	27.2	26.8	301,185	32,084	23,630	43,583	7,868	98,867	10,426
OTHER COUNTIES															
Adams	30.6	.0129	29.6	10.7	16.0	16.5	24.3	10.2	157,632	29,983	13,881	7,716	5,975	35,340	6,138
Bartholomew	66.3	.0278	31.1	10.2	17.7	21.1	22.0	24.0	308,620	56,737	28,384	45,696	14,796	56,382	12,280
Benton	9.8	.0042	32.8	9.6	13.7	17.3	31.1	3.6	33,218	8,274	1,617		839	6,467	1,783
Blackford	15.5	.0065	33.0	9.8	15.5	18.6	28.2	5.6	56,536	15,728	3,822	5,844	1,759	13,522	3,183
Brown	13.5	.0056	32.5	9.6	17.8	19.5	25.7	5.0	19,829	2,779	4,032	318	706	1,617	1,837
Carroll	19.9	.0084	33.0	9.8	15.8	18.2	28.7	7.2	57,364	9,335	4,146	2,787	1,392	18,706	2,847
Cass	40.5	.0170	32.9	10.2	15.7	18.4	28.3	14.6	188,631	36,575	16,017	21,931	8,974	41,914	10,423
☐ Clark	92.0	.0386	30.4	11.1	18.6	18.8	22.7	32.8	578,082	95,340	43,879	107,249	13,743	115,243	17,629
Clinton	31.3	.0131	33.3	10.1	15.6	17.9	29.3	11.4	129,657	32,910	11,593	6,657	5,156	29,411	7,526
Crawford	10.6	.0045	31.8	10.8	15.3	17.6	27.5	3.6	22,271	7,250	1,745	2,631	536	3,067	
Daviess	28.4	.0119	32.9	10.0	15.0	16.6	30.3	10.2	130,461	29,278	8,961	16,075	3,280	22,216	5,808
☐ Dearborn	37.0	.0155	31.4	9.8	16.3	18.9	25.2	12.6	133,314	33,877	9,964	12,886	4,860	26,368	9,340
Decatur	23.8	.0100	31.0	10.6	15.5	17.6	26.2	8.2	100,689	22,493	7,840	8,924	2,631	21,812	3,032
Dubois	35.7	.0150	30.2	12.1	16.6	17.4	24.6	12.4	232,488	37,355	18,100	12,106	10,602	84,791	6,276
Fayette	28.3	.0119	31.4	9.8	16.5	17.9	26.2	10.0	131,661	28,871	10,739	11,972	3,127	29,315	10,888

Serving The Greater South Bend Area

South Bend Tribune

Test Marketing expert states:

"SOUTH BEND AMONG 8 CITIES RANKED THE MOST AVERAGE OF THE AVERAGE"

According to a leading ad agency's Senior Vice President, Media, "Some cities may have been overworked as test markets...and could have become jaded...and therefore display atypical reactions.

"And the census data show dramatic population changes in others.

"As a result," he continued, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend among the 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

For the facts and figures that make South Bend the ideal test market for your product or service, write now or call for your copy of the *South Bend Tribune's 1985 Market Data book.*

Serving The Greater South Bend Area

Albert E. Petersohn, General Advertising Manager, South Bend Tribune, South Bend, Indiana 46626 • 219/233-6161 • Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

BLOOMINGTON—BEDFORD
Total Primary Market: 192,700 People, 69,200 Households
A.B.C. 1984 Estimates

Our newspaper buy delivers * the market!

Weekday cume w/4.3 frequency	81%
Sunday cume w/3.5 frequency	79%
Seven-day cume w/6.0 frequency	86%

*RMH Research, 1983

Represented Nationally by BRANHAM

Circulation Up Again! Comb. Daily 43,412 Sunday 44,292 ABC FAS FAX 3/31/85

BLOOMINGTON The Herald-Telephone

BEDFORD The Times-Mail

BLOOMINGTON—BEDFORD Sunday Herald-Times

Not Resting On Our Laurels!

We keep improving . . . driven by the dynamic Bloomington-Bedford market's demand for excellence. State-of-the-art new graphic tools at both newspapers are paced by U.S. first installation of world's finest Koenig and Bauer 80-page offset color press in Bloomington. No change, however, in our reputation for editorial excellence . . . and the service, interest, concern, and value advertisers seek!

OUR NEWSPAPERS INFLUENCE:

$1.5 Billion E.B.I.	$152 Million Auto
$789 Million Retail	$ 75 Million Eat/Drink
$188 Million Food	$ 31 Million Drugs

(c) SMM/SBP July, 1985. Sales in home counties and READER HOMES ONLY in trade area counties.

WE REACH*
84% of Food Buyers
85% of Dept/Disc.
86% of Drugs/HBA
88% of Cable TV Users
90% of Buyers of Most Merchandise Lines

Specify Bloomington—Bedford Metro Newspapers On Your Media List

IND. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Floyd	63.1	.0265	31.8	10.7	17.1	18.8	25.8	22.4	250,852	61,710	29,664	19,701	17,204	37,536	14,431
* New Albany	37.9	.0159	33.2	11.1	16.6	16.5	30.6	14.5	225,918	52,478	27,216	19,532	15,596	36,977	11,402
Fountain	19.0	.0080	33.8	9.9	14.8	18.9	29.4	6.8	71,502	17,898	7,524	2,759	1,494	23,359	3,776
Franklin	20.6	.0086	30.0	10.2	15.6	18.2	23.9	6.4	42,979	17,052	3,409	1,071	949	6,281	1,725
Fulton	19.9	.0084	34.2	9.9	14.6	17.6	31.3	7.4	81,368	18,877	9,506	6,781	1,355	19,561	5,890
Gibson	34.4	.0144	33.6	11.3	15.0	17.9	30.0	12.9	181,385	43,968	12,909	16,657	4,326	44,314	9,375
Grant	78.7	.0330	31.6	12.5	15.2	18.8	26.0	27.5	443,630	87,544	41,343	57,745	17,602	94,253	20,771
Greene	31.4	.0132	35.2	8.9	15.1	18.1	32.2	12.1	110,733	34,767	7,112	9,237	3,050	19,765	5,685
☐ Harrison	29.7	.0125	30.8	10.6	17.0	19.1	23.7	9.9	83,808	24,590	6,683	6,034	4,118	13,585	3,316
Henry	51.8	.0217	32.5	9.9	15.9	18.9	27.1	18.6	239,738	74,070	19,611	15,470	9,066	40,429	11,544
Huntington	36.3	.0152	31.9	11.6	15.3	17.3	28.0	13.0	157,969	36,840	12,479	15,125	4,860	31,471	8,113
Jackson	37.3	.0157	31.9	10.6	16.1	18.4	26.6	13.5	204,223	47,251	17,745	12,607	5,034	41,267	9,418
Jasper	27.9	.0117	29.0	13.4	15.6	18.0	22.6	9.0	110,703	22,634	8,307	9,242	1,718	22,665	7,228
Jay	22.7	.0095	32.9	9.9	14.8	18.0	28.9	8.3	85,072	24,657	6,900	5,746	3,640	16,595	4,008
Jefferson	31.1	.0131	31.1	12.9	16.3	18.2	25.4	10.8	135,311	33,019	10,036	16,490	6,668	25,201	5,991
Jennings	23.9	.0100	30.3	10.9	17.4	19.1	22.6	7.8	69,243	20,323	5,682	4,708	1,187	10,467	3,616
Knox	42.0	.0176	33.1	14.9	14.3	16.7	30.6	15.9	239,028	45,274	19,467	27,276	11,758	48,730	12,632
Kosciusko	64.8	.0272	30.8	11.5	17.7	18.2	24.3	23.0	287,649	57,755	23,817	22,059	9,922	69,825	13,532
La Grange	27.8	.0117	27.8	10.3	15.8	16.7	22.0	8.5	97,500	24,947	12,647	3,761	1,929	12,854	3,332
La Porte	109.0	.0458	31.6	10.9	17.7	18.0	26.0	37.5	523,243	113,471	45,084	67,257	20,441	103,922	27,253
Lawrence	43.5	.0182	33.1	9.6	16.2	18.5	28.4	16.1	198,266	44,784	14,949	28,482	7,980	40,399	9,515
Marshall	40.8	.0171	32.0	10.5	15.9	17.8	27.4	14.6	178,455	37,895	14,433	6,991	4,842	41,114	9,624
Martin	10.9	.0046	31.3	10.4	16.2	18.0	26.0	3.8	40,423	12,303	1,999	2,145	1,357	9,442	1,267
Miami	39.2	.0164	29.6	12.5	17.2	17.5	23.1	13.6	147,170	30,520	9,848	8,527	5,166	45,402	8,853
Montgomery	35.7	.0150	32.9	11.9	15.3	18.8	28.0	13.1	178,184	37,113	14,820	21,668	5,595	43,270	9,731
Newton	15.4	.0064	30.9	10.0	16.3	17.9	25.5	5.4	43,068	11,099	2,923	981	1,421	6,384	4,465
Noble	37.1	.0156	30.6	10.8	16.9	17.4	25.2	13.0	131,246	34,099	10,184	13,225	3,721	29,420	6,141
Ohio	5.3	.0022	33.3	10.2	14.8	19.3	28.1	1.9	12,478	6,128	917		198		322
Orange	19.0	.0080	35.1	10.2	15.6	17.3	29.7	6.9	56,154	19,715	4,000	3,713	1,787	6,897	2,579
Owen	17.1	.0072	33.4	9.1	15.4	19.1	28.5	6.3	38,271	9,425	3,268	594	1,486	9,825	1,649
Parke	16.8	.0070	34.5	9.3	14.8	18.3	31.0	6.0	41,662	13,532	2,945	1,783	1,427	6,029	2,317
Perry	19.4	.0082	32.6	11.0	15.1	16.7	29.7	6.7	84,485	25,654	6,243	12,859	3,767	11,098	3,855
Pike	13.9	.0058	34.8	9.6	15.0	18.9	30.8	5.3	31,903	11,149	1,897	1,144	1,371	9,935	1,466
Pulaski	13.6	.0056	32.7	10.1	14.3	16.9	29.7	5.0	57,830	9,804	3,455	1,925	1,454	17,586	4,342
Putnam	30.0	.0125	31.6	16.5	13.9	18.9	26.4	9.7	102,797	31,451	7,515	5,830	3,259	18,254	5,803

ELKHART—The "BIGGER MAGNET" Ad Buy!! IF YOU'RE NOT BUYING THE ELKHART TRUTH, YOU'RE NOT COVERING THE "GREAT STATE OF MICHIANA".

Elkhart: by Far The Richest County in Michiana! Covered ONLY BY The Elkhart Truth

The Elkhart-Goshen metropolitan area experienced a 3.5 percent gain in population between 1980 and 1984, according to a U.S. Census Bureau study. The increase is the largest of any metropolitan area in the state. Add the Truth to your next advertising space schedule.

What Makes Our Market Rich? RETAIL SALES PER HOUSEHOLD OF $30,910*

and that's over 81% GREATER than South Bend. S & MM Metro Market Ranking Per Household Retail Sales: Elkhart Ranked 55th ... South Bend 173rd. Only the Elkhart Truth covers Elkhart with over 77½% household penetration compared to South Bend Tribune's 12%.

*S & MMs survey of Buying Power, July 1984

The Elkhart Truth Represented by BRANHAM Newspaper Sales

Call (219)294-1661 ext. 262 for Market Information

SAU

IND. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	29.8	.0126	32.6	10.0	15.6	19.0	27.2	10.8	105,419	29,292	7,358	4,669	5,336	22,788	5,790
Ripley	25.4	.0106	31.5	10.2	15.2	17.2	27.5	8.4	87,637	27,247	4,720	4,544	2,991	16,372	3,959
Rush	18.9	.0079	32.1	10.4	14.5	17.4	28.3	6.5	75,178	17,771	3,574	5,362	3,214	21,868	5,040
Scott	21.1	.0089	30.4	10.5	16.3	18.8	23.7	7.3	85,936	17,363	7,036	9,627	1,673	15,880	3,564
Spencer	20.6	.0087	31.9	11.3	15.9	17.7	27.3	6.8	63,135	19,397	4,700	1,322	2,169	17,577	1,993
Starke	22.7	.0095	31.7	9.8	15.3	17.9	27.1	7.9	96,402	20,594	4,786	7,201	1,819	18,566	7,983
Steuben	26.3	.0110	31.9	12.7	15.6	17.9	27.3	9.6	144,005	31,051	12,888	8,563	4,064	20,670	4,019
Sullivan	21.2	.0089	35.2	9.0	15.0	16.7	33.5	8.1	56,964	16,628	2,721	2,890	1,302	13,024	2,565
Switzerland	7.6	.0032	34.5	9.4	13.7	18.7	30.6	2.8	13,827	5,340	961	177	298	970	243
Union	6.9	.0029	31.9	9.9	15.6	18.5	26.6	2.4	21,093	6,675	989	514	918	2,719	1,353
Vermillion	18.3	.0076	34.5	9.3	15.5	17.6	31.7	7.2	62,787	13,164	2,575	1,733	208	25,390	2,267
Wabash	36.5	.0153	31.3	12.7	15.1	18.1	26.4	12.5	144,961	29,840	10,696	17,185	4,749	27,940	9,188
Warren	8.9	.0038	33.0	9.4	15.0	19.4	27.7	3.0	9,460	3,956	614	94	159	414	1,038
Washington	22.8	.0096	31.5	10.7	15.3	18.3	26.3	8.0	81,691	18,045	3,554	6,571	2,162	20,925	2,796
Wayne	73.4	.0308	32.9	10.7	15.3	18.4	28.4	27.1	510,271	96,761	37,316	76,582	15,635	122,071	19,555
Richmond	39.9	.0167	33.0	12.1	15.2	16.2	30.7	15.5	430,292	75,633	32,079	74,241	14,073	111,170	16,610
Wells	25.5	.0107	31.4	10.6	16.4	18.4	25.8	9.1	99,443	19,850	8,215	4,415	5,085	37,044	3,648
White	24.5	.0103	33.0	9.7	15.8	17.1	29.9	9.3	116,434	27,133	10,970	7,469	2,484	30,883	4,559
TOTAL METRO COUNTIES	**3,756.0**	**1.5763**	**30.6**	**13.0**	**17.4**	**18.1**	**24.2**	**1,347.5**	**22,347,723**	**4,223,668**	**2,077,530**	**2,830,682**	**965,076**	**4,856,788**	**951,591**
TOTAL STATE	**5,556.9**	**2.3322**	**31.0**	**12.3**	**16.9**	**18.1**	**25.1**	**1,986.7**	**30,095,111**	**5,996,561**	**2,695,034**	**3,516,115**	**1,228,945**	**6,560,463**	**1,228,990**

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

IND. ESTIMATES	EFFECTIVE BUYING INCOME 1984							EFFECTIVE BUYING INCOME 1984							
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index	METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,375,943**	**26,080**	**20.9**	**32.6**	**21.1**	**9.9**	**.0550**	Warrick	448,738	27,579	19.1	34.7	23.9	7.7	.0157
Madison	1,375,943	26,080	20.9	32.6	21.1	9.9	.0550	*Henderson, Ky.*	*435,127*	*24,616*	*22.3*	*32.3*	*19.7*	*8.5*	*.0181*
• Anderson	615,971	23,217	23.7	32.8	17.2	7.7	.0292	SUBURBAN TOTAL	1,633,590	27,866	19.0	32.6	22.9	11.3	.0571
SUBURBAN TOTAL	759,972	29,121	18.2	32.1	24.9	12.1	.0258								
BLOOMINGTON	**943,504**	**20,554**	**26.5**	**28.1**	**14.8**	**8.4**	**.0389**	**FORT WAYNE**	**3,671,687**	**26,331**	**21.9**	**34.4**	**20.8**	**9.6**	**.1476**
Monroe	943,504	20,554	26.5	28.1	14.8	8.4	.0389	Allen	3,134,273	26,782	21.3	33.7	21.4	10.5	.1265
• Bloomington	450,673	16,487	29.5	21.3	11.2	8.7	.0239	• Fort Wayne	1,699,139	22,774	25.8	33.2	16.8	7.1	.0800
SUBURBAN TOTAL	492,831	24,359	23.7	34.5	18.3	8.2	.0150	De Kalb	304,185	24,760	23.7	39.0	17.4	5.8	.0116
ELKHART - GOSHEN	**1,444,585**	**25,159**	**23.1**	**36.4**	**18.6**	**8.9**	**.0625**	Whitley	233,229	23,920	25.1	38.8	17.6	4.2	.0095
Elkhart	1,444,585	25,159	23.1	36.4	18.6	8.9	.0625	SUBURBAN TOTAL	1,972,548	29,941	17.7	35.7	25.0	12.3	.0676
• Elkhart	439,807	22,071	26.1	33.5	14.3	7.6	.0260								
• Goshen	199,289	22,155	29.3	35.0	16.4	5.3	.0095	**GARY - HAMMOND**	**6,134,471**	**27,415**	**17.4**	**35.0**	**22.0**	**9.3**	**.2514**
SUBURBAN TOTAL	805,489	27,957	19.3	38.7	22.0	10.9	.0270	Lake	4,725,875	26,454	17.8	35.2	20.6	8.5	.2015
EVANSVILLE	**3,017,802**	**25,355**	**21.7**	**31.6**	**19.7**	**10.2**	**.1233**	• East Chicago	299,381	21,729	18.2	31.9	15.3	6.2	.0116
Posey	256,318	25,930	20.7	34.7	21.1	7.0	.0092	• Gary	1,081,719	21,411	19.6	31.9	15.6	5.4	.0436
Vanderburgh	1,877,619	24,890	22.4	30.2	18.4	11.7	.0803	• Hammond	848,967	24,730	21.0	37.4	17.8	6.0	.0355
• Evansville	1,384,212	22,644	24.5	30.7	16.3	9.0	.0662	Porter	1,408,596	31,391	16.1	34.3	27.7	12.3	.0499
								SUBURBAN TOTAL	3,904,404	30,630	15.6	35.7	26.4	12.0	.1607

THE EVANSVILLE NEWSPAPERS RANK 5TH IN PERCENT OF DAILY HOUSEHOLD COVERAGE.*

The Evansville Courier and The Evansville Press penetrate to 76.1% of Evansville MSA households daily and 71.4% on Sunday; reaching 97% with incomes over $30,000, 89% age 25 to 54 and 93% college educated (MOR).

* Of the top 145 MSA's in the U.S.(Circulation '84/'85).

newspian SAU

Represented nationally by Story & Kelly-Smith New York, Boston, Chicago, San Francisco, Dallas, Detroit, Atlanta, Los Angeles, Philadelphia.

The Evansville Newspapers

Morning COURIER
Evening PRESS
SUNDAY COURIER and PRESS

Phone (812) 464-7644, Telecopier (812) 424-9091

IND. (cont.)

EBI ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
INDIANAPOLIS	**13,135,805**	**27,154**	**20.2**	**32.3**	**21.2**	**12.3**	**.5303**
Boone	389,553	25,342	21.6	34.4	18.7	10.2	.0149
Hamilton	1,119,437	32,233	16.0	31.0	25.1	18.8	.0384
Hancock	464,484	28,899	18.7	35.0	25.6	9.2	.0177
Hendricks	752,135	29,429	18.1	36.0	25.8	9.7	.0266
Johnson	862,788	28,853	18.3	34.0	24.1	11.7	.0344
Marion	8,684,917	26,426	20.8	31.2	20.2	12.7	.3647
• Indianapolis	7,955,023	26,261	20.9	31.0	20.1	12.6	.3385
Morgan	504,505	26,360	20.3	36.3	20.7	7.5	.0196
Shelby	357,986	23,641	24.3	37.9	15.9	6.0	.0140
SUBURBAN TOTAL	5,180,782	28,401	19.1	34.5	22.8	11.7	.1918
KOKOMO	**1,151,499**	**28,055**	**19.3**	**30.6**	**21.2**	**14.8**	**.0460**
Howard	985,224	28,789	18.3	30.0	21.9	16.0	.0399
• Kokomo	499,396	24,801	21.2	30.1	18.3	11.8	.0260
Tipton	166,275	24,827	24.0	34.0	17.5	9.2	.0061
SUBURBAN TOTAL	652,499	30,875	17.5	31.1	23.7	17.7	.0200
LAFAYETTE - WEST LAFAYETTE	**1,231,411**	**23,974**	**24.8**	**31.7**	**17.7**	**10.0**	**.0506**
Tippecanoe	1,231,411	23,974	24.8	31.7	17.7	10.0	.0506
• Lafayette	464,640	23,351	24.8	34.6	16.6	7.1	.0243
• West Lafayette	227,619	21,019	28.0	23.5	13.7	15.2	.0097
SUBURBAN TOTAL	539,152	25,734	23.5	32.0	20.7	10.9	.0166
MUNCIE	**1,215,047**	**24,409**	**22.8**	**31.3**	**19.0**	**9.0**	**.0519**
Delaware	1,215,047	24,409	22.8	31.3	19.0	9.0	.0519
• Muncie	681,650	20,503	26.7	29.6	14.4	7.2	.0347
SUBURBAN TOTAL	533,397	30,505	16.6	33.9	26.4	12.0	.0172
SOUTH BEND - MISHAWAKA	**2,440,053**	**25,051**	**22.8**	**34.0**	**18.4**	**9.3**	**.1008**
St. Joseph	2,440,053	25,051	22.8	34.0	18.4	9.3	.1008
• Mishawaka	411,641	22,269	26.3	35.9	14.9	5.0	.0227
• South Bend	1,071,426	22,442	25.3	33.1	15.2	7.6	.0473
SUBURBAN TOTAL	956,986	30,866	16.8	34.2	25.3	14.4	.0308
TERRE HAUTE	**1,270,026**	**22,285**	**26.0**	**32.0**	**16.1**	**7.4**	**.0588**
Clay	226,753	22,238	25.3	32.9	16.6	5.8	.0090
Vigo	1,043,273	22,296	26.1	31.9	15.9	7.8	.0498
• Terre Haute	513,521	19,046	29.5	30.5	11.8	5.1	.0309
SUBURBAN TOTAL	756,505	25,239	23.0	33.2	19.7	9.3	.0279
OTHER COUNTIES							
Adams	283,439	25,919	21.9	35.1	19.1	9.4	.0113
Bartholomew	817,790	30,848	15.8	30.2	23.8	17.8	.0287
Benton	85,822	21,356	28.1	34.6	12.8	6.5	.0032
Blackford	138,932	23,091	24.7	33.0	18.2	5.4	.0053
Brown	107,543	19,701	30.9	35.0	11.8	2.4	.0038
Carroll	181,302	23,072	26.5	37.5	15.6	5.6	.0064
Cass	361,039	22,697	25.8	36.2	16.3	4.9	.0148
☐ Clark	814,522	23,311	24.4	37.2	16.8	4.8	.0370
Clinton	293,245	22,602	26.2	34.3	16.3	6.0	.0113
Crawford	66,922	15,916	31.5	26.2	9.4	2.3	.0028
Daviess	243,261	20,390	28.0	30.6	13.9	6.4	.0102
☐ Dearborn	340,779	25,641	20.8	34.9	19.5	8.3	.0128
Decatur	202,472	22,511	25.6	35.9	14.8	6.3	.0082
Dubois	327,389	23,686	24.0	37.1	15.6	6.8	.0147
Fayette	253,515	23,000	24.7	35.1	16.7	6.8	.0103
☐ Floyd	596,686	24,458	22.2	34.0	19.2	7.8	.0227
• New Albany	350,173	21,704	25.3	33.3	15.0	6.0	.0152
Fountain	144,632	19,395	29.9	34.3	11.0	2.8	.0061
Franklin	153,395	21,251	28.1	34.1	13.9	5.5	.0056
Fulton	167,758	20,467	29.6	35.5	11.6	4.2	.0068
Gibson	331,083	23,150	24.0	31.5	17.5	7.7	.0134
Grant	774,376	25,543	21.3	32.3	20.5	9.7	.0320
Greene	278,858	19,856	27.5	29.6	15.1	5.0	.0107
☐ Harrison	248,415	23,195	24.5	37.2	15.9	5.7	.0092
• Henry	455,606	22,503	25.6	34.7	16.3	5.3	.0188
Huntington	327,645	22,839	27.4	37.2	14.9	5.5	.0131
Jackson	308,493	21,103	26.9	35.9	12.9	4.0	.0138
Jasper	250,355	25,339	22.2	37.5	17.4	8.6	.0098
Jay	176,220	19,250	30.7	34.3	10.6	2.9	.0073
Jefferson	297,703	23,542	25.5	30.8	18.4	9.5	.0116

Buy One Indiana Newspaper Group

● Anderson ● Bloomington/Bedford
● Lafayette ● Muncie
● Terre Haute

Introducing the

Buy One Indiana Newspaper Group

Anderson Bulletin Herald
Bloomington/Bedford Herald Times
Lafayette Journal and Courier
Muncie Star Press
Terre Haute Tribune-Star

Daily Circulation 201,438

Represented Nationally By Branham Newspaper Sales

One Order/One Bill

10% Group Discount

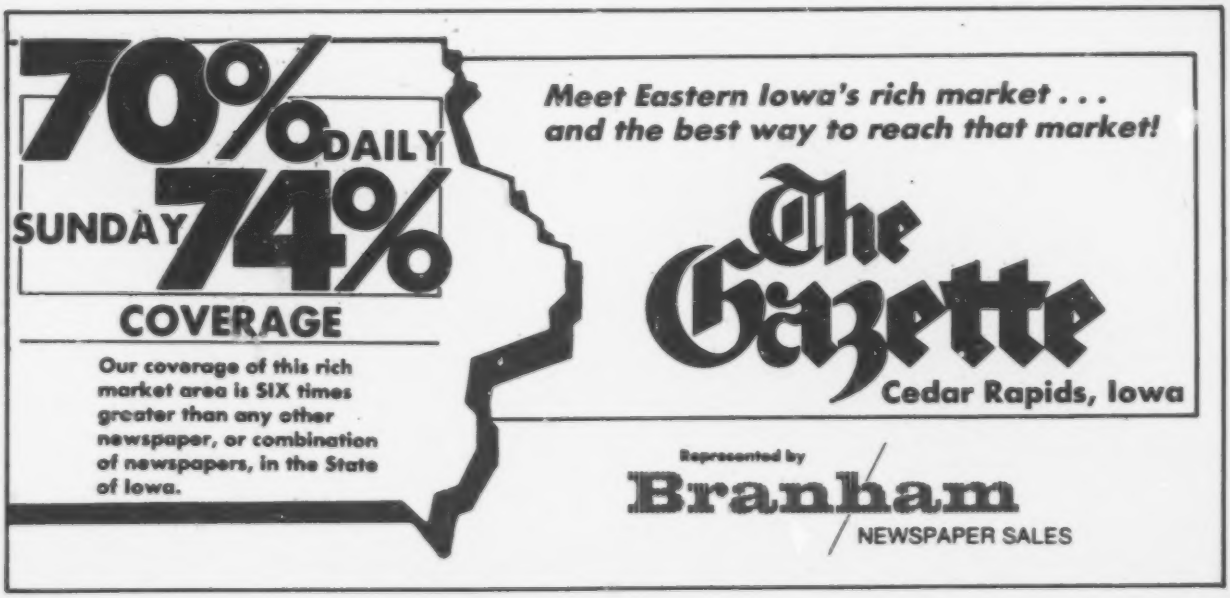
Buy One Group — your number one Central Indiana newspaper buy after Indianapolis

Buy One Group covers 26 Central Indiana counties with over 1 million population and $973,312,000 in retail food sales.

IND. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Jennings	184,945	21,465	26.5	35.2	14.7	3.9	.0072	Randolph	254,796	21,946	26.0	36.6	14.6	4.3	.0100
Knox	350,244	18,379	28.3	30.3	10.8	4.6	.0159	Ripley	206,187	21,920	25.3	34.5	14.3	6.4	.0082
Kosciusko	838,423	24,686	24.0	34.9	18.6	8.7	.0244	Rush	155,452	21,473	27.8	33.9	14.9	5.4	.0063
La Grange	201,155	20,819	30.0	34.4	12.4	5.5	.0085	Scott	169,209	21,072	28.5	35.2	13.1	4.6	.0070
La Porte	1,038,904	25,578	22.1	34.1	20.6	8.2	.0414	Spencer	174,700	23,214	24.0	33.0	17.4	6.7	.0066
Lawrence	393,064	21,682	26.2	32.1	16.7	5.6	.0159	Starke	164,705	19,222	28.0	34.3	11.1	2.5	.0073
Marshall	374,795	22,958	26.0	34.0	17.1	6.4	.0148	Steuben	246,196	22,764	25.4	35.5	15.7	6.4	.0103
Martin	94,037	22,430	25.2	33.7	16.2	6.4	.0038	Sullivan	162,133	17,582	32.5	31.6	9.5	2.4	.0062
Miami	326,233	21,305	29.6	34.6	14.7	4.4	.0130	Switzerland	52,465	16,400	31.3	30.6	6.9	2.3	.0020
Montgomery	338,738	23,359	26.9	35.3	17.0	6.7	.0137	Union	58,445	21,877	27.3	32.8	16.2	6.1	.0023
Newton	123,156	21,653	25.0	37.3	13.2	4.0	.0047	Vermillion	163,832	20,402	28.0	32.0	14.4	4.6	.0062
Noble	316,313	22,490	27.3	36.9	16.0	4.2	.0124	Wabash	325,163	22,794	26.9	35.5	16.4	6.0	.0127
Ohio	48,956	23,243	22.3	29.7	18.4	8.3	.0015	Warren	92,229	28,478	17.6	32.9	22.2	13.3	.0028
Orange	132,373	16,825	32.4	29.4	7.3	3.0	.0055	Washington	170,698	18,991	30.1	33.2	9.9	4.1	.0073
Owen	131,191	18,665	29.2	32.4	10.7	3.1	.0049	Wayne	662,941	22,008	25.8	34.3	14.8	6.1	.0307
Parke	131,052	19,686	27.5	33.7	11.3	4.2	.0050	Richmond	354,131	19,835	27.4	31.8	12.6	5.3	.0202
Perry	148,730	20,205	26.8	34.7	12.6	3.2	.0064	Wells	225,661	22,681	27.3	37.7	14.9	5.1	.0089
Pike	118,115	19,746	27.9	31.3	14.3	3.8	.0063	White	220,167	21,940	27.3	37.8	12.9	4.8	.0090
Pulaski	122,764	21,254	28.5	32.4	14.2	6.8	.0048	**TOTAL METRO COUNTIES**	**38,597,108**	**26,051**	**21.1**	**28.1**	**20.2**	**10.2**	**1.5867**
Putnam	246,454	22,609	25.2	34.7	16.8	4.6	.0096	**TOTAL STATE**	**54,591,364**	**24,802**	**22.6**	**33.5**	**18.7**	**9.8**	**2.2222**

IOWA

IOWA ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CEDAR RAPIDS	**171.4**	**.0720**	**30.6**	**12.6**	**18.5**	**18.4**	**23.4**	**66.2**	**953,832**	**205,498**	**81,522**	**172,462**	**42,755**	**186,198**	**29,958**
Linn	171.4	.0720	30.6	12.6	18.5	18.4	23.4	66.2	953,832	205,498	81,522	172,462	42,755	186,198	29,958
• Cedar Rapids	109.7	.0460	31.0	13.0	18.9	17.4	24.9	44.0	794,863	147,721	66,324	169,478	37,500	159,263	24,098
SUBURBAN TOTAL	61.7	.0260	29.9	11.7	17.9	20.5	20.4	22.2	158,969	57,777	15,198	2,984	5,255	26,935	5,860
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**.1630**	**30.9**	**11.9**	**17.6**	**18.0**	**24.8**	**146.0**	**2,055,343**	**402,048**	**205,964**	**291,560**	**79,473**	**461,189**	**77,220**
Scott	166.3	.0698	29.6	12.2	19.2	18.1	21.6	62.2	928,391	191,562	94,379	144,539	44,529	188,266	26,074
• Davenport	104.1	.0437	29.7	13.4	19.4	16.2	23.6	40.6	672,689	128,180	67,854	109,242	36,626	155,819	19,755
Henry, Ill.	*57.1*	*.0240*	*32.6*	*9.9*	*13.5*	*18.6*	*27.8*	*20.9*	*187,310*	*38,055*	*18,107*	*8,642*	*8,952*	*45,612*	*8,999*
Rock Island, Ill.	*164.9*	*.0692*	*31.8*	*12.3*	*16.6*	*17.7*	*26.9*	*62.9*	*939,642*	*172,431*	*93,478*	*138,379*	*25,992*	*227,311*	*42,147*
• *Moline*	*45.8*	*.0192*	*33.0*	*12.2*	*17.0*	*17.3*	*29.4*	*18.8*	*414,093*	*55,151*	*45,708*	*99,787*	*17,403*	*77,426*	*14,874*
• *Rock Island*	*45.3*	*.0190*	*31.8*	*14.3*	*15.7*	*15.0*	*30.0*	*17.5*	*172,752*	*27,761*	*19,393*	*11,352*	*3,194*	*41,200*	*9,590*
SUBURBAN TOTAL	193.1	.0811	30.9	10.5	17.2	19.8	23.1	69.1	795,809	190,956	73,099	71,179	22,250	186,744	33,001



IOWA (cont.)

■ ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DES MOINES	**380.5**	**.1590**	**31.1**	**12.2**	**18.7**	**18.4**	**34.4**	**159.6**	**2,342,367**	**536,843**	**206,609**	**338,558**	**116,841**	**507,424**	**54,476**
Dallas	30.8	.0130	32.7	9.3	16.9	18.8	27.3	11.8	115,444	33,865	4,551	11,340	2,665	33,921	1,795
Polk	312.1	.1310	31.1	12.7	19.0	18.1	24.5	125.5	2,135,873	468,805	196,800	322,654	112,896	439,299	50,660
• Des Moines	190.5	.0799	31.5	13.5	18.8	16.0	27.5	79.8	1,435,053	304,261	131,078	230,387	74,665	312,523	32,315
Warren	37.6	.0158	30.0	10.7	17.8	20.5	20.6	13.1	91,050	24,173	5,338	4,564	1,280	34,204	2,021
SUBURBAN TOTAL	190.0	.0799	30.7	11.0	18.7	20.7	21.2	70.6	907,314	222,582	75,611	108,171	42,176	194,901	22,161
DUBUQUE	**93.7**	**.0393**	**29.3**	**13.2**	**16.2**	**16.3**	**24.4**	**31.9**	**481,421**	**98,409**	**42,542**	**82,900**	**24,811**	**98,581**	**16,329**
Dubuque	93.7	.0393	29.3	13.2	16.2	16.3	24.4	31.9	481,421	98,409	42,542	82,900	24,811	98,581	16,329
• Dubuque	61.4	.0258	30.6	14.0	16.3	15.6	27.2	22.2	422,480	88,834	37,659	80,999	20,102	80,712	15,523
SUBURBAN TOTAL	32.3	.0135	26.7	11.7	16.0	17.7	19.1	9.7	58,941	9,575	4,883	1,901	4,709	17,869	806
IOWA CITY	**85.7**	**.0360**	**26.9**	**25.1**	**23.5**	**14.7**	**16.2**	**33.3**	**409,802**	**86,955**	**45,050**	**52,375**	**21,276**	**72,925**	**11,327**
Johnson	85.7	.0360	26.9	25.1	23.5	14.7	16.2	33.3	409,802	86,955	45,050	52,375	21,276	72,925	11,327
• Iowa City	51.3	.0215	25.3	32.0	24.1	12.5	14.2	19.9	297,650	66,765	31,721	42,112	13,878	47,154	9,075
SUBURBAN TOTAL	34.4	.0145	29.3	14.8	22.8	18.0	19.0	13.4	112,152	20,190	13,329	10,263	7,398	25,771	2,252
SIOUX CITY	**118.0**	**.0495**	**31.4**	**11.6**	**16.7**	**16.1**	**27.9**	**44.6**	**671,602**	**146,930**	**51,580**	**98,729**	**29,642**	**140,410**	**18,111**
Woodbury	100.1	.0420	31.8	11.7	16.4	16.0	28.7	38.2	611,567	135,565	44,088	98,056	25,725	128,552	16,707
• Sioux City	81.0	.0340	31.8	12.2	16.5	15.7	29.0	31.2	579,134	127,447	40,819	96,661	23,685	120,723	16,452
Dakota, Neb.	*17.9*	*.0075*	*29.3*	*11.3*	*18.7*	*16.7*	*22.6*	*6.4*	*60,035*	*11,355*	*7,492*	*673*	*3,917*	*11,858*	*1,404*
SUBURBAN TOTAL	37.0	.0155	30.6	10.4	17.0	17.1	25.4	13.4	92,468	19,473	10,761	2,068	5,957	19,687	1,659
WATERLOO - CEDAR FALLS	**163.5**	**.9685**	**29.7**	**15.0**	**17.5**	**16.5**	**24.3**	**59.9**	**900,211**	**162,145**	**68,923**	**108,288**	**35,271**	**184,895**	**27,110**
Black Hawk	138.1	.0579	29.5	15.4	17.8	16.3	23.8	50.8	718,308	137,410	62,527	103,318	32,667	167,823	24,086
• Cedar Falls	35.7	.0150	26.3	25.4	17.4	15.7	19.2	12.1	226,094	36,269	17,434	22,077	9,419	75,753	6,987
• Waterloo	75.0	.0315	30.9	12.4	18.3	15.8	26.7	29.6	455,768	87,793	41,304	79,814	22,640	85,512	16,508
Bremer	25.4	0106	31.3	13.2	15.0	17.7	26.7	9.1	81,903	24,735	6,396	4,970	2,604	17,072	3,024
SUBURBAN TOTAL	52.8	.0220	30.3	11.8	16.4	18.1	24.2	18.2	118,349	38,083	10,185	6,397	3,212	23,630	3,615
OTHER COUNTIES															
Adair	9.5	.0040	37.9	8.9	12.9	16.1	37.1	3.8	42,849	12,308	4,382	1,250	598	6,750	1,016
Adams	5.6	.0023	38.3	8.4	13.0	17.5	36.4	2.2	14,278	4,668	554	409	384	2,077	470
Allamakee	15.2	.0064	34.0	9.5	13.4	15.6	33.0	5.5	71,812	20,545	4,121	4,110	1,186	21,282	622
Appanoose	15.5	.0065	35.8	9.5	13.9	15.4	35.5	6.3	65,175	19,227	4,692	7,007	1,806	11,137	1,266
Audubon	8.2	.0034	37.6	8.7	12.5	16.6	36.5	3.2	32,481	7,582	1,794	932	1,769	9,568	798
Benton	23.9	.0101	33.3	10.8	14.5	17.8	29.8	9.1	76,281	17,196	5,209	1,209	3,063	24,812	2,461
Boone	26.1	.0110	34.4	10.7	16.2	17.0	32.0	10.2	100,339	24,536	8,132	6,066	5,829	25,517	3,214
Buchanan	23.4	.0099	30.0	10.9	15.6	15.8	26.4	8.2	81,187	21,807	5,758	4,106	969	21,171	2,718
Buena Vista	20.9	.0087	33.8	13.1	14.5	14.9	33.3	8.1	128,022	27,913	9,539	11,860	4,810	33,473	2,957
Butler	17.6	.0074	34.2	9.1	14.9	16.1	32.7	6.6	40,343	11,397	2,074	2,103	1,659	9,502	770
Calhoun	13.0	.0055	38.2	9.2	12.7	16.0	37.5	5.0	44,295	12,605	2,366	1,610	2,626	11,017	1,344
Carroll	23.2	.0097	31.9	10.4	13.8	15.4	30.3	8.3	154,057	22,387	10,183	11,560	3,376	42,168	1,651
Cass	17.1	.0072	36.4	9.5	14.0	16.4	35.3	7.0	112,182	25,843	5,834	10,077	2,031	22,441	3,750
Cedar	19.1	.0080	33.6	9.5	15.5	17.6	30.2	7.3	73,865	17,449	3,830	2,788	2,284	19,340	1,189
Cerro Gordo	48.1	.0202	33.7	11.8	16.1	16.9	31.1	19.4	339,556	78,655	23,449	45,283	12,129	68,020	8,967
Cherokee	15.7	.0066	34.6	9.7	14.9	16.9	32.4	6.2	84,807	21,522	4,111	5,408	2,435	26,858	2,702
Chickasaw	15.5	.0065	32.2	10.6	13.7	16.8	29.4	5.6	47,768	11,368	3,277	2,519	1,353	14,401	1,576
Clarke	9.0	.0038	35.3	9.7	14.2	17.0	33.4	3.5	47,315	14,412	3,461	4,111	335	8,327	854
Clay	20.0	.0084	32.2	11.3	16.6	16.5	28.8	8.1	132,783	26,826	9,095	12,309	5,108	33,610	3,076
Clayton	21.5	.0090	34.0	10.1	13.6	16.4	32.3	8.2	72,510	16,720	3,[illegible]	888	2,370	22,076	2,031
Clinton	56.3	.0236	32.3	10.6	15.9	17.5	28.2	20.9	303,832	71,431	25,241	31,169	16,638	84,453	8,485
Crawford	18.9	.0079	32.6	10.4	14.4	16.7	29.8	7.0	67,308	16,915	6,517	3,218	1,799	11,934	1,740
Davis	9.4	.0039	34.9	9.9	13.5	16.9	32.9	3.4	30,694	7,728	1,692	511	914	7,727	1,002
Decatur	9.7	.0041	33.8	15.9	12.9	15.0	33.4	3.5	35,483	12,150	2,154	1,313	841	5,266	1,900
Delaware	19.4	.0081	30.2	11.0	13.9	16.3	27.0	6.7	72,900	19,116	4,813	5,581	1,479	16,191	2,927
Des Moines	46.0	.0193	33.2	10.1	16.4	17.3	29.8	18.2	263,601	61,909	20,958	42,735	14,244	45,107	7,145
Dickinson	16.6	.0070	35.2	8.8	16.0	16.8	33.5	6.7	80,104	15,034	10,243	4,132	2,165	17,805	2,126
Emmet	12.9	.0054	32.5	11.3	15.1	15.6	30.7	5.1	59,000	14,999	3,425	4,450	1,613	15,404	1,479
Fayette	24.7	.0104	33.7	10.7	13.8	16.2	32.0	9.4	102,730	24,208	5,592	8,076	3,886	29,839	2,058

The Dubuque **Telegraph Herald**
presents

The Dubuque MSA: Iowa's Money Market.

Only the Telegraph Herald can bring you the Dubuque MSA and the highest retail sales per household in Iowa - $16,026 - and 34th in the nation.

The Telegraph Herald with daily penetration of 76% and 80% on Sunday delivers that retail buying power. Add to that the Telegraph Herald's Circulaton in Illinois and Wisconsin and you have an impressive advertising buy.

Add the "money market" to your advertising schedule. For more information call 319-588-5723 or contact Branham Newspaper Sales.

Telegraph Herald

S&MM Survey of Buying Power Circulation 84/85

IOWA (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 15-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Floyd	19.2	.0081	34.6	9.0	14.2	17.5	31.9	7.3	88,961	24,124	6,085	9,766	2,400	18,579	2,156
Franklin	12.9	.0054	36.1	8.9	14.7	16.9	34.4	5.3	45,427	12,071	2,053	2,591	1,468	10,597	1,279
Fremont	9.5	.0040	37.0	8.2	14.1	16.3	36.0	3.8	42,211	17,603	2,316	202	1,108	4,918	1,678
Greene	11.8	.0049	36.8	8.6	14.0	15.6	36.4	4.8	54,859	11,673	3,720	2,663	853	18,778	2,246
Grundy	14.3	.0060	35.0	8.8	14.7	18.0	32.0	5.5	46,125	14,137	4,220		1,543	11,403	2,139
Guthrie	11.9	.0050	38.7	7.6	13.3	16.3	38.0	4.7	25,274	7,863	1,705	1,779	1,700	4,991	1,134
Hamilton	17.5	.0074	34.9	9.8	14.7	17.1	32.7	7.0	71,512	21,493	6,120	4,103	2,068	9,642	2,448
Hancock	14.1	.0059	33.2	9.7	15.8	16.2	30.9	5.5	32,407	9,673	2,474	560	1,942	7,176	1,555
Hardin	21.6	.0090	35.3	10.8	13.8	16.5	33.8	8.3	123,384	29,802	5,366	7,074	3,065	38,946	3,375
Harrison	16.2	.0068	35.1	9.7	13.1	16.6	33.4	6.1	77,653	12,979	5,065	1,324	2,646	34,508	3,466
Henry	19.2	.0081	33.1	11.9	16.1	16.6	30.4	7.1	88,799	21,216	4,870	7,135	2,970	26,996	3,012
Howard	10.9	.0046	36.6	9.1	12.5	15.0	36.6	4.2	40,662	12,216	1,894	1,670	1,369	7,657	2,126
Humboldt	12.3	.0051	36.4	9.2	13.5	16.9	34.7	5.1	49,284	14,967	3,901	3,201	1,740	12,633	1,752
Ida	8.9	.0038	37.0	8.9	13.4	16.4	35.9	3.5	39,489	10,731	1,792	2,291	688	9,947	1,442
Iowa	15.5	.0065	35.0	9.9	14.4	17.0	33.0	6.0	73,982	18,319	15,135	1,051	4,121	10,635	1,452
Jackson	23.2	.0097	31.8	10.4	13.9	17.2	28.3	8.4	74,771	23,500	4,857	5,585	2,888	14,475	2,410
Jasper	36.5	.0153	34.0	9.8	15.4	18.6	29.9	14.2	159,676	38,692	10,946	9,528	5,061	38,469	6,125
Jefferson	17.1	.0072	31.9	13.7	20.1	15.9	28.0	6.1	77,148	19,549	4,942	5,642	1,322	22,339	2,233
Jones	20.9	.0087	32.0	11.8	15.3	16.8	28.7	7.3	68,114	16,957	4,009	4,838	1,597	18,769	1,836
Keokuk	12.6	.0053	37.2	9.1	13.3	15.6	36.8	5.0	34,125	4,173	1,747	271	853	11,740	948
Kossuth	21.5	.0091	33.2	10.2	13.9	16.3	31.2	8.1	97,434	19,967	6,952	8,248	4,067	29,080	1,874
Lee	43.1	.0180	33.0	10.5	16.4	17.2	29.6	16.4	191,475	54,431	14,928	23,024	9,955	38,479	6,829
Louisa	12.6	.0053	32.2	9.9	15.[illegible]	17.8	27.8	4.6	37,056	13,167	3,261	647	837	11,261	1,145
Lucas	10.3	.0043	37.7	8.7	13.1	17.8	35.5	4.3	58,020	16,136	2,642	2,164	1,852	8,645	1,732
Lyon	12.8	.0054	33.0	9.3	14.3	15.8	31.4	4.6	34,138	8,919	1,975	832	3,188	6,341	460
Madison	12.7	.0053	35.4	7.9	14.5	17.8	32.7	4.7	56,814	14,700	5,036	1,614	1,233	14,601	1,928
Mahaska	23.4	.0098	33.6	12.0	15.5	15.6	32.2	9.1	100,434	26,859	8,586	9,099	5,467	17,888	2,645
Marion	30.9	.0130	32.4	12.9	15.2	16.9	29.2	11.1	101,313	24,872	9,332	7,745	4,673	26,207	3,398
Marshall	41.3	.0173	33.0	10.4	16.7	17.7	29.0	16.1	206,382	50,616	17,029	24,695	6,871	46,701	9,315
Mills	14.1	.0059	32.1	9.8	17.6	17.8	27.1	5.0	44,499	11,713	2,999	2,162	917	14,622	1,566
Mitchell	11.9	.0050	36.2	9.7	12.1	16.0	35.4	4.6	44,962	6,864	2,573	893	1,499	9,677	1,494
Monona	11.5	.0049	38.7	8.4	13.2	15.8	38.2	4.6	55,530	10,752	3,360	1,727	1,591	21,993	3,029
Monroe	9.0	.0037	36.1	10.0	13.6	15.9	35.2	3.5	26,415	8,574	1,139	799	234	6,477	452
Montgomery	13.7	.0058	36.9	9.3	14.5	15.6	36.5	5.6	74,157	16,230	4,355	10,572	2,172	16,710	3,392
Muscatine	41.7	.0175	31.1	11.1	16.5	17.8	25.7	15.3	193,213	52,742	15,540	14,403	7,794	30,916	7,361

ADD THE ODDBALL

Oddball — like the newspaper situation in Iowa.

Reach 1,050,500 readers in the Des Moines Sunday Register. Even though the Des Moines metro market doesn't make the top 100, the Register's "oddball" market coverage offers a statewide audience larger than the ADI audiences of the *Milwaukee Sunday Journal* or *Phoenix Sunday Republic*!

The Des Moines Register

IOWA'S BEST READ NEWSPAPER

*Source: Scarborough's National Newspaper Audience Ratings Study, 1983. Represented nationally by CWO&O.

IOWA (cont.)

SMSA ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
O'Brien	16.7	.0070	35.2	10.5	13.4	15.9	34.4	6.4
Osceola	8.3	.0035	35.3	9.8	13.0	16.2	34.1	3.2
Page	19.2	.0080	37.0	9.3	14.2	15.9	36.4	7.7
Palo Alto	12.3	.0052	34.5	11.1	12.8	15.8	33.5	4.9
Plymouth	25.0	.0105	32.0	11.6	14.2	16.1	29.7	9.1
Pocahontas	10.7	.0045	37.5	8.6	12.8	16.3	36.7	4.2
☐ Pottawattamie	86.9	.0364	31.5	11.3	15.8	17.8	26.6	32.8
* Council Bluffs	56.2	.0236	31.2	12.4	16.0	16.4	27.5	22.0
Poweshiek	19.2	.0081	32.7	14.4	14.4	16.3	30.3	7.2
Ringgold	6.0	.0025	39.9	8.1	13.6	15.8	39.4	2.4
Sac	13.3	.0056	37.2	8.9	13.5	15.4	36.9	5.4
Shelby	14.8	.0062	34.3	9.2	13.5	16.6	32.4	5.5
Sioux	31.9	.0134	29.1	15.1	13.8	15.3	26.5	10.7
Story	74.8	.0314	24.9	30.6	18.1	13.5	18.2	25.5
Ames	46.2	.0194	23.7	42.4	17.9	11.3	13.2	14.7
Taama	19.3	.0081	35.3	8.9	13.8	16.9	33.4	7.1
Taylor	8.1	.0034	39.4	8.5	12.9	15.1	39.6	3.3
Union	13.9	.0058	34.8	10.0	14.6	16.1	33.6	5.6
Van Buren	8.6	.0036	36.1	8.8	13.5	16.6	34.8	3.3
Wapello	39.5	.0166	35.2	10.4	15.0	16.7	33.5	15.8
Washington	20.7	.0087	33.8	9.7	15.3	16.6	31.6	7.8
Wayne	8.1	.0034	41.7	8.1	12.4	14.8	42.2	3.4
Webster	44.0	.0184	33.2	11.7	15.2	16.6	30.7	17.0
Winnebago	13.1	.0055	34.7	11.3	14.4	15.6	33.9	5.2
Winneshiek	22.0	.0093	30.1	17.7	12.8	15.1	28.7	7.7
Worth	9.1	.0038	36.6	8.8	14.6	17.0	35.1	3.6
Wright	16.0	.0067	36.9	9.3	13.7	16.4	35.9	6.3
TOTAL METRO COUNTIES	**1,248.1**	**.5238**	**30.2**	**13.5**	**18.3**	**17.5**	**23.8**	**474.9**
TOTAL STATE	**2,961.3**	**1.2344**	**31.9**	**12.3**	**16.3**	**16.9**	**28.0**	**1,118.7**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
O'Brien	86,101	16,768	5,372	4,980	1,971	24,130	3,080
Osceola	22,862	5,564	1,521	851	580	3,734	366
Page	101,477	11,743	4,540	14,131	4,188	17,679	3,464
Palo Alto	50,350	9,187	2,569	1,290	2,072	16,291	1,417
Plymouth	109,754	29,488	7,342	7,701	1,802	27,825	2,053
Pocahontas	32,389	7,692	2,472	812	895	7,879	305
☐ Pottawattamie	530,770	92,942	39,877	46,622	7,780	149,726	21,678
* Council Bluffs	447,567	79,729	32,647	44,751	6,975	137,960	20,025
Poweshiek	119,203	26,210	9,106	6,266	2,539	27,765	2,698
Ringgold	21,373	5,476	1,796	1,035	528	7,572	602
Sac	50,845	8,793	2,970	982	610	11,906	1,468
Shelby	70,972	18,162	5,849	8,020	805	17,438	1,882
Sioux	111,339	23,765	5,790	3,286	3,938	40,019	3,411
Story	386,557	94,277	35,707	48,521	17,760	91,519	9,563
Ames	301,731	69,027	32,162	46,524	13,730	60,104	7,817
Tama	64,624	19,792	4,628	3,893	2,645	11,691	745
Taylor	24,801	8,510	2,011	681	673	2,989	402
Union	74,585	20,067	4,679	5,880	1,239	17,148	1,330
Van Buren	18,900	4,987	1,578	408	699	2,130	346
Wapello	194,382	53,214	11,903	21,588	6,617	39,017	6,003
Washington	85,739	20,451	6,118	8,157	2,910	21,553	2,101
Wayne	28,226	7,387	1,832	656	626	4,599	1,052
Webster	259,034	47,083	22,345	42,321	10,914	61,440	5,621
Winnebago	59,516	12,972	3,794	3,850	1,170	21,764	2,047
Winneshiek	95,753	21,922	8,538	6,552	5,219	17,901	2,534
Worth	26,242	7,775	1,689	64	993	4,216	759
Wright	71,183	22,309	4,533	2,107	2,620	18,300	1,839
TOTAL METRO COUNTIES	**7,058,361**	**1,499,919**	**623,870**	**1,043,800**	**318,988**	**1,516,567**	**203,659**
TOTAL STATE	**14,637,875**	**3,340,349**	**1,169,263**	**1,654,520**	**586,452**	**3,332,941**	**422,473**

IOWA

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,063,050**	**29,295**	**18.1**	**33.0**	**25.0**	**11.9**	**.0765**
Linn	2,063,050	29,295	18.1	33.0	25.0	11.9	.0765
* Cedar Rapids	1,350,474	28,489	18.8	32.6	23.7	11.8	.0538
SUBURBAN TOTAL	712,576	30,768	16.6	33.9	27.6	12.0	.0227
DAVENPORT - ROCK ISLAND - MOLINE	**4,681,023**	**29,790**	**17.6**	**30.5**	**24.3**	**14.6**	**.1705**
Scott	1,971,207	29,842	18.0	31.4	24.5	14.0	.0737
* Davenport	1,197,299	27,270	20.4	32.1	21.6	11.5	.0475
Henry, Ill.	*630,578*	*28,258*	*18.9*	*31.5*	*22.5*	*12.7*	*.0215*
Rock Island, Ill.	*2,049,238*	*30,270*	*16.7*	*29.4*	*24.7*	*13.9*	*.0753*
* *Moline*	*634,859*	*30,751*	*16.5*	*29.5*	*24.1*	*17.9*	*.0257*
* *Rock Island*	*534,135*	*26,913*	*20.0*	*28.9*	*21.6*	*13.3*	*.0182*
SUBURBAN TOTAL	2,284,730	31,650	15.6	30.4	26.5	16.0	.0791
DES MOINES	**4,666,405**	**28,345**	**19.8**	**31.8**	**22.2**	**13.5**	**.1768**
Dallas	307,385	24,277	23.8	35.9	17.8	6.9	.0113
Polk	3,970,350	28,741	19.5	31.0	22.4	14.5	.1527

QUAD CITIES USA™

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 146,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS

QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday

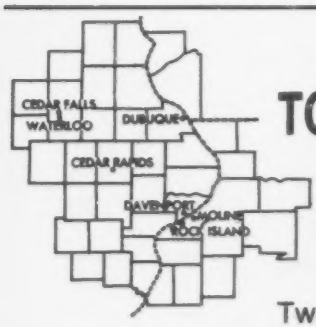
Represented by BRANHAM Newspaper Sales

IOWA (cont.)

SMSM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Des Moines	2,309,241	25,668	22.2	31.7	19.6	11.1	.0940
Warren	388,670	28,832	19.5	34.1	24.6	10.0	.0128
SUBURBAN TOTAL	2,357,164	31,263	17.1	31.5	25.3	16.3	.0828
DUBUQUE	**908,622**	**26,251**	**20.9**	**34.1**	**20.5**	**8.7**	**.0366**
Dubuque	908,622	26,251	20.9	34.1	20.5	8.7	.0366
• Dubuque	623,860	25,525	21.6	33.1	20.0	8.4	.0270
SUBURBAN TOTAL	284,762	27,621	19.0	36.5	21.8	9.5	.0096
IOWA CITY	**1,024,435**	**25,467**	**21.9**	**29.1**	**18.2**	**14.6**	**.0366**
Johnson	1,024,435	25,467	21.9	29.1	18.2	14.6	.0366
• Iowa City	589,888	22,978	23.9	26.4	15.9	14.2	.0227
SUBURBAN TOTAL	434,547	28,513	19.1	32.9	21.6	15.2	.0139
SIOUX CITY	**1,180,180**	**23,705**	**23.2**	**33.0**	**17.2**	**8.3**	**.0484**
Woodbury	1,009,680	23,426	23.6	32.1	17.2	8.4	.0422
• Sioux City	833,923	23,519	23.7	31.7	17.4	8.6	.0364
Dakota, Neb.	*170,509*	*25,032*	*20.8*	*38.6*	*17.5*	*7.5*	*.0062*
SUBURBAN TOTAL	346,266	24,068	21.9	36.4	16.7	7.4	.0120
WATERLOO - CEDAR FALLS	**1,838,800**	**28,258**	**19.0**	**32.6**	**22.5**	**12.2**	**.0679**
Black Hawk	1,577,588	28,599	18.6	32.3	23.0	12.5	.0588
• Cedar Falls	405,580	29,196	18.7	32.2	22.3	15.2	.0161
• Waterloo	876,728	27,322	20.1	31.3	22.4	11.1	.0339
Bremer	261,212	26,394	21.2	34.0	19.6	10.1	.0091
SUBURBAN TOTAL	556,492	29,021	17.7	34.5	23.0	11.8	.0179
OTHER COUNTIES							
Adair	79,462	17,547	32.0	27.9	9.3	5.4	.0033
Adams	43,978	17,848	31.2	32.2	8.2	3.1	.0016
Allamakee	107,268	17,080	31.7	30.2	9.3	2.3	.0050
Appanoose	120,295	15,989	31.1	28.2	8.7	2.4	.0052
Audubon	59,399	15,837	39.5	25.7	5.4	3.7	.0026
Benton	226,102	23,009	23.5	35.3	16.1	5.9	.0082
Boone	281,777	24,808	23.4	31.8	19.8	9.2	.0099
Buchanan	203,688	22,236	25.8	33.3	15.3	6.4	.0079
Buena Vista	186,675	19,706	29.6	32.4	11.2	5.6	.0082
Butler	147,450	20,374	26.9	35.8	10.5	4.8	.0053
Calhoun	110,978	18,930	29.8	30.2	11.1	5.5	.0043
Carroll	209,403	21,944	27.7	34.8	13.8	6.8	.0097
Cass	158,634	19,525	29.1	31.8	11.5	5.3	.0070
Cedar	177,549	22,503	24.9	35.0	14.7	6.2	.0068
Cerro Gordo	537,948	24,956	23.4	32.5	18.6	9.6	.0222
Cherokee	140,547	19,065	30.5	30.2	11.0	6.2	.0062
Chickasaw	120,886	19,819	28.0	34.2	10.9	4.3	.0047
Clarke	65,948	16,299	31.7	28.3	8.3	2.7	.0031
Clay	204,547	21,831	27.2	32.0	14.3	8.6	.0087
Clayton	164,918	17,213	31.3	29.3	8.5	4.0	.0066
Clinton	565,519	25,621	21.4	35.9	20.8	7.0	.0228
Crawford	155,575	19,826	27.3	33.6	11.6	4.3	.0061
Davis	68,659	17,321	26.4	30.1	8.7	4.7	.0028
Decatur	67,971	15,667	29.9	28.4	7.7	2.5	.0030
Delaware	158,998	21,643	25.0	34.7	14.1	5.6	.0063
Des Moines	506,546	25,453	21.9	32.6	20.3	9.0	.0199
Dickinson	183,859	24,045	24.9	34.8	16.2	9.6	.0068
Emmet	117,243	20,778	26.8	35.2	11.7	5.1	.0047
Fayette	210,734	19,674	28.5	32.2	11.9	5.0	.0085
Floyd	167,187	20,709	26.6	34.1	13.8	4.3	.0070
Franklin	129,267	21,972	25.2	35.1	14.1	6.1	.0047
Fremont	88,967	20,257	26.8	30.9	13.5	6.4	.0034
Greene	118,005	21,302	26.2	31.4	14.5	7.2	.0046
Grundy	157,222	26,076	21.8	35.1	18.5	10.6	.0054
Guthrie	94,957	17,557	29.5	29.9	9.7	3.4	.0034
Hamilton	172,009	21,920	26.8	35.5	12.6	7.4	.0064
Hancock	133,217	21,680	27.8	36.5	12.0	6.1	.0045
Hardin	190,596	20,352	27.7	34.7	11.2	5.1	.0083
Harrison	126,501	18,097	28.4	30.2	10.7	3.7	.0057
Henry	186,713	23,005	24.7	35.4	15.5	7.4	.0073
Howard	90,639	18,099	29.2	30.0	10.0	4.8	.0036
Humboldt	115,566	19,888	30.7	34.4	10.6	4.7	.0044
Ida	74,065	17,673	31.8	30.2	8.0	4.9	.0031
Iowa	152,835	23,794	23.7	38.1	14.9	6.8	.0060
Jackson	194,862	21,401	24.5	37.0	10.9	5.5	.0075
Jasper	373,190	24,332	23.3	36.4	17.9	6.9	.0139
Jefferson	159,367	21,677	25.3	32.4	14.0	8.0	.0064
Jones	185,194	23,212	23.7	33.4	18.4	5.6	.0068
Keokuk	108,748	18,912	29.3	30.4	10.7	5.4	.0040
Kossuth	183,452	19,834	28.8	32.6	11.5	5.4	.0077
Lee	458,249	24,989	22.3	32.1	19.4	10.0	.0169
Louisa	126,651	25,375	21.6	34.8	18.8	8.9	.0043
Lucas	91,207	18,072	28.5	28.8	12.3	4.1	.0040
Lyon	90,828	17,185	31.7	30.0	6.3	4.6	.0037
Madison	106,131	20,661	24.3	34.1	12.8	4.9	.0043
Mahaska	212,301	20,512	27.0	33.8	11.9	5.7	.0085
Marion	301,542	24,606	22.9	35.3	18.1	8.1	.0108
Marshall	480,828	27,242	21.1	32.8	22.1	10.7	.0175
Mills	134,161	23,794	24.4	36.5	16.6	7.3	.0049
Mitchell	103,221	18,128	30.9	27.9	10.8	6.2	.0040
Monona	88,185	16,773	32.1	28.2	7.8	3.3	.0040
Monroe	80,853	20,163	28.6	31.3	14.5	4.7	.0029
Montgomery	133,933	21,285	26.9	33.6	14.9	5.0	.0054
Muscatine	478,954	28,686	18.4	29.8	21.6	15.5	.0173
O'Brien	141,798	18,876	29.9	31.1	10.3	5.3	.0062
Osceola	65,947	17,906	32.3	29.7	10.4	3.6	.0025
Page	180,395	20,072	28.4	32.2	12.8	5.2	.0074
Palo Alto	106,904	18,712	31.2	30.4	11.4	4.4	.0043
Plymouth	212,030	19,959	29.3	33.4	9.9	6.6	.0089
Pocahontas	101,854	20,273	28.8	31.6	11.8	7.5	.0035
☐ Pottawattamie	920,930	25,854	21.8	32.3	20.6	10.0	.0373
• Council Bluffs	591,025	24,507	23.6	32.0	19.6	8.4	.0266
Poweshiek	191,683	23,676	23.7	34.2	17.5	7.2	.0083
Ringgold	41,623	13,494	30.4	22.6	6.5	3.3	.0017
Sac	110,680	17,757	34.9	31.2	7.3	4.2	.0044
Shelby	130,695	20,594	29.4	34.3	11.5	6.0	.0054
Sioux	242,910	20,054	30.4	36.2	9.4	4.6	.0100
Story	813,191	26,565	21.8	29.8	21.1	12.7	.0310
Ames	483,018	25,155	23.7	27.9	18.9	13.7	0202
Tama	167,287	21,411	25.7	34.4	14.3	5.0	.0065
Taylor	58,660	14,829	33.8	24.0	7.2	2.6	.0022
Union	131,713	20,513	26.1	31.5	14.1	5.8	.0055
Van Buren	57,870	15,000	31.2	27.1	6.4	2.3	.0023
Wapello	391,751	21,612	26.1	31.9	15.7	6.3	.0154
Washington	197,352	21,495	27.3	31.4	14.6	7.9	.0075
Wayne	54,504	13,557	35.0	21.3	5.6	1.9	.0024
Webster	430,846	22,345	25.5	32.8	15.8	7.1	.0181
Winnebago	143,921	24,250	24.8	34.8	18.3	8.3	.0053
Winneshiek	199,642	20,974	28.4	29.9	14.2	8.4	.0079
Worth	84,986	20,791	30.4	34.2	12.9	5.3	.0030
Wright	191,866	26,381	20.2	31.2	19.3	14.1	.0067
TOTAL METRO COUNTIES	**14,403,129**	**27,746**	**19.9**	**32.0**	**22.0**	**12.3**	**.5476**
TOTAL STATE	**30,325,396**	**23,963**	**23.6**	**32.3**	**17.7**	**9.2**	**1.1740**



A market between Chicago and Des Moines

TOO BIG AND TOO RICH TO BE IGNORED!

IIDA GROUP IOWA/ILLINOIS DOUBLE ADI NEWSPAPERS

Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!

Represented by Branham Newspaper Sales

KANSAS

KANS. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY	**1,473.1**	**.6185**	**31.8**	**11.3**	**18.1**	**19.2**	**24.9**	**532.0**	**9,666,861**	**1,807,046**	**819,676**	**1,361,738**	**383,293**	**2,344,796**	**261,494**
Johnson	298.5	.1253	31.6	9.8	20.1	21.4	21.7	111.8	2,248,091	370,278	162,261	345,458	125,196	558,831	46,663
• Olathe	47.8	.0201	27.4	12.7	25.0	18.0	12.9	16.2	302,235	66,169	18,889	32,415	9,987	97,828	5,162
Overland Park	89.7	.0376	32.4	9.4	19.1	23.0	22.1	33.9	986,820	107,665	63,938	236,862	56,957	257,237	19,269
Leavenworth	58.1	.0244	31.5	11.2	18.2	20.7	22.9	18.3	193,609	45,439	13,113	22,298	8,106	59,984	4,428
• Leavenworth	34.9	.0146	31.3	12.4	18.3	19.8	23.4	11.0	162,501	37,253	11,257	20,860	6,532	49,750	3,579
Miami	22.7	.0096	34.3	9.4	14.6	18.6	30.3	8.2	82,186	26,024	5,175	10,270	3,379	17,881	2,885
Wyandotte	169.1	.0710	30.9	12.4	16.6	16.3	26.8	63.1	747,822	177,023	59,888	106,277	19,062	163,003	26,321
• Kansas City	157.4	.0661	30.8	12.5	16.5	16.2	27.0	59.2	702,554	166,734	58,265	105,829	18,671	139,917	25,634
Cass, Mo.	*55.1*	*.0232*	*31.2*	*9.8*	*16.3*	*21.7*	*22.2*	*18.8*	*212,496*	*58,863*	*13,864*	*31,878*	*4,661*	*51,700*	*6,005*
Clay, Mo.	*140.8*	*.0591*	*31.1*	*12.1*	*19.0*	*20.6*	*22.1*	*52.3*	*1,103,940*	*208,814*	*69,880*	*201,851*	*35,987*	*292,232*	*28,634*
Jackson, Mo.	*623.5*	*.2617*	*32.1*	*11.9*	*17.9*	*17.9*	*27.0*	*242.0*	*4,749,892*	*835,235*	*460,003*	*613,676*	*178,971*	*1,146,795*	*135,496*
Independence	*112.6*	*.0473*	*32.4*	*11.5*	*17.6*	*19.0*	*26.5*	*42.8*	*805,607*	*158,065*	*71,258*	*116,803*	*21,656*	*245,106*	*22,578*
• *Kansas City*	*439.6*	*.1845*	*32.1*	*12.4*	*18.3*	*17.1*	*27.5*	*172.2*	*3,444,266*	*560,971*	*355,114*	*547,022*	*133,692*	*726,819*	*93,746*
Lafayette, Mo.	*30.9*	*.0130*	*35.7*	*9.5*	*14.1*	*18.5*	*32.5*	*11.2*	*106,796*	*29,662*	*8,763*	*10,119*	*3,058*	*28,790*	*2,869*
Platte, Mo.	*51.8*	*.0218*	*30.6*	*10.4*	*19.8*	*22.5*	*18.9*	*18.4*	*156,530*	*42,045*	*23,123*	*13,143*	*3,160*	*17,619*	*6,088*
Ray, Mo.	*22.6*	*.0094*	*33.8*	*9.1*	*14.7*	*20.6*	*27.7*	*7.9*	*65,499*	*13,643*	*3,606*	*7,766*	*1,713*	*7,961*	*2,105*
SUBURBAN TOTAL	793.4	.3332	32.1	10.2	18.0	20.9	23.9	293.4	5,055,303	975,919	376,151	655,612	214,411	1,330,482	133,373
LAWRENCE	**71.4**	**.0300**	**25.5**	**29.5**	**19.8**	**14.0**	**17.1**	**25.3**	**344,448**	**72,241**	**38,019**	**25,832**	**14,443**	**86,340**	**7,217**
Douglas	71.4	.0300	25.5	29.5	19.8	14.0	17.1	25.3	344,448	72,241	38,019	25,832	14,443	86,340	7,217
• Lawrence	55.5	.0233	24.6	33.9	20.9	12.4	14.9	19.9	330,826	67,703	37,063	25,704	14,058	85,267	7,043
SUBURBAN TOTAL	15.9	.0067	31.4	14.1	16.3	19.5	24.6	5.4	13,622	4,538	956	128	387	1,073	174
TOPEKA	**159.1**	**.0668**	**32.0**	**11.8**	**18.0**	**17.9**	**26.7**	**62.2**	**973,999**	**213,314**	**90,953**	**138,331**	**34,498**	**218,748**	**34,621**
Shawnee	159.1	.0668	32.0	11.8	18.0	17.9	26.7	62.2	973,999	213,314	90,953	138,331	34,498	218,748	34,621
• Topeka	118.7	.0498	32.5	12.9	18.1	15.9	29.5	48.9	904,551	188,107	84,998	127,771	33,119	215,172	33,915
SUBURBAN TOTAL	40.4	.0170	30.5	8.6	17.9	23.7	18.3	13.3	69,448	25,207	5,955	10,560	1,379	3,576	706
WICHITA	**428.2**	**.1797**	**30.7**	**13.0**	**18.6**	**17.7**	**24.3**	**163.8**	**2,611,158**	**499,851**	**218,385**	**401,037**	**125,990**	**650,791**	**51,700**
Butler	47.7	.0200	32.7	10.2	16.0	18.8	27.5	17.3	184,062	43,540	11,769	19,645	8,477	52,808	4,835
Sedgwick	380.5	.1597	30.5	13.3	18.8	17.6	24.0	146.5	2,427,096	456,311	206,516	381,392	117,513	597,983	46,865

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TURN TO LANDON FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

KANS. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Wichita	281.8	.1183	30.7	14.1	19.3	16.3	25.5	114.1	2,207,334	395,106	192,009	367,546	111,941	581,531	43,453
SUBURBAN TOTAL	146.4	.0614	30.6	10.9	16.8	20.4	22.2	49.7	403,824	104,745	26,276	33,491	14,049	99,260	8,247
OTHER COUNTIES															
Allen	16.2	.0068	35.1	10.3	13.9	15.7	34.3	6.4	66,607	17,113	6,710	8,073	1,469	9,323	1,348
Anderson	9.1	.0038	37.7	9.1	12.4	15.5	37.4	3.4	23,422	7,491	1,921	798	231	4,501	433
Atchison	18.0	.0076	32.1	14.1	13.2	16.1	30.1	6.4	64,674	18,078	4,343	11,200	1,905	7,946	2,373
Barber	6.8	.0028	39.1	8.6	13.8	16.7	38.0	2.8	42,331	7,881	1,889	1,590	893	13,730	1,524
Barton	32.1	.0135	32.8	11.8	15.7	17.0	29.5	12.4	246,030	49,422	14,094	32,646	14,477	65,030	5,922
Bourbon	16.3	.0068	37.3	10.2	14.0	15.1	37.4	6.7	75,986	15,705	7,114	9,345	2,420	20,599	2,593
Brown	12.1	.0051	38.0	8.9	13.1	14.3	38.8	4.8	43,056	9,600	1,509	8,063	592	10,944	873
Chase	3.3	.0014	40.9	8.0	13.1	15.4	41.0	1.3	7,885	1,894	952	120	58	379	394
Chautauqua	5.2	.0022	43.7	7.5	10.9	16.4	44.1	2.3	13,424	4,478	704	244	139	2,652	442
Cherokee	22.8	.0096	35.9	9.0	13.9	17.1	34.0	8.9	71,774	21,866	3,588	7,094	2,639	19,747	2,090
Cheyenne	3.5	.0014	42.5	7.5	12.7	15.5	41.9	1.5	19,222	4,975	1,066	175	427	5,704	339
Clark	2.6	.0011	43.4	5.7	11.8	17.3	42.7	1.0	11,496	4,050	561		994	1,299	430
Clay	9.8	.0041	38.8	8.3	13.6	15.5	38.5	3.9	47,535	13,594	2,113	4,197	2,451	10,308	1,159
Cloud	12.0	.0051	38.6	11.2	12.6	14.4	39.4	4.7	51,999	12,623	3,157	6,758	3,082	9,766	1,944
Coffey	10.6	.0044	34.9	9.5	15.0	15.9	33.8	3.9	32,600	5,982	2,313	2,484	1,047	7,920	1,057
Comanche	2.6	.0011	41.8	7.3	12.2	17.2	40.6	1.0	8,640	1,350	1,028		603	2,038	318
Cowley	38.2	.0161	34.3	11.1	15.0	17.0	31.9	14.5	168,410	41,939	13,487	20,680	7,060	35,999	7,614
Crawford	38.1	.0159	35.3	14.1	13.8	14.8	35.6	15.6	160,548	45,322	15,021	24,587	6,223	29,175	4,505
Decatur	4.4	.0019	41.1	8.6	11.8	15.8	40.4	1.8	25,003	4,869	1,039	909	743	9,462	773
Dickinson	20.2	.0085	37.8	8.7	12.8	17.7	35.8	8.0	79,880	18,139	5,553	6,796	1,698	15,579	2,546
Doniphan	9.4	.0039	33.4	11.2	14.7	15.1	32.6	3.4	24,947	6,838	1,456	518	332	875	654
Edwards	4.3	.0018	39.4	8.6	13.2	16.3	38.7	1.7	11,773	4,798	533	112	211	1,963	239
Elk	3.8	.0016	45.6	6.7	10.4	15.7	46.0	1.6	9,716	2,240	853		169	1,448	243
Ellis	27.3	.0114	27.7	20.2	17.4	14.6	22.7	10.2	256,315	50,703	20,322	22,141	13,284	71,892	6,500
Ellsworth	6.9	.0029	40.3	7.8	13.0	15.1	40.4	2.9	26,506	7,014	1,393	784	402	5,601	1,345
Finney	27.3	.0115	27.8	12.9	19.0	16.4	20.0	9.5	221,312	49,173	11,413	24,255	10,220	69,845	833
Ford	26.1	.0109	30.8	13.4	16.1	16.8	26.4	9.6	220,146	39,145	16,485	33,789	13,170	64,808	6,031
Franklin	23.0	.0097	34.3	11.6	13.8	17.6	31.5	8.7	82,261	23,354	8,046	11,698	2,091	13,563	2,334
Geary	30.7	.0129	25.0	22.5	17.5	15.7	16.7	10.3	186,152	38,384	25,070	28,908	13,071	43,328	2,231
Gove	3.7	.0015	33.6	9.4	14.0	16.4	31.7	1.4	12,766	2,223	575		672	6,145	521
Graham	3.8	.0016	37.3	8.9	12.3	18.2	34.7	1.5	23,475	5,251	916	448		10,539	396
Grant	7.3	.0031	28.9	11.0	17.8	19.7	19.5	2.6	41,232	9,151	2,167	3,975	1,178	15,094	1,129
Gray	5.4	.0023	31.2	10.6	16.7	17.6	26.1	1.9	12,796	3,509	636		229	3,482	836
Greeley	1.9	.0008	33.0	11.2	13.8	17.3	29.9	.7	6,476	2,256	189			1,756	363
Greenwood	8.6	.0036	42.3	7.2	11.9	15.9	42.1	3.6	33,561	8,674	2,616	631	830	8,642	1,415
Hamilton	2.4	.0010	38.4	7.8	13.1	17.8	36.4	1.0	8,063	142	674	721	291	1,371	158
Harper	7.7	.0032	41.7	7.2	12.6	16.6	41.1	3.2	42,379	8,871	2,363	3,643	1,794	16,249	847
Harvey	31.8	.0133	33.1	12.5	15.8	17.0	30.0	11.5	137,136	34,310	10,459	11,101	3,597	22,943	2,216
Haskell	3.9	.0017	29.8	10.1	17.5	18.8	22.1	1.4	8,575	4,394	312			557	517
Hodgeman	2.2	.0009	38.1	9.2	12.6	17.1	36.7	.9	3,405	278	183		163	1,441	
Jackson	12.1	.0051	34.1	8.1	15.0	18.2	30.4	4.4	28,856	7,220	2,367	5,230	612	5,381	515
Jefferson	16.7	.0070	34.2	8.0	15.7	19.4	29.4	5.7	26,870	8,863	1,271	428	1,394	3,111	733
Jewell	4.8	.0020	41.4	7.9	12.4	15.8	40.7	2.0	9,825	3,288	1,216	564	664	266	294
Kearny	3.7	.0015	29.7	10.5	15.7	17.3	24.4	1.2	8,132	4,034	58		623	1,427	374
Kingman	9.1	.0039	36.6	9.5	13.6	16.6	35.3	3.4	28,297	7,643	1,992	664	1,022	6,479	1,284
Kiowa	3.9	.0016	37.1	10.1	14.1	15.8	36.5	1.5	17,384	5,321	1,209	695	506	3,402	672
Labette	25.9	.0109	34.1	9.8	14.9	15.9	32.8	9.9	126,303	26,431	7,685	14,916	4,384	39,122	3,342
Lane	2.5	.0010	36.5	7.9	13.9	18.4	33.4	1.0	4,874	2,331	417		216	1,014	95
Lincoln	4.0	.0017	45.1	6.9	12.4	14.1	45.2	1.6	10,629	2,110	299	253	527	3,081	451
Linn	8.7	.0036	39.4	7.0	13.4	16.4	38.8	3.4	22,707	7,735	1,458	201	408	6,396	805
Logan	3.5	.0015	35.7	9.2	13.9	16.4	34.5	1.4	38,019	7,127	2,310	968	730	14,715	269
Lyon	37.6	.0158	28.4	19.5	19.2	14.1	23.3	14.1	220,587	52,189	18,552	27,648	7,985	46,564	5,844
McPherson	28.0	.0117	33.6	13.5	15.3	16.1	31.7	10.4	128,005	29,634	13,656	7,851	4,590	41,510	1,417
Marion	13.5	.0057	40.6	10.2	12.3	15.2	40.7	5.2	47,929	8,528	2,560	2,452	2,715	17,520	1,099
Marshall	12.7	.0053	40.6	9.2	12.1	15.7	40.3	5.1	61,630	14,656	3,144	7,831	5,492	16,763	1,700
Meade	4.8	.0020	35.8	10.2	13.6	16.9	33.9	1.8	20,227	4,525	2,013	199	260	8,166	107
Mitchell	8.3	.0034	35.5	9.9	14.3	14.4	36.1	3.4	53,060	10,313	2,796	3,852	1,337	14,462	821
Montgomery	42.9	.0180	35.3	10.0	14.4	16.5	33.8	16.6	229,530	46,334	14,857	27,788	9,293	51,102	5,140

Wichita IS Kansas

Wichita is Your Top 100 Buy Where it Really Counts

When you need a market with strong purchasing power, consider Wichita. Recent data ranks it in the top 100 markets in these all-important areas:

- **Consumer Spendable income**
- **Households**
- **Total Retail Sales**

Kansas' #1 Newspaper Delivers $5.4 Billion In Buying Power

The Wichita Eagle-Beacon, Kansas' largest newspaper, puts your sales message into households totaling $3.6 billion EBI daily and $5.4 on Sundays! You're reaching over 1/4 million readers daily and over 400,000 on Sunday with the dominant medium in the Wichita Market's 66-county ADI.

Sources: 1984 S&MM, 9/30/84 ABC

The Wichita Eagle-Beacon

Contact: Knight-Ridder Newspaper Sales, Inc.

KANS. (cont.)

SMSA ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Morris	6.3	.0027	40.9	8.0	11.8	16.7	40.4	2.6	22,911	4,950	1,217	454	855	6,669	300
Morton	3.4	.0014	30.9	10.8	16.3	19.0	24.2	1.2	17,993	5,233	837	811	214	5,577	134
Nemaha	11.2	.0047	36.2	9.4	12.3	14.9	36.3	4.2	53,290	14,026	3,526	1,706	1,808	18,163	1,543
Neosho	19.2	.0081	35.1	9.9	14.2	16.5	33.6	7.2	94,875	15,967	5,002	8,346	7,248	30,370	2,006
Ness	4.5	.0019	38.5	9.8	12.9	16.1	37.9	1.8	23,391	5,253	452	417	244	9,022	275
Norton	6.5	.0027	39.6	7.6	14.1	17.1	38.6	2.7	40,244	8,621	1,520	2,769	1,652	12,428	1,009
Osage	16.4	.0069	34.8	9.2	14.8	17.9	31.7	6.0	48,744	12,396	3,009	826	2,205	14,849	1,210
Osborne	5.8	.0024	42.8	7.9	11.3	14.6	43.1	2.3	28,128	8,307	1,300	876	2,250	3,045	861
Ottawa	6.0	.0025	39.3	7.9	12.5	17.8	37.8	2.3	22,953	4,843	784	337	202	10,587	925
Pawnee	8.0	.0034	36.7	8.8	15.6	17.7	34.3	3.2	37,503	10,131	2,323	4,063	1,230	11,614	1,307
Phillips	7.3	.0031	39.4	7.2	13.4	17.0	38.3	2.9	35,039	8,686	1,483	2,611	3,557	8,433	753
Pottawatomie	16.0	.0067	32.1	11.0	17.1	16.6	28.5	5.9	41,964	10,629	3,150	2,718	1,205	9,897	1,043
Pratt	10.7	.0045	35.9	11.6	14.4	16.5	34.5	4.3	90,751	15,806	7,958	9,707	2,307	29,470	2,220
Rawlins	4.0	.0016	37.6	8.2	13.5	16.5	36.3	1.5	11,093	3,662	273	499	383	3,035	202
Reno	66.9	.0281	32.5	12.3	16.6	17.1	28.7	25.7	351,169	72,816	31,859	34,987	23,358	101,993	10,609
Hutchinson	41.7	.0175	32.0	14.1	17.2	15.6	29.2	16.6	308,783	67,603	27,222	32,837	19,950	86,772	10,448
Republic	7.0	.0030	43.8	8.0	11.7	15.5	43.7	2.9	29,015	7,129	1,276	681	1,656	7,613	1,970
Rice	11.9	.0049	37.5	10.8	12.6	17.1	35.8	4.8	41,136	11,733	2,787	853	1,188	10,900	1,720
Riley	65.3	.0274	23.7	36.0	19.9	10.9	12.4	20.2	276,906	55,538	28,719	38,232	13,071	63,555	5,258
Rooks	6.8	.0029	37.1	9.1	12.7	14.9	37.2	2.6	39,138	9,188	1,593	952	1,358	5,010	878
Rush	4.5	.0019	43.1	7.6	12.0	15.8	42.5	1.7	10,987	3,294	964	528	182	489	216
Russell	9.0	.0038	39.3	8.6	13.8	16.4	38.4	3.6	56,096	11,652	3,457	2,587	1,956	15,345	1,686
Saline	50.7	.0212	31.4	13.2	17.2	17.5	26.4	19.7	370,069	71,598	25,295	39,021	20,16…	104,636	7,225
Salina	43.3	.0182	31.1	13.9	17.6	17.1	26.1	17.1	360,633	71,204	23,483	38,916	18,754	104,254	7,202
Scott	5.9	.0025	31.8	9.1	17.0	17.3	27.3	2.2	39,445	10,037	2,336	1,745	1,977	9,994	159
Seward	17.8	.0075	28.7	13.8	17.7	17.3	21.6	6.5	174,655	29,741	11,797	18,730	10,501	49,940	1,936
Sheridan	3.4	.0014	34.0	9.0	13.0	16.9	31.8	1.3	12,106	3,346	845	1,012	321	2,436	296
Sherman	7.6	.0032	32.9	10.8	15.2	18.0	28.8	2.9	64,495	6,908	4,272	8,438	3,138	25,156	1,709
Smith	5.6	.0023	43.6	7.6	11.3	16.3	43.2	2.3	24,965	5,926	1,045	2,061	936	5,575	618
Stafford	5.7	.0024	42.8	7.4	11.8	15.9	42.9	2.4	24,857	5,943	1,023	367	413	7,005	311
Stanton	2.3	.0010	30.7	10.5	15.2	21.0	22.5	.8	6,094	2,960	51			945	98
Stevens	5.1	.0021	31.5	10.3	15.7	17.2	27.4	1.7	18,268	6,488	1,291	330	797	1,702	921
Sumner	25.8	.0108	35.5	9.4	14.1	16.9	33.6	9.7	96,181	36,536	5,401	9,417	3,580	14,092	6,626
Thomas	9.0	.0038	30.0	14.9	15.7	16.2	26.0	3.2	60,990	12,264	5,581	4,561	2,779	20,259	1,009
Trego	4.2	.0018	37.1	9.0	13.4	15.0	37.1	1.6	20,881	5,027	1,104	564	439	4,445	656
Wabaunsee	7.1	.0030	37.3	7.9	13.4	17.6	35.2	2.5	15,527	2,738	2,155	392	317	328	149
Wallace	2.0	.0008	33.0	9.1	16.2	16.2	30.5	.7	6,124	1,469	70	145		2,441	94
Washington	8.1	.0034	41.6	7.6	11.3	14.8	41.7	3.2	24,932	6,424	1,848	303	1,632	2,417	1,328
Wichita	2.8	.0012	30.6	9.9	15.7	17.8	25.3	1.0	13,114	5,906	438	80		4,288	166
Wilson	12.4	.0052	37.7	8.3	13.5	15.6	37.4	4.8	29,500	6,884	1,550	1,299	845	6,775	1,706
Woodson	4.6	.0019	42.7	8.5	12.5	14.9	43.1	1.8	11,453	3,461	1,233	178	357	1,901	
TOTAL METRO COUNTIES	**1,207.1**	**.5068**	**30.9**	**12.8**	**18.7**	**18.4**	**23.9**	**452.7**	**7,201,313**	**1,404,170**	**587,694**	**1,049,503**	**330,676**	**1,755,578**	**173,835**
TOTAL STATE	**2,448.0**	**1.0274**	**31.9**	**12.7**	**16.9**	**17.2**	**27.5**	**921.6**	**13,300,693**	**2,783,047**	**1,030,601**	**1,443,149**	**600,630**	**3,329,241**	**327,413**

KANS.

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
KANSAS CITY	**18,253,339**	**29,826**	**18.2**	**28.7**	**22.8**	**17.4**	**.7014**
Johnson	4,960,331	40,198	11.0	24.3	25.9	33.5	.1733
• Olathe	616,452	36,023	13.9	27.8	29.4	22.7	.0230
Overland Park	1,517,711	41,950	9.4	23.5	27.3	35.6	.0598
Leavenworth	605,062	29,483	18.4	29.5	25.3	13.3	.0211
• Leavenworth	358,090	27,357	20.2	29.5	23.4	11.7	.0136
Miami	240,479	25,923	22.0	30.4	20.9	11.5	.0085
Wyandotte	1,812,712	26,241	20.3	28.8	21.0	12.4	.0667
• Kansas City	1,680,329	25,880	20.6	28.8	20.7	12.0	.0621
Cass, Mo.	*537,790*	*26,844*	*20.3*	*32.9*	*21.4*	*10.5*	*.0200*
Clay, Mo.	*1,688,580*	*30,802*	*17.1*	*32.4*	*26.9*	*13.6*	*.0702*
Jackson, Mo.	*7,398,503*	*27,258*	*20.3*	*28.4*	*21.2*	*14.8*	*.3058*
Independence	*1,365,581*	*30,640*	*18.0*	*29.1*	*26.7*	*14.4*	*.0546*
• *Kansas City*	*5,074,672*	*25,587*	*21.3*	*28.6*	*19.3*	*13.7*	*.2151*
Lafayette, Mo.	*280,409*	*22,461*	*24.6*	*32.8*	*16.5*	*6.3*	*.0104*
Platte, Mo.	*543,208*	*28,387*	*19.1*	*36.2*	*23.7*	*9.4*	*.0184*
Ray, Mo.	*186,265*	*21,690*	*25.1*	*34.3*	*15.2*	*4.8*	*.0070*
SUBURBAN TOTAL	10,523,796	32,688	15.9	28.8	24.7	20.7	.3876
LAWRENCE	**776,981**	**24,617**	**23.0**	**26.7**	**17.8**	**14.5**	**.0291**
Douglas	776,981	24,617	23.0	26.7	17.8	14.5	.0291
• Lawrence	597,277	22,992	24.2	26.2	15.9	13.8	.0239
SUBURBAN TOTAL	179,704	30,758	18.6	28.5	25.0	16.8	.0052
TOPEKA	**2,141,127**	**30,753**	**18.1**	**28.9**	**23.0**	**19.1**	**.0774**
Shawnee	2,141,127	30,753	18.1	28.9	23.0	19.1	.0774
• Topeka	1,592,979	28,177	20.4	30.1	20.7	16.4	.0618
SUBURBAN TOTAL	548,148	39,708	9.9	24.8	31.3	29.0	.0156

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WICHITA	**5,949,071**	**32,316**	**16.1**	**28.0**	**23.1**	**21.9**	**.2117**
Butler	505,473	27,034	20.3	32.5	22.2	10.6	.0181
Sedgwick	5,443,598	33,067	15.6	27.6	23.2	23.2	.1936
• Wichita	4,053,088	31,333	16.9	28.5	22.2	21.0	.1534
SUBURBAN TOTAL	1,895,983	34,536	14.2	27.1	25.2	23.9	.0583
OTHER COUNTIES							
Allen	156,744	20,799	25.5	31.2	13.3	7.5	.0059
Anderson	82,316	20,278	27.8	29.0	14.2	7.6	.0029
Atchison	158,765	21,053	25.5	31.6	14.4	6.5	.0061
Barber	77,820	23,426	23.0	31.2	15.6	11.0	.0031
Barton	371,934	26,291	20.5	32.6	19.9	12.3	.0156
Bourbon	148,887	18,296	28.3	28.7	11.4	5.8	.0059
Brown	110,542	19,431	27.7	30.4	11.8	6.3	.0042
Chase	29,702	20,296	23.5	32.4	12.8	5.4	.0011
Chautauqua	57,779	20,037	27.2	28.1	13.3	8.7	.0019
Cherokee	189,402	18,164	27.5	29.9	10.8	4.8	.0072
Cheyenne	38,732	22,094	24.2	30.7	13.3	10.8	.0015
Clark	23,484	20,040	28.0	31.4	12.2	6.5	.0010
Clay	87,926	19,194	29.2	31.4	11.0	5.5	.0036
Cloud	103,911	18,577	30.1	29.9	10.8	5.2	.0042
Coffey	128,680	27,838	20.5	25.7	19.4	20.0	.0041
Comanche	22,858	19,485	31.9	33.3	9.4	5.6	.0008
Cowley	375,509	22,183	25.0	32.2	16.2	7.0	.0144
Crawford	350,090	18,109	27.6	27.1	12.9	5.7	.0137
Decatur	39,823	18,545	31.3	30.1	9.7	5.8	.0018
Dickinson	205,937	22,166	25.9	30.9	16.2	8.1	.0076

KANS. (cont.)

SMSA ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Doniphan	72,603	19,149	27.5	33.4	10.4	4.0	.0027
Edwards	35,063	17,640	30.4	30.9	8.5	3.8	.0012
Elk	34,591	17,581	30.3	25.2	12.5	5.6	.0013
Ellis	318,967	27,129	22.3	29.5	21.2	13.2	.0143
Ellsworth	64,693	19,534	26.8	31.3	12.2	5.1	.0025
Finney	286,501	26,301	22.8	34.2	19.9	11.4	.0130
Ford	283,293	26,433	20.3	31.7	20.3	11.9	.0128
Franklin	249,015	23,887	25.8	29.5	19.1	10.6	.0087
Geary	272,707	20,323	31.2	30.2	14.1	6.7	.0121
Gove	30,304	18,238	29.9	30.4	8.5	6.2	.0012
Graham	41,475	22,333	23.7	28.3	16.7	10.7	.0016
Grant	78,275	27,276	17.9	40.6	17.4	12.3	.0033
Gray	58,120	27,477	20.9	33.6	22.2	11.4	.0017
Greeley	14,950	18,952	30.4	31.1	10.3	5.6	.0007
Greenwood	78,824	18,260	29.1	28.1	12.4	4.9	.0030
Hamilton	26,269	22,435	27.8	28.1	19.1	8.4	.0009
Harper	68,479	18,548	28.4	30.6	11.3	4.1	.0028
Harvey	336,657	26,233	21.4	34.5	20.3	9.9	.0125
Haskell	37,777	24,541	24.5	36.2	17.6	7.7	.0012
Hodgeman	18,561	18,290	32.1	32.3	8.4	3.6	.0007
Jackson	109,749	23,095	24.5	33.3	17.8	5.7	.0038
Jefferson	154,807	25,231	21.6	32.2	21.1	8.0	.0050
Jewell	38,928	16,617	28.9	27.4	8.6	4.4	.0014
Kearny	34,027	25,387	21.8	36.9	17.8	9.9	.0012
Kingman	82,215	21,053	26.2	31.6	14.5	6.7	.0031
Kiowa	39,298	22,212	25.2	30.9	16.1	8.1	.0014
Labette	261,171	23,202	23.5	29.8	18.6	8.8	.0102
Lane	25,003	21,640	28.0	32.2	14.2	7.6	.0008
Lincoln	32,829	17,453	33.1	29.7	8.6	3.5	.0012
Linn	73,083	17,670	28.6	27.7	11.4	4.9	.0027
Logan	31,954	20,286	28.3	32.5	13.1	5.1	.0017
Lyon	405,999	25,134	21.9	30.3	19.9	10.9	.0162
McPherson	326,088	27,624	20.2	32.4	21.3	13.4	.0116
Marion	126,758	20,853	27.2	32.7	13.2	6.3	.0048
Marshall	117,459	19,071	29.1	28.0	12.8	6.6	.0047
Meade	42,854	21,231	27.7	33.4	14.3	5.8	.0017
Mitchell	71,576	18,230	30.9	31.8	8.6	4.4	.0032
Montgomery	449,835	23,072	24.4	29.9	17.8	9.3	.0177
Morris	63,589	20,535	26.1	29.4	14.2	7.8	.0024
Morton	35,862	26,840	20.8	30.3	20.4	13.3	.0013
Nemaha	93,710	18,304	28.8	28.3	11.0	6.2	.0040

SMSA ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Neosho	191,888	22,821	25.9	31.2	15.5	9.6	.0075
Ness	45,155	21,023	25.7	30.9	13.9	7.9	.0019
Norton	63,503	18,743	28.6	28.9	11.3	6.6	.0027
Osage	164,243	24,646	22.2	31.4	19.7	9.1	.0056
Osborne	44,806	16,506	33.7	28.7	6.6	3.5	.0021
Ottawa	54,551	20,458	26.7	31.8	12.5	6.9	.0021
Pawnee	91,403	24,025	23.6	32.2	18.2	10.9	.0033
Phillips	68,524	20,412	25.1	29.2	14.8	7.0	.0028
Pottawatomie	152,138	23,451	24.2	33.9	18.3	6.4	.0051
Pratt	121,747	25,172	22.2	31.7	19.3	10.7	.0054
Rawlins	34,186	18,818	31.3	29.1	10.5	7.0	.0013
Reno	732,629	25,128	22.3	32.8	19.3	10.2	.0280
Hutchinson	463,682	24,286	23.7	32.6	17.8	10.2	.0196
Republic	63,135	17,104	31.9	26.2	9.7	5.2	.0025
Rice	132,488	24,322	22.0	33.4	16.7	9.5	.0045
Riley	586,996	19,708	31.6	27.7	13.9	7.6	.0233
Rooks	62,790	20,960	27.4	33.0	13.0	6.8	.0027
Rush	37,525	19,630	27.3	32.7	11.4	4.9	.0013
Russell	106,010	23,646	24.1	28.4	17.3	12.6	.0041
Saline	560,728	24,889	23.9	33.0	19.0	9.6	.0237
Salina	479,910	24,352	24.6	32.6	18.5	9.3	.0213
Scott	58,426	22,758	24.7	33.3	16.2	7.9	.0026
Seward	199,864	27,437	21.1	32.6	22.5	11.4	.0095
Sheridan	27,212	17,766	33.3	27.6	10.4	4.5	.0012
Sherman	71,416	20,897	30.4	34.2	12.2	6.3	.0035
Smith	36,641	13,371	36.2	22.4	4.2	1.4	.0018
Stafford	62,511	22,531	25.3	32.7	16.9	6.8	.0021
Stanton	21,532	22,560	24.2	33.7	14.4	10.6	.0008
Stevens	50,503	26,615	21.8	33.0	20.2	11.5	.0019
Sumner	270,971	25,420	22.4	31.8	21.0	9.2	.0095
Thomas	86,619	23,053	23.6	31.8	15.6	9.9	.0039
Trego	38,202	20,622	27.8	34.1	10.8	6.8	.0016
Wabaunsee	60,052	21,138	28.5	34.7	13.7	4.6	.0021
Wallace	11,696	14,920	35.1	24.7	4.9	2.6	.0006
Washington	51,912	13,369	35.9	21.5	4.2	2.1	.0023
Wichita	26,017	22,950	25.9	31.0	16.3	9.1	.0010
Wilson	110,669	20,031	27.7	31.2	13.6	5.3	.0039
Woodson	36,978	16,842	31.7	27.2	10.0	3.8	.0013
TOTAL METRO COUNTIES	**16,485,763**	**32,480**	**16.3**	**27.3**	**23.3**	**22.1**	**.5878**
TOTAL STATE	**28,806,188**	**26,762**	**21.0**	**29.1**	**19.6**	**15.1**	**1.0722**

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

The midwest test market

you'll keep on testing!

saj newspaper

The Topeka Capital-Journal

Represented by Branham

Serving Northeast Kansas Morning & Sunday 913-295-1247

KENTUCKY

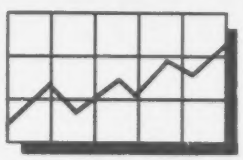
KY.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**155.5**	**.0652**	**27.0**	**18.6**	**18.4**	**16.6**	**18.8**	**50.2**	**701,368**	**142,198**	**58,827**	**100,961**	**25,977**	**197,364**	**22,747**
Christian	67.9	.0285	26.4	19.2	17.8	15.3	19.4	20.6	280,016	56,030	19,057	31,920	9,478	75,910	10,809
• Hopkinsville	27.8	.0117	32.6	10.2	15.9	18.4	27.8	10.5	218,968	46,984	14,241	21,580	7,549	60,348	9,474
Montgomery, Tenn.	*87.6*	*.0367*	*27.5*	*18.2*	*18.9*	*17.6*	*18.2*	*29.6*	*421,352*	*86,168*	*39,770*	*69,041*	*16,499*	*121,454*	*11,938*
• *Clarksville*	*58.6*	*.0246*	*26.1*	*21.3*	*19.2*	*16.7*	*16.2*	*19.8*	*397,098*	*71,971*	*36,124*	*68,334*	*15,733*	*120,152*	*11,610*
SUBURBAN TOTAL	69.1	.0289	25.9	19.7	18.8	15.8	17.2	19.9	85,302	23,243	8,462	11,047	2,695	16,864	1,663
HUNTINGTON - ASHLAND	**341.0**	**.1430**	**32.4**	**11.2**	**16.2**	**18.7**	**27.8**	**124.5**	**1,600,207**	**349,882**	**126,960**	**303,782**	**67,506**	**284,845**	**55,303**
Boyd	55.4	.0233	33.2	10.6	16.6	19.2	27.9	20.5	333,697	74,963	26,725	65,651	10,156	56,998	14,817
• Ashland	26.5	.0111	37.2	10.3	14.1	17.8	34.9	10.7	267,390	48,335	23,745	63,680	9,264	51,210	14,134
Carter	26.3	.0110	30.0	11.8	15.9	18.1	24.0	8.7	84,651	26,302	5,088	9,243	6,736	11,711	3,073
Greenup	40.4	.0169	31.2	10.0	16.7	20.5	23.1	13.5	79,437	31,049	4,111	4,356	2,818	14,617	2,406
Lawrence, Ohio	*65.1*	*.0273*	*32.0*	*10.1*	*15.8*	*18.8*	*26.4*	*23.5*	*166,421*	*47,658*	*12,503*	*14,120*	*9,116*	*24,079*	*11,369*
Cabell, W. Va.	*105.9*	*.0444*	*33.5*	*12.7*	*15.9*	*17.6*	*30.0*	*41.5*	*815,469*	*140,941*	*70,790*	*186,066*	*35,960*	*156,901*	*22,131*
• *Huntington*	*60.9*	*.0256*	*35.7*	*14.2*	*14.5*	*15.6*	*35.3*	*25.5*	*544,942*	*110,916*	*56,805*	*61,880*	*29,147*	*119,282*	*18,528*
Wayne, W. Va.	*47.9*	*.0201*	*31.6*	*10.6*	*16.1*	*19.3*	*25.3*	*16.8*	*120,532*	*28,969*	*7,743*	*24,346*	*2,720*	*20,539*	*1,507*
SUBURBAN TOTAL	253.6	.1063	31.3	10.5	16.9	19.6	24.1	88.3	787,875	190,631	46,410	178,222	29,095	114,353	22,641
LEXINGTON-FAYETTE	**328.5**	**.1378**	**30.0**	**14.8**	**19.6**	**18.1**	**22.0**	**122.3**	**2,018,261**	**396,404**	**202,883**	**334,004**	**91,372**	**420,952**	**58,869**
Bourbon	19.1	.0080	33.1	9.7	16.1	18.9	28.0	7.0	66,321	21,533	4,763	2,512	1,478	14,313	4,239
Clark	29.6	.0124	31.4	10.0	17.9	19.1	24.4	10.7	139,140	36,974	10,555	18,005	3,548	35,453	4,210
Fayette	208.9	.0876	29.6	16.7	20.7	17.7	21.2	80.7	1,578,081	268,986	170,570	297,697	81,496	324,403	41,037
• Lexington-Fayette	208.9	.0876	29.6	16.7	20.7	17.7	21.2	80.7	1,578,081	268,986	170,570	297,697	81,496	324,403	41,037
Jessamine	29.4	.0124	28.5	14.2	20.1	18.0	19.0	9.7	102,409	25,318	7,458	7,380	2,178	29,172	2,920
Scott	22.9	.0096	30.4	13.0	16.8	18.8	23.5	7.8	60,516	21,389	5 612	4,211	1,743	7,390	3,396
Woodford	18.6	.0078	31.4	10.2	17.2	20.8	23.0	6.4	71,594	22,204	3,925	4,199	929	10,221	3,060
SUBURBAN TOTAL	119.6	.0502	30.7	11.6	17.8	19.0	23.3	41.6	440,180	127,418	32,313	36,307	9,876	96,549	17,825
LOUISVILLE	**968.5**	**.4065**	**31.4**	**11.5**	**18.1**	**18.4**	**25.0**	**353.2**	**5,324,260**	**1,118,225**	**522,453**	**805,981**	**237,047**	**1,057,670**	**212,901**
Bullitt	48.7	.0204	27.5	10.4	18.9	20.8	15.1	14.8	92,134	42,398	6,707	2,250	2,893	12,350	1,000
Jefferson	677.5	.2843	31.8	11.8	17.9	17.9	26.5	255.2	4,155,389	846,461	424,652	659,905	194,273	834,813	170,474
• Louisville	286.7	.1203	33.6	12.4	16.6	15.2	32.4	116.1	1,700,504	450,094	220,688	115,709	91,131	266,530	95,740
Oldham	32.7	.0137	29.4	10.9	21.7	22.7	15.1	9.6	77,437	23,318	3,481	4,196	3,277	22,388	2,917
Shelby	24.8	.0105	32.8	10.3	16.4	19.8	26.7	8.5	86,558	24,508	7,387	6,646	1,579	21,755	3,134
Clark, Ind.	*92.0*	*.0386*	*30.4*	*11.1*	*18.6*	*18.8*	*22.7*	*32.8*	*578,082*	*95,340*	*43,879*	*107,249*	*13,743*	*113,243*	*17,629*
Floyd, Ind.	*63.1*	*.0265*	*31.8*	*10.7*	*17.1*	*18.8*	*25.8*	*22.4*	*250,852*	*61,710*	*29,664*	*19,701*	*17,204*	*37,536*	*14,431*
• *New Albany*	*37.9*	*.0159*	*33.2*	*11.1*	*16.6*	*16.5*	*30.6*	*14.5*	*225,918*	*52,478*	*27,216*	*19,532*	*15,596*	*36,977*	*11,402*
Harrison, Ind.	*29.7*	*.0125*	*30.8*	*10.6*	*17.0*	*19.1*	*23.7*	*9.9*	*83,808*	*24,590*	*6,683*	*6,034*	*4,118*	*13,585*	*3,316*
SUBURBAN TOTAL	643.9	.2703	30.4	11.2	18.7	20.0	21.4	222.6	3,397,838	615,753	274,549	670,740	130,360	754,163	105,759
OWENSBORO	**87.7**	**.0368**	**31.1**	**11.7**	**16.5**	**18.2**	**25.3**	**32.0**	**546,217**	**117,178**	**52,523**	**87,867**	**24,466**	**103,196**	**21,453**
Daviess	87.7	.0368	31.1	11.7	16.5	18.2	25.3	32.0	546,217	117,178	52,523	87,867	24,466	103,196	21,453
• Owensboro	55.3	.0232	31.8	12.2	16.6	17.5	27.2	21.3	473,578	103,312	44,681	74,676	23,100	87,710	20,000
SUBURBAN TOTAL	32.4	.0136	29.7	11.0	16.4	19.4	21.9	10.7	72,639	13,866	7,842	13,191	1,366	15,486	1,453
OTHER COUNTIES															
Adair	16.1	.0067	35.3	9.8	13.6	18.5	31.8	5.7	33,486	9,415	2,449	1,357	1,037	6,024	1,191
Allen	14.8	.0063	35.7	9.6	14.0	18.9	32.1	5.6	51,533	14,568	2,120	2,104	830	16,013	2,837
Anderson	13.9	.0058	31.8	9.9	17.4	18.9	25.5	4.8	38,325	12,716	1,440	1,116	665	6,227	1,608
Ballard	8.5	.0036	35.7	8.9	14.7	18.0	33.0	3.3	27,364	8,304	1,271	208	373	9,953	663
Barren	35.2	.0147	33.8	10.1	15.7	18.7	29.4	13.0	156,656	38,189	14,100	24,184	6,662	24,595	6,848
Bath	10.2	.0043	32.8	10.3	15.4	18.0	28.5	3.6	14,699	5,330	641	592	730	2,196	976
Bell	34.5	.0145	30.7	10.5	16.4	17.3	25.8	11.9	160,473	41,768	11,408	20,131	7,216	27,440	5,708

Put Louisville to the test.



You'll find we meet the key statistical criteria better than many of the test markets you may be using.

Our central location makes it easy to distribute products and Louisville has minimal interference from other regional markets.

But what really sets us apart from other great test markets is a unique new program pulled together by local trade and media leaders. The program makes your testing process easier, more effective and more accurate.

Find out how by calling collect, (502) 582-4703.

The Courier-Journal
The Louisville Times

Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

KY. (cont.)

■ ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
☐ Boone	50.8	.0213	29.1	10.9	19.1	20.0	18.8	17.1	447,107	70,039	42,660	106,777	9,573	69,865	13,234
Boyle	25.5	.0107	32.2	11.5	15.8	18.2	27.4	9.3	159,341	35,481	9,749	31,023	5,075	38,313	5,652
Bracken	7.8	.0032	34.2	9.6	13.9	17.6	31.3	2.7	12,647	5,923	386	239	232	2,106	181
Breathitt	17.2	.0073	27.9	12.1	16.6	16.7	21.6	5.4	52,349	11,255	2,709	7,739	2,378	12,136	1,562
Breckinridge	17.0	.0071	32.6	10.0	15.4	17.2	29.1	6.1	50,747	25,738	2,327	2,440	1,557	7,233	1,846
Butler	12.0	.0051	32.8	10.4	15.1	18.0	28.7	4.1	18,626	6,831	561	649	244	2,909	1,175
Caldwell	13.1	.0055	37.1	9.2	14.5	17.8	34.8	5.0	59,274	15,052	3,636	9,747	2,997	10,710	2,022
Calloway	31.6	.0132	31.6	20.3	14.3	16.3	28.8	11.6	227,092	32,368	14,377	16,286	10,117	104,928	7,053
☐ Campbell	81.2	.0341	31.5	11.9	15.6	16.9	27.6	28.4	327,953	90,982	33,369	28,582	12,459	51,462	20,840
Carlisle	5.5	.0023	37.2	9.1	13.1	18.2	34.6	2.1	14,458	3,582	215	573	108	3,855	117
Carroll	9.6	.0041	33.3	10.4	15.1	18.6	28.8	3.4	45,857	18,437	2,665	1,216	640	8,439	2,387
Casey	15.3	.0064	32.6	9.8	15.1	17.5	28.9	5.7	34,132	7,229	2,375	3,866	1,119	10,511	1,713
Clay	24.1	.0101	28.0	11.3	16.0	17.1	21.6	7.5	63,128	19,323	2,550	4,398	2,876	9,842	2,782
Clinton	9.6	.0041	34.0	10.3	14.5	19.4	29.1	3.4	29,810	10,851	1,294	1,865	1,245	3,247	944
Crittenden	9.4	.0039	35.8	9.6	14.7	18.5	32.6	3.4	26,945	11,044	1,346	2,042	929	4,005	1,614
Cumberland	7.3	.0031	35.8	9.8	14.2	17.8	33.2	2.8	13,822	5,369	673	986	722	2,335	915
Edmonson	11.3	.0047	32.4	10.1	15.0	19.3	26.9	3.7	12,255	5,717	1,132	242	534	1,409	591
Elliott	7.2	.0031	29.5	10.4	16.7	17.3	23.5	2.5	7,476	1,162	368	399	295	2,588	126
Estill	14.8	.0062	32.0	10.0	15.1	18.6	26.8	5.2	47,356	14,103	1,929	3,060	583	19,958	2,225
Fleming	12.5	.0053	32.7	10.1	16.0	17.3	29.0	4.6	50,367	9,956	2,000	4,259	2,130	19,012	1,860
Floyd	52.5	.0220	29.7	10.9	17.4	17.2	23.7	17.7	184,159	36,708	9,022	16,485	5,053	52,007	8,995
Franklin	43.7	.0184	31.7	11.5	19.2	19.1	24.5	16.8	204,193	44,440	19,370	23,173	4,766	44,496	8,998
Fulton	8.3	.0034	35.9	9.2	13.2	16.2	34.9	3.2	44,117	15,105	959	7,537	1,335	5,686	2,220
Gallatin	5.1	.0022	31.6	10.1	15.4	19.3	25.5	1.9	22,763	6,743	1,909	1,445	114	215	669
Garrard	11.1	.0046	34.4	9.6	15.9	19.1	30.0	4.1	17,785	5,556	1,305	1,126	1,115	2,212	938
Grant	14.6	.0062	31.8	9.6	15.3	19.3	25.8	4.7	49,742	14,899	3,218	921	1,104	13,349	1,760
Graves	33.9	.0142	36.5	9.4	14.6	18.0	34.0	13.1	134,592	31,384	4,995	13,992	3,423	26,918	5,536
Grayson	22.7	.0095	32.6	10.2	15.2	17.4	28.9	8.0	74,457	18,394	4,805	9,446	2,295	10,706	4,746
Green	11.1	.0047	35.6	9.3	14.8	18.9	31.9	4.0	25,687	10,500	983	1,826	541	3,504	1,205
Hancock	8.0	.0034	29.8	10.3	17.2	18.5	22.5	2.8	12,685	8,542	442		63	1,747	610
Hardin	90.2	.0378	24.4	23.9	17.2	16.0	14.6	26.6	381,981	69,348	27,901	45,093	16,193	108,051	7,625
Harlan	42.0	.0177	29.6	11.1	16.7	15.9	25.0	14.3	147,112	45,877	8,516	23,362	7,056	20,934	5,542
Harrison	15.4	.0064	34.6	9.9	14.5	17.9	31.5	5.4	61,749	17,343	2,796	6,192	2,402	12,538	4,099
Hart	16.6	.0070	33.5	10.1	14.3	18.4	29.4	6.0	36,678	12,923	819	1,466	1,763	7,027	1,890
☐ Henderson	42.8	.0180	31.6	11.0	17.2	18.2	25.9	15.9	259,786	64,110	21,165	30,229	11,425	58,724	6,975
Henry	13.3	.0055	34.2	9.5	15.4	19.3	29.5	4.7	31,395	9,479	2,171	1,622	312	8,191	2,693
Hickman	5.8	.0025	36.6	9.3	13.8	17.5	34.6	2.1	7,313	2,382	674	500	45	1,280	137
Hopkins	47.7	.0200	32.3	10.4	16.8	17.8	27.7	17.5	246,981	66,217	14,026	29,582	10,612	52,048	9,115
Jackson	12.4	.0052	30.6	10.4	15.6	16.7	26.5	4.2	15,641	4,157	1,343	1,502	341	3,206	1,416
Johnson	26.5	.0111	31.0	10.6	16.9	18.2	25.0	8.8	116,895	20,888	7,803	15,678	7,660	21,938	6,708
☐ Kenton	138.5	.0582	30.7	11.7	17.4	17.0	25.5	49.7	622,740	168,874	64,701	86,300	27,279	79,653	28,946
Covington	46.7	.0196	31.5	12.2	16.0	14.4	30.0	18.1	286,392	69,548	34,661	22,220	13,478	70,198	12,755
Knott	18.8	.0079	27.9	11.8	17.1	16.3	21.6	5.9	52,107	15,302	2,167	9,261	2,388	3,601	410
Knox	31.9	.0133	30.1	10.6	13.7	17.3	24.9	10.7	112,013	31,095	5,847	19,508	2,173	23,574	5,589
Larue	12.2	.0052	34.2	9.8	15.0	18.8	30.1	4.5	32,049	11,611	1,179	3,809	1,103	5,536	1,061
Laurel	43.0	.0180	30.3	10.8	16.6	17.9	24.3	14.5	197,056	46,498	9,819	12,647	9,165	62,908	5,739
Lawrence	15.6	.0066	31.2	10.3	15.5	17.9	26.2	5.2	38,540	19,999	2,244	325	779	1,850	3,258
Lee	7.9	.0033	33.1	9.4	14.6	17.8	29.4	2.9	21,044	6,938	801	1,531	232	4,338	426
Leslie	15.4	.0064	26.8	12.4	17.2	17.7	18.3	5.0	23,995	8,043	922	4,328	1,152	1,524	589
Letcher	32.3	.0136	29.3	10.8	16.7	17.0	23.4	10.9	81,644	24,523	3,516	10,754	4,418	6,023	3,902
Lewis	14.8	.0062	29.4	10.9	15.3	17.9	23.6	5.0	19,940	8,347	1,049	420	475	2,119	176
Lincoln	19.4	.0081	32.6	9.4	15.3	18.2	28.1	6.8	33,229	9,736	1,974	537	1,664	8,860	777
Livingston	9.5	.0040	34.2	9.7	16.3	19.1	29.6	3.7	18,468	9,659	3,587	63	265	1,050	1,033
Logan	25.6	.0108	34.0	10.2	14.4	18.7	29.8	9.3	80,209	28,740	4,342	8,087	2,614	15,608	4,655
Lyon	6.6	.0027	36.9	10.9	17.2	19.6	33.2	2.5	16,183	7,136	686	230	921	3,552	292
McCracken	61.0	.0256	34.1	10.1	16.5	18.1	30.5	24.0	417,959	91,283	32,591	55,724	20,406	76,107	18,033
McCreary	16.5	.0070	28.4	10.8	15.6	16.4	23.3	5.4	37,824	17,231	1,747	2,530	1,359	5,673	1,871
McLean	10.3	.0043	33.7	9.3	16.1	18.5	29.4	3.5	22,314	8,786	1,097	754	392	3,892	845
Madison	55.5	.0233	26.4	24.5	15.8	16.1	20.3	18.0	288,324	62,439	29,337	31,361	5,284	52,425	8,592
Magoffin	14.4	.0060	27.4	11.6	16.0	17.3	20.5	4.7	33,983	14,088	1,248	4,562	751	2,447	2,072
Marion	17.8	.0075	29.3	11.0	15.6	16.2	24.9	5.8	56,804	19,064	3,306	7,634	3,227	4,568	2,569
Marshall	26.9	.0113	35.8	9.7	14.8	20.0	31.1	10.2	95,045	22,434	6,795	9,804	2,920	18,369	2,652
Martin	15.3	.0064	26.3	11.6	18.7	15.6	18.2	4.6	53,311	14,235	1,202	5,207	1,473	23,160	1,345
Mason	17.3	.0073	33.5	10.1	15.4	17.0	30.7	6.4	100,577	21,963	7,226	12,736	3,583	15,272	4,578
Meade	23.9	.0100	26.7	11.8	22.9	16.4	14.5	7.7	35,509	8,197	2,487	810	1,099	14,548	736
Menifee	5.2	.0022	29.5	11.7	16.0	17.0	24.1	1.6	7,848	2,160	221	285	346	2,428	197
Mercer	19.9	.0083	33.6	9.7	15.7	18.9	28.9	7.2	61,668	22,332	4,731	3,067	2,712	9,677	2,614
Metcalfe	10.2	.0043	34.5	9.9	14.1	19.1	30.2	3.7	26,028	8,452	965	570	629	7,667	971
Monroe	12.5	.0053	34.3	9.9	14.2	18.6	30.5	4.7	37,276	15,514	1,670	1,551	1,508	6,485	2,881
Montgomery	21.3	.0089	30.6	10.4	17.5	18.1	24.2	7.6	106,729	26,248	7,673	9,812	3,668	21,358	4,074
Morgan	12.4	.0052	30.3	11.6	15.3	17.3	25.5	4.3	41,644	8,946	986	2,850	2,410	13,108	637
Muhlenberg	33.2	.0139	32.3	10.6	15.9	17.5	28.3	11.5	135,091	44,232	5,123	18,157	4,723	23,920	6,909
Nelson	29.0	.0122	29.1	11.6	16.6	17.1	23.1	9.5	110,932	32,727	8,036	14,384	3,842	16,914	3,815
Nicholas	7.3	.0031	33.7	9.7	15.7	17.7	30.2	2.6	15,698	4,261	676	2,314	637	1,400	1,107
Ohio	22.9	.0096	32.6	9.8	15.9	17.6	28.5	8.2	84,969	27,008	4,255	8,282	1,499	25,614	4,209
Owen	9.3	.0039	34.3	8.6	14.9	17.6	31.4	3.4	22,832	5,248	1,025	1,725	643	5,784	1,306
Owsley	5.9	.0025	31.6	9.8	15.0	17.6	27.4	1.8	8,226	3,040	621	77	492	1,234	890
Pendleton	11.1	.0046	31.5	10.4	15.0	17.9	26.9	3.9	21,362	9,074	1,065	602	325	2,560	744
Perry	35.6	.0150	28.5	11.4	17.2	16.9	22.0	11.6	141,543	37,230	8,983	12,048	5,015	29,406	4,746
Pike	86.5	.0363	28.8	11.5	18.0	17.6	21.1	29.3	355,707	98,214	17,293	50,290	8,594	86,383	9,178
Powell	12.1	.0051	29.1	10.7	16.7	18.6	21.6	3.8	22,400	6,513	2,125	3,391	414	1,192	1,233
Pulaski	49.0	.0205	32.8	10.5	15.9	18.7	27.8	17.9	278,563	73,094	19,816	40,765	10,400	55,449	8,312

KY. (cont.)

SMSA ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Robertson	2.3	.0010	36.4	8.7	14.2	18.6	33.2	.8
Rockcastle	14.6	.0061	32.0	10.0	14.9	18.6	26.9	5.1
Rowan	19.3	.0081	25.7	24.9	14.8	15.9	20.5	6.1
Russell	14.8	.0062	34.7	9.8	14.6	18.2	31.4	5.6
Simpson	14.9	.0062	32.3	10.1	13.7	17.7	28.2	5.4
Spencer	6.1	.0026	32.0	9.8	16.3	19.5	25.7	2.1
Taylor	22.4	.0094	32.7	11.8	16.0	19.4	26.9	8.4
Todd	11.6	.0048	33.9	10.2	14.0	17.0	31.5	4.2
Trigg	9.5	.0040	36.7	8.2	14.1	18.2	33.9	3.5
Trimble	6.5	.0028	32.2	9.4	17.0	18.9	26.4	2.2
Union	18.1	.0076	26.8	17.1	14.9	14.4	23.4	5.7
Warren	78.5	.0329	28.7	18.9	17.5	16.9	22.1	27.8
Bowling Green	44.0	.0185	27.2	25.4	15.6	14.5	23.4	16.0
Washington	10.4	.0044	32.0	10.8	14.3	17.1	28.5	3.4
Wayne	17.9	.0075	31.8	10.5	15.2	17.8	27.3	6.4
Webster	15.1	.0063	33.8	10.2	14.7	16.7	31.5	5.6
Whitley	37.0	.0155	30.5	12.7	15.4	17.0	26.1	13.0
Wolfe	7.2	.0031	30.6	11.2	14.9	17.7	25.7	2.4
TOTAL METRO COUNTIES	**1,703.2**	**.7148**	**30.8**	**12.5**	**18.1**	**18.1**	**24.3**	**616.8**
TOTAL STATE	**3,769.7**	**1.5821**	**30.9**	**12.3**	**16.9**	**17.8**	**25.2**	**1,336.6**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Robertson	2,534	565	127	227	62	114	
Rockcastle	31,012	11,544	1,974	2,172	664	2,583	1,440
Rowan	80,500	20,984	4,899	14,283	1,027	11,204	4,090
Russell	41,989	12,374	1,881	4,322	1,680	10,020	2,071
Simpson	76,658	19,719	7,538	8,115	2,486	12,968	3,240
Spencer	11,857	5,561	368	155	210	698	288
Taylor	103,418	26,578	8,304	14,125	3,007	19,067	3,973
Todd	18,007	8,890	751	973	419	1,562	1,103
Trigg	25,210	7,346	1,540	830	2,276	5,205	1,013
Trimble	5,476	962	676		84	168	1,239
Union	63,104	23,783	2,832	12,211	1,660	6,229	2,164
Warren	517,566	103,157	47,572	81,523	22,609	86,395	15,986
Bowling Green	490,434	99,524	46,899	73,399	21,909	85,610	15,653
Washington	15,756	3,740	678	231	966	1,857	1,543
Wayne	32,218	17,685	2,012	6,471	1,702	6,799	3,128
Webster	53,467	17,067	1,735	437	832	19,571	2,307
Whitley	220,931	41,724	14,345	18,709	7,849	48,563	5,556
Wolfe	16,537	4,834	597	347	421	2,976	765
TOTAL METRO COUNTIES	**9,411,383**	**2,032,616**	**914,509**	**1,457,926**	**407,784**	**1,834,394**	**358,940**
TOTAL STATE	**17,318,340**	**4,103,365**	**1,419,549**	**2,337,544**	**688,925**	**3,489,993**	**663,469**

KY.

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**1,307,719**	**20,180**	**30.0**	**30.6**	**13.8**	**6.1**	**.0546**
Christian	563,947	19,250	31.3	27.0	13.9	7.1	.0232
• Hopkinsville	265,977	20,864	26.4	26.5	16.9	8.6	.0126
Montgomery, Tenn.	*743,772*	*20,779*	*29.1*	*33.1*	*13.7*	*5.4*	*.0314*
• *Clarksville*	*501,198*	*20,432*	*30.9*	*32.9*	*13.1*	*5.3*	*.0238*
SUBURBAN TOTAL	540,544	19,577	31.1	30.4	12.8	5.6	.0182
HUNTINGTON - ASHLAND	**2,902,992**	**20,399**	**24.9**	**30.6**	**14.6**	**5.7**	**.1218**
Boyd	510,992	22,096	22.5	30.2	17.5	6.7	.0222
• Ashland	262,593	20,187	23.9	27.3	15.4	7.6	.0135
Carter	175,420	16,548	27.4	27.5	10.5	4.0	.0075
Greenup	310,544	21,459	24.1	36.8	12.9	4.3	.0112
Lawrence, Ohio	*570,594*	*22,385*	*22.7*	*32.0*	*16.9*	*6.1*	*.0203*
Cabell, W. Va.	*955,097*	*19,219*	*27.3*	*29.0*	*13.2*	*5.9*	*.0464*
• *Huntington*	*556,550*	*17,131*	*28.5*	*26.5*	*10.9*	*5.5*	*.0285*
Wayne, W. Va.	*380,345*	*19,975*	*25.1*	*30.2*	*14.7*	*5.0*	*.0142*
SUBURBAN TOTAL	2,083,849	21,433	24.1	32.3	15.6	5.4	.0798
LEXINGTON-FAYETTE	**3,532,350**	**24,518**	**22.7**	**29.6**	**18.2**	**12.1**	**.1426**
Bourbon	150,215	17,988	27.7	29.1	11.0	5.4	.0060
Clark	303,693	25,322	19.5	28.8	20.5	11.3	.0116
Fayette	2,393,434	24,907	22.8	29.2	18.3	13.2	.1004
• Lexington-Fayette	2,393,434	24,907	22.8	29.2	18.5	13.2	.1004
Jessamine	277,753	24,448	22.3	31.8	18.7	10.4	.0101
Scott	202,565	23,038	24.1	33.3	16.5	7.3	.0073
Woodford	204,690	28,682	19.6	27.9	22.6	16.3	.0072
SUBURBAN TOTAL	1,138,916	23,778	22.4	30.2	18.1	10.1	.0422
LOUISVILLE	**10,185,215**	**25,648**	**21.0**	**31.2**	**19.6**	**11.5**	**.4022**
Bullitt	407,038	26,847	18.8	38.7	22.2	6.7	.0141
Jefferson	7,541,889	26,004	20.6	29.8	19.7	13.0	.2994
• Louisville	2,798,970	19,488	25.6	26.8	13.8	8.2	.1177

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Oldham	351,796	33,130	16.6	27.7	26.6	19.4	.0114
Shelby	224,869	23,671	21.5	31.1	18.1	8.4	.0084
Clark, Ind.	*814,522*	*23,311*	*24.4*	*37.2*	*16.8*	*4.8*	*.0370*
Floyd, Ind.	*596,686*	*24,458*	*22.2*	*34.0*	*19.2*	*7.8*	*.0227*
• *New Albany*	*350,173*	*21,704*	*25.3*	*33.3*	*15.0*	*6.0*	*.0152*
Harrison, Ind.	*248,413*	*23,195*	*24.5*	*37.2*	*15.9*	*5.7*	*.0092*
SUBURBAN TOTAL	7,036,072	28,842	18.4	33.3	22.9	13.6	.2693
OWENSBORO	**833,156**	**23,152**	**23.0**	**30.5**	**18.4**	**8.2**	**.0361**
Daviess	833,156	23,152	23.0	30.5	18.4	8.2	.0361
• Owensboro	530,738	21,508	24.8	29.3	16.9	7.4	.0259
SUBURBAN TOTAL	302,418	26,475	19.3	33.1	21.4	9.8	.0102
OTHER COUNTIES							
Adair	96,885	13,466	31.7	23.3	5.5	2.8	.0040
Allen	116,882	17,021	27.5	26.0	12.6	4.2	.0047
Anderson	130,268	25,217	22.6	34.5	21.5	7.2	.0046
Ballard	77,428	20,132	23.7	26.6	16.5	7.2	.0028
Barren	305,008	20,333	24.3	30.5	14.2	6.0	.0126
Bath	70,049	15,855	30.0	25.0	10.8	3.7	.0025
Bell	233,712	15,209	29.0	24.2	9.4	4.2	.0111
☐ Boone	514,584	28,812	18.0	35.6	25.7	9.3	.0247
Boyle	253,433	22,659	23.6	28.5	18.0	9.7	.0108
Bracken	59,652	19,776	25.4	31.6	12.3	5.6	.0021
Breathitt	94,140	12,493	23.8	20.8	8.9	3.9	.0045
Breckinridge	118,139	15,794	32.0	23.8	10.1	3.7	.0049
Butler	72,347	14,891	28.9	27.4	6.6	2.4	.0029
Caldwell	111,992	18,865	27.2	28.5	13.8	5.2	.0046
Calloway	262,450	18,229	28.9	29.4	11.0	4.9	.0130
☐ Campbell	837,194	27,142	20.3	30.0	22.7	11.9	.0307
Carlisle	45,280	18,240	27.5	29.0	11.8	5.2	.0016

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+8%
EBI	$1.97 billion	$3.18 billion	+62%
EBI/HH	$18,983	$25,751	+36%
Retail Sales	$1.2 billion	$2.0 billion	+63%
RS/HH	$11,781	$16,140	+37%

Sources: 1979, 1983, 1984 Survey of Buying Power

Represented By BRANHAM Newspaper Sales

Kentucky's 3rd Metro Market

OWENSBORO, KY ...

an essential part of the Evansville-Owensboro ADI

EVANSVILLE-OWENSBORO ADI COVERAGE*

Total Household - 263,700

NEWSPAPER	DAILY CIRC.	% COV.	SUNDAY CIRC.	% COV.
Owensboro Mess. Inq.	**33,427**	**12.7**	**34,291**	**13.0**
Evansville Cour. Press	104,747	39.7	116,979	44.4
TOTAL	138,174	52.4	151,270	57.4

Messenger-Inquirer ... #1 in Metro A.M. Penetration*

* SOURCES: Circulation '84/'85, SRDS-NCA '84/'85

Now a member of the Four-Color Newspaper Network!

KY. (cont.) — ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Carroll	77,501	19,637	25.8	28.6	14.8	5.7	.0034
Casey	88,109	12,554	34.0	19.2	4.7	2.3	.0038
Clay	152,527	15,089	28.1	21.4	10.2	6.3	.0064
Clinton	52,283	12,260	34.0	16.7	5.6	2.6	.0025
Crittenden	77,584	20,081	22.7	27.6	17.0	5.6	.0029
Cumberland	51,973	14,176	29.9	21.9	8.0	4.4	.0020
Edmonson	67,627	15,578	31.3	27.6	7.5	2.3	.0025
Elliott	31,290	10,316	31.8	17.2	2.1	.2	.0015
Estill	110,437	17,826	24.6	26.2	14.6	4.4	.0045
Fleming	87,882	16,230	29.9	25.6	8.3	4.0	.0040
Floyd	366,713	17,718	28.1	29.1	11.6	3.8	.0158
Franklin	493,570	25,689	23.2	30.8	19.9	12.5	.0180
Fulton	63,142	15,985	21.4	27.7	10.5	3.9	.0029
Gallatin	37,505	17,140	25.3	29.8	10.2	3.6	.0017
Garrard	81,118	17,374	28.2	29.1	11.7	2.4	.0029
Grant	110,458	22,008	23.3	34.5	16.4	4.1	.0045
Graves	315,112	21,258	23.6	30.8	15.7	6.4	.0121
Grayson	161,437	16,857	27.4	26.7	10.2	4.7	.0067
Green	77,727	16,478	28.1	28.5	8.1	3.6	.0031
Hancock	83,970	27,860	17.5	24.4	27.4	13.4	.0026
Hardin	821,334	22,237	27.7	32.7	15.5	7.8	.0324
Harlan	290,501	16,360	27.5	26.9	11.0	4.1	.0126
Harrison	115,557	18,280	26.6	29.4	11.0	5.4	.0049
Hart	119,935	15,421	28.1	24.8	9.0	4.4	.0046
☐ Henderson	435,127	24,616	22.3	32.3	19.7	8.5	.0181
Henry	109,436	20,467	24.9	31.0	14.2	6.0	.0039
Hickman	45,044	18,000	24.4	28.6	11.8	5.2	.0015
Hopkins	454,393	22,686	23.7	28.2	18.7	8.6	.0186
Jackson	65,689	11,961	30.9	18.7	4.9	2.7	.0026
Johnson	198,179	18,102	24.1	25.2	14.1	6.8	.0089
☐ Kenton	1,420,713	26,202	21.1	31.2	20.9	10.8	.0536
Covington	402,061	18,711	27.0	28.3	13.1	5.6	.0184
Knott	135,140	17,969	25.1	25.7	12.7	7.6	.0055
Knox	183,557	13,164	28.1	21.7	8.4	2.7	.0086
Larue	88,756	17,000	29.5	29.0	10.0	3.0	.0037
Laurel	310,309	18,458	29.0	29.9	11.3	4.6	.0141
Lawrence	114,698	15,864	27.6	21.1	12.4	8.2	.0044
Lee	51,709	13,779	34.4	22.1	6.3	3.6	.0022
Leslie	103,708	15,841	26.9	23.4	12.9	4.7	.0038
Letcher	237,235	17,843	28.1	26.1	13.2	5.8	.0093
Lewis	90,275	15,071	30.3	25.3	8.2	2.4	.0034
Lincoln	113,327	14,073	32.4	24.1	6.5	1.5	.0046
Livingston	82,485	19,831	28.3	31.5	13.5	4.7	.0028
Logan	206,919	19,335	26.8	30.3	13.2	4.7	.0081
Lyon	63,197	21,483	22.0	29.8	15.5	8.4	.0021
McCracken	636,301	23,349	21.8	29.0	18.7	9.2	.0271

ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
McCreary	76,401	10,900	31.1	18.1	3.3	1.6	.0038
McLean	81,985	20,735	21.9	28.9	16.2	6.3	.0029
Madison	462,907	20,780	25.3	28.5	15.7	7.7	.0204
Magoffin	86,903	13,836	27.7	21.3	10.9	3.3	.0037
Marion	105,792	18,117	29.9	29.7	11.1	4.3	.0053
Marshall	264,166	23,535	23.4	31.3	18.8	7.5	.0095
Martin	118,266	21,218	20.4	21.6	18.5	12.0	.0048
Mason	152,193	20,779	24.4	29.9	15.4	6.5	.0067
Meade	176,037	20,919	31.0	37.0	11.0	4.5	.0063
Menifee	26,589	14,065	28.4	27.2	6.7	.8	.0011
Mercer	173,498	21,799	23.5	30.6	17.2	6.0	.0065
Metcalfe	58,378	11,802	31.2	18.1	5.1	2.1	.0026
Monroe	78,020	12,947	30.0	21.4	5.7	2.6	.0034
Montgomery	149,909	16,684	30.8	27.9	8.2	3.8	.0072
Morgan	75,627	12,943	31.1	19.1	7.2	4.1	.0035
Muhlenberg	293,351	21,986	25.8	28.1	17.6	8.1	.0115
Nelson	232,786	21,575	25.3	32.6	15.6	5.6	.0096
Nicholas	54,745	17,618	29.5	26.7	12.2	4.3	.0019
Ohio	195,914	21,411	23.2	28.2	18.3	6.4	.0078
Owen	73,065	17,733	26.8	25.4	13.1	5.9	.0027
Owsley	22,458	9,989	33.4	12.8	2.6	1.2	.0011
Pendleton	88,880	21,010	23.9	33.1	14.9	4.5	.0031
Perry	310,543	22,262	23.4	24.8	17.8	11.7	.0124
Pike	640,629	18,836	27.3	30.8	11.5	4.9	.0279
Powell	69,543	15,540	31.4	26.5	7.8	2.3	.0028
Pulaski	369,658	16,148	29.6	25.1	10.7	4.6	.0178
Robertson	13,927	15,862	31.6	27.4	7.1	1.1	.0005
Rockcastle	78,380	12,486	33.0	18.5	5.4	1.9	.0034
Rowan	130,288	15,919	27.6	26.2	9.4	5.0	.0060
Russell	107,716	14,822	30.3	22.6	8.0	5.1	.0044
Simpson	141,206	22,532	22.9	28.8	18.7	8.6	.0058
Spencer	50,569	22,630	21.6	32.4	18.1	5.3	.0016
Taylor	207,118	21,813	23.6	31.4	15.7	7.0	.0084
Todd	86,500	16,653	29.7	25.7	9.5	5.7	.0030
Trigg	73,748	17,914	29.2	28.3	10.7	4.8	.0029
Trimble	56,292	22,473	23.3	30.7	17.3	8.3	.0017
Union	140,580	22,073	22.8	31.6	15.6	7.3	.0058
Warren	705,460	21,375	25.2	30.6	15.0	7.6	.0322
Bowling Green	393,303	18,924	27.6	27.4	12.2	7.7	.0227
Washington	75,916	18,588	25.7	28.5	11.0	7.0	.0027
Wayne	104,482	13,370	30.8	22.9	4.9	2.5	.0048
Webster	126,485	19,070	25.5	27.4	14.5	6.2	.0049
Whitley	275,029	16,152	29.3	24.7	11.1	5.2	.0136
Wolfe	42,504	13,609	30.7	19.7	8.4	3.7	.0018
TOTAL METRO COUNTIES	**17,659,619**	**25,127**	**21.7**	**30.3**	**19.4**	**11.3**	**.7032**
TOTAL STATE	**33,807,386**	**21,373**	**24.4**	**28.8**	**15.9**	**8.3**	**1.3732**

TURN TO

LANDON

FOR RESULTS

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

(See page B-26)

LOUISIANA

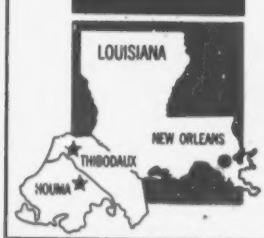
LA.
■ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**143.0**	**.0600**	**30.2**	**12.0**	**16.0**	**18.0**	**24.4**	**49.4**	**692,926**	**141,632**	**55,266**	**100,979**	**34,621**	**131,458**	**25,599**
Rapides	143.0	.0600	30.2	12.0	16.0	18.0	24.4	49.4	692,926	141,632	55,266	100,979	34,621	131,458	25,599
• Alexandria	54.0	.0227	30.7	12.0	14.7	16.4	27.2	20.0	535,767	87,940	42,035	85,311	24,065	118,223	17,637
SUBURBAN TOTAL	89.0	.0373	29.9	12.1	16.8	18.9	22.6	29.4	157,159	53,692	13,231	15,668	10,556	13,235	7,962
BATON ROUGE	**549.7**	**.2307**	**27.7**	**15.2**	**19.2**	**17.4**	**18.5**	**188.8**	**3,045,147**	**681,270**	**287,511**	**432,286**	**169,224**	**544,949**	**91,487**
Ascension	58.6	.0246	27.2	12.1	18.0	17.6	18.4	18.7	230,580	57,582	15,050	10,713	10,946	69,287	8,324
East Baton Rouge	400.5	.1681	27.7	16.3	19.7	17.1	18.5	141.1	2,589,063	546,039	260,630	401,385	172,331	443,882	74,633
• Baton Rouge	248.6	.1043	28.2	18.5	18.1	15.8	21.0	92.1	2,217,532	383,205	235,946	385,451	147,410	398,564	61,627
Livingston	69.8	.0293	28.0	11.6	18.8	18.8	18.0	22.6	168,884	56,454	8,679	18,507	5,784	29,375	7,115
West Baton Rouge	20.8	.0087	27.4	13.4	16.2	17.1	20.5	6.4	56,620	21,195	3,152	1,681	163	2,405	1,415
SUBURBAN TOTAL	301.1	.1264	27.3	12.4	20.2	18.7	15.7	96.7	827,615	298,065	51,565	46,835	41,814	146,385	29,860
HOUMA - THIBODAUX	**191.7**	**.0805**	**26.8**	**14.0**	**17.6**	**17.6**	**17.9**	**62.4**	**1,056,586**	**234,924**	**159,846**	**128,115**	**51,032**	**201,885**	**37,848**
Lafourche	88.4	.0371	27.1	14.6	16.9	17.6	19.1	28.6	383,423	103,512	22,174	36,491	20,324	85,485	21,277
• Thibodaux	17.0	.0071	26.0	23.3	15.6	13.9	22.1	5.8	163,306	30,386	12,710	12,631	8,479	46,975	10,312
Terrebonne	103.3	.0434	26.5	13.5	18.1	17.6	17.0	33.8	673,163	131,412	137,672	91,624	30,709	116,400	16,571
• Houma	34.5	.0145	28.2	13.7	17.3	16.5	21.8	12.3	479,855	107,332	64,274	62,059	24,596	100,769	14,577
SUBURBAN TOTAL	140.2	.0589	26.5	13.0	17.8	18.3	16.5	44.3	413,425	97,206	82,862	53,425	17,958	54,141	12,959
LAFAYETTE	**215.3**	**.0903**	**27.3**	**15.5**	**18.9**	**17.3**	**18.2**	**74.6**	**1,541,953**	**272,596**	**176,820**	**223,039**	**78,070**	**286,172**	**37,732**
Lafayette	169.8	.0712	27.4	16.3	19.6	17.4	17.7	60.4	1,423,728	235,109	166,928	207,707	75,297	265,575	33,530
• Lafayette	82.6	.0347	28.0	18.3	18.9	16.1	20.6	30.4	1,245,221	198,454	150,365	202,062	70,147	247,923	29,960
St. Martin	45.5	.0191	27.0	12.8	15.6	17.0	20.4	14.2	118,225	37,487	9,892	15,332	2,773	20,597	4,202
SUBURBAN TOTAL	132.7	.0556	26.9	13.8	18.8	18.1	16.8	44.2	296,732	74,142	26,455	20,977	7,923	38,249	7,772
LAKE CHARLES	**176.7**	**.0742**	**29.4**	**12.9**	**17.1**	**18.1**	**22.3**	**61.5**	**986,096**	**241,319**	**76,640**	**115,206**	**51,528**	**162,958**	**40,242**
Calcasieu	176.7	.0742	29.4	12.9	17.1	18.1	22.3	61.5	986,096	241,319	76,640	115,206	51,528	162,958	40,242
• Lake Charles	75.4	.0316	29.9	14.2	17.0	16.4	24.9	27.4	671,201	130,711	59,681	91,883	38,875	123,265	29,106
SUBURBAN TOTAL	101.3	.0426	29.0	11.9	17.3	19.3	20.3	34.1	314,895	110,608	16,959	23,323	12,653	39,693	11,136
MONROE	**145.2**	**.0609**	**28.8**	**13.7**	**16.2**	**17.0**	**23.0**	**50.8**	**759,854**	**148,083**	**73,946**	**108,407**	**45,711**	**146,754**	**29,778**
Ouachita	145.2	.0609	28.8	13.7	16.2	17.0	23.0	50.8	759,854	148,083	73,946	108,407	45,711	146,754	29,778
• Monroe	56.6	.0238	27.9	16.2	14.9	13.5	25.9	19.9	516,151	76,911	47,969	83,930	32,469	125,400	17,136
SUBURBAN TOTAL	88.6	.0371	29.3	12.1	17.1	19.2	21.2	30.9	243,703	71,172	25,977	24,477	13,242	21,354	12,642
NEW ORLEANS	**1,337.9**	**.5615**	**29.8**	**12.4**	**18.8**	**17.8**	**22.4**	**487.5**	**7,560,519**	**1,719,101**	**956,741**	**862,513**	**445,522**	**1,194,555**	**323,990**
Jefferson	486.2	.2041	29.4	12.3	19.9	19.0	19.8	176.1	3,449,537	730,788	357,766	470,734	231,015	676,503	120,192
Kenner	74.6	.0313	27.1	11.9	23.8	18.9	12.3	24.7	312,390	73,645	43,311	17,904	7,603	67,755	10,956
Orleans	563.3	.2364	30.5	13.2	18.2	15.8	25.9	215.3	3,012,967	633,477	495,660	262,257	167,304	395,994	151,302
• New Orleans	563.3	.2364	30.5	13.2	18.2	15.8	25.9	215.3	3,012,967	633,477	495,660	262,257	167,304	395,994	151,302
St. Bernard	69.1	.0290	30.0	12.2	17.6	18.6	22.7	23.3	293,351	117,551	26,394	34,585	14,883	12,868	17,862
St. Charles	41.9	.0176	27.5	12.7	17.5	18.7	18.2	13.7	90,776	31,991	6,469	10,627	2,829	12,179	3,382
St. John the Baptist	39.3	.0165	26.7	12.7	18.5	17.6	17.1	12.0	137,367	56,308	10,986	25,704	4,577	4,483	9,474
St. Tammany	138.1	.0579	29.8	9.8	18.3	20.5	20.0	47.1	576,521	148,986	59,466	58,606	24,914	92,528	21,778
• Slidell	33.6	.0141	29.6	8.7	19.3	22.5	17.1	11.1	306,886	67,392	37,142	33,849	15,431	54,959	11,481
SUBURBAN TOTAL	741.0	.3110	29.3	12.0	19.2	19.0	20.1	261.1	4,240,666	1,018,232	423,939	566,407	262,787	743,602	161,207
SHREVEPORT	**357.2**	**.1499**	**30.2**	**12.1**	**17.2**	**17.7**	**24.0**	**130.8**	**2,015,095**	**394,688**	**188,662**	**270,706**	**113,223**	**387,664**	**58,783**
Bossier	88.8	.0373	28.3	13.7	18.2	20.0	17.8	30.8	429,760	80,576	46,213	58,362	8,961	87,607	8,393
• Bossier City	54.3	.0228	27.5	15.5	18.7	19.5	16.4	18.9	369,198	57,747	39,941	49,367	7,967	80,969	7,518
Caddo	268.4	.1126	30.9	11.6	16.9	17.0	26.0	100.0	1,585,335	314,112	142,449	212,344	104,262	300,057	50,390
• Shreveport	216.9	.0910	30.7	11.7	17.1	16.4	26.2	81.6	1,453,592	294,378	135,351	188,966	100,137	276,052	47,667
SUBURBAN TOTAL	86.0	.0361	30.9	10.9	16.4	20.0	23.2	30.3	192,305	42,563	12,870	32,373	5,119	30,643	3,598
OTHER COUNTIES															
Acadia	59.1	.0248	29.2	11.5	14.6	16.9	24.6	19.7	219,810	48,262	18,168	19,626	9,989	46,312	14,135
Allen	21.7	.0091	31.6	9.8	14.1	17.8	27.4	7.5	75,452	19,481	2,853	14,243	1,518	15,816	3,596
Assumption	23.0	.0096	26.8	12.5	15.8	16.5	20.6	6.9	55,888	15,788	2,387	9,201	2,622	12,003	2,225
Avoyelles	43.4	.0182	31.5	10.1	13.7	16.6	28.6	14.8	123,438	35,193	5,737	18,560	4,689	31,368	9,279
Beauregard	33.4	.0141	29.6	11.4	16.5	18.5	22.5	11.1	131,151	30,963	6,229	8,556	7,273	34,165	3,000
Bienville	17.0	.0071	34.2	9.7	13.2	16.3	32.7	6.1	50,081	13,639	1,825	4,083	1,552	7,715	1,509
Caldwell	11.6	.0048	33.2	9.6	13.7	17.4	30.1	4.4	27,038	6,701	1,413	2,856	442	4,673	984
Cameron	9.9	.0042	28.8	13.6	15.0	17.7	23.0	3.4	28,170	14,864	2,529	1,294	170	743	1,011

LOUISIANA PURCHASE



SIXTY MILES WEST OF NEW ORLEANS IS THE HOUMA/THIBODAUX MSA - A LOUISIANA MARKET THAT RANKS #1 PER HOUSEHOLD IN EATING & DRINKING SALES AND #2 PER HOUSEHOLD IN TOTAL RETAIL SALES AND FOOD SALES. COVER THIS MARKET WITH THE HOUMA DAILY COURIER AND THE DAILY COMET (THIBODAUX).

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

HOUMA DAILY COURIER
HOUMA 504-879-1556

DAILY COMET
THIBODAUX 504-447-4055

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

LA. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Catahoula	12.8	.0054	30.6	11.2	14.2	16.9	26.9	4.4	33,264	5,274	1,114	2,964	2,065	6,819	2,902
Claiborne	17.9	.0075	35.0	9.4	12.5	15.2	34.8	6.4	52,175	14,222	2,075	8,719	1,387	10,691	1,936
Concordia	23.4	.0098	29.9	11.0	14.5	17.7	24.9	8.1	84,028	25,858	6,366	10,554	3,400	17,039	2,378
De Soto	27.3	.0114	32.6	10.2	14.1	16.2	30.4	9.6	99,718	26,093	3,629	16,537	2,382	21,637	4,233
East Carroll	11.4	.0048	26.7	11.0	12.8	13.4	26.0	3.7	24,067	6,328	811	1,337	397	2,595	1,782
East Feliciana	20.6	.0087	29.9	12.5	16.7	16.7	24.7	5.6	29,852	8,922	1,973	1,200	556	4,778	1,295
Evangeline	34.6	.0145	30.0	10.9	13.6	16.8	26.5	11.9	117,023	30,140	3,946	11,869	6,109	18,956	7,149
Franklin	24.0	.0100	31.9	9.7	13.2	15.9	30.0	8.4	122,557	53,453	3,392	15,973	1,773	22,606	2,957
Grant	18.1	.0076	33.2	9.3	13.8	17.4	30.1	6.5	20,616	7,342	492	863	138	8,040	940
Iberia	67.9	.0285	27.9	12.9	15.7	17.3	21.5	21.9	382,459	85,773	45,234	26,529	24,690	85,192	16,262
Iberville	33.4	.0141	28.3	13.6	16.2	15.9	23.2	10.3	141,083	38,840	8,860	11,877	4,079	42,122	5,094
Jackson	17.8	.0074	33.9	9.5	13.5	16.9	31.6	6.7	49,197	10,364	2,721	10,348	2,358	4,729	2,801
Jefferson Davis	33.3	.0140	29.4	11.5	14.5	17.0	24.9	11.0	148,279	36,115	6,587	7,111	3,439	38,922	8,615
La Salle	18.3	.0077	32.7	10.3	15.0	17.5	29.0	6.6	53,456	14,823	3,330	2,984	1,638	18,826	1,974
Lincoln	42.4	.0178	24.8	28.6	13.1	13.9	22.1	13.6	177,559	37,122	20,248	17,802	5,622	38,319	5,130
Madison	15.6	.0065	28.5	0.2	13.0	14.0	27.5	5.7	30,596	5,548	2,800	1,700	1,210	12,503	1,751
Morehouse	36.0	.0151	30.9	10.3	13.7	15.9	28.4	12.3	128,163	25,888	6,519	20,758	2,319	38,862	4,184
Natchitoches	41.3	.0174	29.2	14.9	14.4	15.4	26.2	14.1	155,174	36,475	10,300	18,384	6,577	29,483	6,140
Plaquemines	25.6	.0112	27.3	13.1	16.8	18.8	18.2	8.2	99,899	33,683	22,972	3,888	2,942	8,826	4,735
Pointe Coupee	25.0	.0105	29.7	11.4	15.3	16.5	25.4	8.5	85,172	23,685	3,353	6,028	3,146	26,597	2,940
Red River	10.7	.0045	31.7	10.1	13.7	15.6	29.9	3.7	34,084	10,854	2,126	2,899	983	4,502	1,830
Richland	22.3	.0093	31.8	10.1	13.1	15.5	30.3	7.5	115,040	21,248	3,335	9,504	4,744	31,145	4,580
Sabine	28.1	.0118	34.0	9.3	13.3	17.0	31.4	10.3	93,093	29,104	3,272	10,286	2,126	34,930	1,738
St. Helena	10.0	.0042	28.5	11.1	14.4	15.6	25.0	3.2	8,182	2,630	225		175	2,006	584
St. James	22.6	.0095	26.8	13.7	15.9	16.1	20.3	6.6	58,422	20,147	3,347	2,802	7,380	8,371	2,302
St. Landry	87.7	.0368	29.0	11.5	14.4	16.3	24.7	29.5	378,695	96,789	17,926	35,684	20,392	76,050	22,529
St. Mary	64.7	.0272	27.2	13.2	16.8	17.9	18.9	20.6	388,785	95,135	60,268	31,816	16,187	69,343	13,067
Tangipahoa	90.6	.0380	28.0	14.5	15.6	16.1	23.0	30.2	489,606	105,750	37,748	64,401	16,888	114,718	15,034
Tensas	8.3	.0035	31.3	9.4	12.9	13.4	31.8	2.9	23,361	6,769	608	1,717	1,205	5,169	397
Union	22.7	.0095	34.0	9.6	13.8	17.3	31.4	7.9	50,795	10,473	1,389	5,306	967	18,689	3,370
Vermilion	52.1	.0219	30.1	11.7	14.6	17.0	25.8	18.1	216,217	64,534	9,798	16,859	5,491	47,928	11,621
Vernon	60.9	.0255	24.1	24.4	17.9	14.7	14.3	17.9	157,705	36,188	20,034	16,051	3,926	30,446	3,377
Washington	46.9	.0197	32.3	10.7	14.2	16.7	29.5	16.2	145,460	38,008	8,167	13,015	6,224	25,101	7,689
Webster	45.3	.0190	34.0	10.3	14.1	17.7	30.9	16.6	226,340	68,486	10,318	26,535	8,963	46,668	6,327
West Carroll	13.1	.0055	33.5	9.0	13.6	17.5	30.4	4.6	42,250	12,822	1,263	6,026	871	10,427	1,147
West Feliciana	13.7	.0058	30.0	17.1	28.3	19.0	16.8	2.6	21,577	4,926	1,755	2,702	361	5,214	567
Winn	17.5	.0073	33.0	9.4	14.4	16.6	30.5	6.3	67,114	12,126	2,140	11,187	1,500	16,911	2,866
TOTAL METRO COUNTIES	**3,116.7**	**1.3080**	**29.0**	**13.3**	**18.3**	**17.6**	**21.5**	**1,185.8**	**17,658,176**	**3,833,613**	**1,975,432**	**2,241,251**	**1,000,922**	**2,086,398**	**648,489**
TOTAL STATE	**4,500.7**	**1.8888**	**29.2**	**13.1**	**17.3**	**17.3**	**22.6**	**1,567.9**	**22,920,257**	**5,180,441**	**2,857,934**	**2,773,925**	**1,311,807**	**4,214,247**	**865,421**

ARK-LA-TEX

NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,018,000** people in **361,900** households with effective buying income of **$9.4** billion and producing retail sales of **$4.8** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M & E 105,296 **MORNING 79,274**
SUNDAY 109,856 **EVENING 26,022**

ABC PUB. STATEMENT DEC. 30, 1984
Represented by Gannett Media Sales

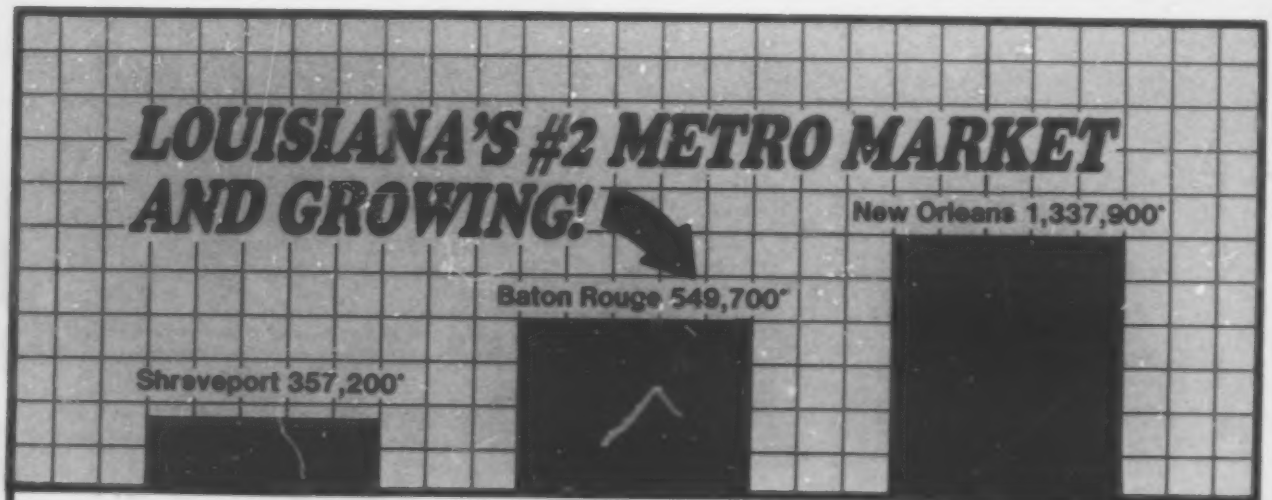
S&MM Survey of Buying Power, July 1985

LA.

SMSA ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,256,135**	**20,369**	**25.2**	**28.1**	**14.2**	**8.5**	**.0524**
Rapides	1,256,135	20,369	25.2	28.1	14.2	8.5	.0524
• Alexandria	482,697	18,357	26.2	25.0	12.4	8.8	.0263
SUBURBAN TOTAL	773,438	21,708	24.4	30.2	15.5	8.4	.0261
BATON ROUGE	**5,686,046**	**26,861**	**19.3**	**26.8**	**21.7**	**13.9**	**.2260**
Ascension	531,234	27,542	18.9	25.9	25.3	10.6	.0206
East Baton Rouge	4,310,661	26,670	19.6	26.3	21.0	14.8	.1771
• Baton Rouge	2,636,511	22,633	22.6	25.5	16.2	13.6	.1233
Livingston	652,451	27,451	18.2	29.7	23.3	11.2	.0224
West Baton Rouge	191,700	26,946	18.2	26.3	21.9	14.1	.0067
SUBURBAN TOTAL	3,049,535	30,745	16.2	27.9	27.0	14.2	.1035
HOUMA - THIBODAUX	**1,836,604**	**26,091**	**16.6**	**31.8**	**21.1**	**11.4**	**.0762**
Lafourche	819,139	25,724	19.3	32.6	19.7	10.3	.0322
• Thibodaux	151,654	21,045	25.0	28.4	15.1	9.1	.0082
Terrebonne	1,017,465	27,890	18.0	31.1	22.2	12.4	.0440
• Houma	362,967	25,952	19.0	29.0	19.3	13.0	.0210
SUBURBAN TOTAL	1,321,983	27,761	17.6	33.0	22.3	11.3	.0470
LAFAYETTE	**2,283,734**	**26,389**	**19.9**	**29.1**	**19.2**	**14.4**	**.0980**
Lafayette	1,928,639	27,471	19.7	28.6	19.7	16.1	.0846
• Lafayette	955,712	25,186	21.2	27.2	17.2	16.0	.0543
St. Martin	354,065	22,619	20.7	31.3	16.7	7.4	.0134
SUBURBAN TOTAL	1,327,012	27,120	18.9	30.5	20.5	13.4	.0437
LAKE CHARLES	**1,763,491**	**26,649**	**19.7**	**30.6**	**21.2**	**11.0**	**.0719**
Calcasieu	1,763,491	26,649	19.7	30.6	21.2	11.0	.0719
• Lake Charles	748,993	24,042	21.7	29.4	18.8	10.2	.0364
SUBURBAN TOTAL	1,014,498	28,659	18.0	31.4	23.2	11.7	.0355
MONROE	**1,255,847**	**20,222**	**23.4**	**26.9**	**15.5**	**8.1**	**.0540**
Ouachita	1,255,847	20,222	23.4	26.9	15.5	8.1	.0540
• Monroe	453,186	15,351	25.2	21.2	11.1	8.3	.0255
SUBURBAN TOTAL	802,661	23,314	22.3	30.3	18.4	8.0	.0285
NEW ORLEANS	**13,658,184**	**24,041**	**21.3**	**28.0**	**17.9**	**12.0**	**.5526**
Jefferson	5,430,047	28,408	19.1	32.8	22.2	13.0	.2261
Kenner	778,732	29,549	17.9	34.3	24.4	13.0	.0266
Orleans	5,241,220	18,045	24.6	23.8	12.1	9.9	.2188
• New Orleans	5,241,220	18,045	24.6	23.8	12.1	9.9	.2188
St. Bernard	650,990	26,825	21.4	35.2	22.0	8.3	.0253
St. Charles	418,627	29,727	15.2	29.0	25.8	13.5	.0137
St. John the Baptist	393,736	31,335	15.6	24.7	25.6	18.1	.0142
St. Tammany	1,523,564	29,415	17.7	27.1	22.1	17.3	.0545
• Slidell	396,949	35,336	12.2	26.3	28.9	21.9	.0176
SUBURBAN TOTAL	8,020,015	28,293	18.9	31.8	22.2	13.3	.3162
SHREVEPORT	**3,723,844**	**23,864**	**21.9**	**29.5**	**17.3**	**11.6**	**.1489**
Bossier	804,651	23,119	24.4	33.6	17.4	6.9	.0330
• Bossier City	494,047	22,996	26.1	34.9	17.4	5.9	.0227
Caddo	2,919,193	24,145	21.2	28.1	17.3	13.1	.1159
• Shreveport	2,360,540	23,658	21.7	27.7	16.7	13.1	.0977
SUBURBAN TOTAL	869,257	25,077	20.1	30.8	19.0	11.1	.0285
OTHER COUNTIES							
Acadia	510,819	21,088	22.7	27.0	15.5	9.6	.0199
Allen	142,847	16,026	22.4	28.8	10.0	3.0	.0064
Assumption	178,242	22,760	21.4	27.4	18.0	10.0	.0066
Avoyelles	276,637	14,392	27.3	23.3	8.0	4.2	.0119
Beauregard	259,883	19,632	23.4	28.5	13.6	7.1	.0108
Bienville	128,502	16,386	23.3	24.6	12.0	6.1	.0051
Caldwell	91,943	15,648	24.8	23.1	11.1	5.8	.0033
Cameron	101,906	26,396	21.7	25.8	21.1	14.1	.0036
Catahoula	84,521	14,009	26.1	21.5	8.5	5.5	.0034
Claiborne	153,514	18,808	23.2	24.3	14.2	9.4	.0057
Concordia	177,003	17,119	22.8	24.3	14.0	5.9	.0073
De Soto	202,066	16,577	24.2	24.7	11.4	5.9	.0086
East Carroll	56,742	9,802	25.0	14.3	5.9	4.1	.0026
East Feliciana	147,087	22,189	21.5	29.8	15.7	9.3	.0052
Evangeline	234,953	14,925	23.5	24.7	9.6	5.0	.0102
Franklin	141,551	12,663	27.5	20.6	6.6	3.4	.0076
Grant	138,740	17,472	23.9	25.2	13.3	6.1	.0047
Iberia	672,896	27,142	18.4	29.9	21.4	12.9	.0276
Iberville	285,427	22,686	20.5	23.0	19.0	12.6	.0117



Baton Rouge. The *Surprising* Sunbelt Market!

And, we've got the highest EBI per household ($30,117*) of Louisiana's big three markets!

Find out more about Baton Rouge by requesting a copy of our new full-color market brochure, "The Surprising Sunbelt Market" or talk to the Branham Newspaper Sales representative in your city.

He'll also tell you about the quality coverage you'll get with the State-Times and Morning Advocate newspapers.

You just might be surprised!

STATE-TIMES

MORNING ADVOCATE

Box 588, Baton Rouge, LA 70821

(504) 388-0272

* Sales and Marketing Management's Survey of Buying Power, 1985

LA. (cont.) NEW ESTIMATES	EFFECTIVE BUYING INCOME 1984							EFFECTIVE BUYING INCOME 1984							
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Jackson	138,382	16,933	24.1	25.1	14.0	4.0	.0052	St. Landry	629,038	17,192	23.0	26.1	12.3	5.8	.0287
Jefferson Davis	254,587	20,259	21.8	30.3	14.0	6.2	.0112	St. Mary	616,816	26,967	19.1	30.3	20.2	13.9	.0764
La Salle	143,759	20,315	22.6	25.7	16.8	8.3	.0059	Tangipahoa	758,331	19,360	24.5	24.4	13.4	8.9	.0326
Lincoln	382,999	20,301	23.3	24.6	15.5	10.4	.0147	Tensas	41,781	9,300	25.7	14.7	3.9	4.1	.0021
Madison	82,383	10,042	28.6	15.2	2.8	3.3	.0036	Union	175,584	17,858	24.4	23.0	12.0	5.5	.0064
Morehouse	230,956	12,923	23.9	21.8	9.1	4.1	.0103	Vermilion	497,368	21,915	22.8	26.1	16.4	11.3	.0186
Natchitoches	278,956	15,290	25.4	23.0	8.5	5.5	.0123	Vernon	450,643	16,910	20.7	27.0	9.7	4.1	.0172
Plaquemines	230,410	26,108	19.8	29.7	20.5	11.8	.0091	Washington	342,338	16,910	24.9	24.9	12.1	6.0	.0140
Pointe Coupee	213,986	20,314	19.8	23.2	17.4	9.9	.0082	Webster	416,686	20,957	21.7	26.6	16.0	9.3	.0171
Red River	79,381	17,116	23.3	23.5	12.5	7.4	.0033	West Carroll	72,203	10,839	24.0	18.0	6.9	3.8	.0035
Richland	133,610	11,583	23.5	21.7	6.3	3.2	.0068	West Feliciana	92,910	22,261	18.0	21.3	15.8	16.7	.0036
Sabine	225,650	18,056	25.2	26.9	11.6	6.5	.0089	Winn	117,218	14,713	25.4	23.7	9.1	4.5	.0051
St. Helena	78,318	18,550	25.1	23.2	11.8	11.5	.0026	TOTAL METRO COUNTIES	31,442,875	24,280	21.0	28.3	18.7	13.0	1.2868
St. James	212,388	20,461	17.8	19.8	23.1	20.4	.0073	TOTAL STATE	42,383,794	22,748	21.7	27.5	17.2	10.8	1.7285

MAINE

MAINE NEW ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BANGOR	138.5	.0581	30.0	15.4	17.0	17.6	24.0	47.5	830,220	172,897	61,363	101,181	22,716	198,876	26,177
Penobscot	138.5	.0581	30.0	15.4	17.0	17.6	24.0	47.5	830,723	172,897	61,363	101,181	22,716	198,876	26,177
* Bangor	30.7	.0129	31.3	16.1	18.6	18.6	27.5	11.6	431,741	65,451	38,155	78,961	12,806	111,161	10,798
SUBURBAN TOTAL	107.8	.0432	29.6	15.2	16.5	16.2	23.0	35.9	398,482	107,446	23,208	22,220	9,910	77,715	15,379
LEWISTON - AUBURN	100.5	.0422	31.5	11.8	16.0	17.3	27.6	36.6	340,115	137,226	37,832	64,260	12,301	122,437	14,933
Androscoggin	100.5	.0422	31.5	11.8	16.0	17.3	27.6	36.6	340,115	137,226	37,832	64,260	12,301	122,437	14,933
* Auburn	23.0	.0097	33.4	10.8	15.4	17.7	29.9	8.7	219,102	42,209	10,410	22,843	3,033	37,682	5,357
* Lewiston	39.4	.0165	33.7	13.8	14.0	16.2	32.0	15.0	229,338	65,046	21,184	39,581	8,200	20,586	6,169
SUBURBAN TOTAL	38.1	.0160	29.6	10.3	18.6	18.1	21.8	13.9	91,675	29,971	6,230	1,817	1,068	14,169	2,407
PORTLAND	223.9	.0940	32.5	11.9	17.8	17.8	27.7	84.4	1,915,077	385,301	162,891	198,090	49,698	333,444	33,233
Cumberland	223.9	.0940	32.5	11.9	17.8	17.8	27.7	84.4	1,915,077	385,301	162,891	198,090	49,698	333,444	33,233
* Portland	61.8	.0259	33.1	13.5	18.6	16.7	31.9	26.4	564,362	133,015	68,583	58,279	19,721	117,216	20,384
SUBURBAN TOTAL	162.1	.0681	32.2	11.3	17.5	19.0	26.0	58.0	1,350,715	252,289	94,308	169,811	29,977	216,228	33,139
OTHER COUNTIES															
Aroostook	87.9	.0369	29.8	12.6	16.5	17.3	23.9	39.4	383,361	93,172	23,504	45,950	9,378	77,990	10,397
Franklin	29.0	.0121	31.3	12.6	15.8	18.3	23.9	10.5	109,826	31,408	10,942	6,616	2,654	23,656	3,983
Hancock	44.4	.0187	34.1	10.5	16.8	17.6	30.8	16.9	244,930	63,373	24,481	21,930	6,188	43,832	8,037
Kennebec	114.3	.0479	32.1	11.4	16.6	18.1	27.1	41.5	696,202	137,672	53,986	60,817	21,804	162,758	18,178
Knox	34.2	.0144	35.0	8.9	16.7	17.3	33.7	13.2	179,680	34,890	13,088	13,026	6,040	36,056	7,675
Lincoln	28.0	.0118	34.9	8.2	16.4	18.1	31.6	10.4	139,588	27,618	12,313	2,582	3,648	23,820	4,000
Oxford	50.2	.0210	33.8	9.3	15.4	17.9	30.3	18.5	212,011	52,464	13,936	14,810	4,745	50,392	9,238
Piscataquis	18.0	.0076	33.6	9.6	13.2	17.8	30.1	6.5	80,183	21,631	3,392	5,361	1,466	15,480	2,912
Sagadahoc	31.9	.0134	30.8	11.7	18.4	18.3	24.0	11.2	122,600	33,319	9,991	3,060	1,832	24,563	4,336
Somerset	46.3	.0194	32.3	9.2	16.0	18.3	27.5	16.1	196,009	58,526	13,786	10,756	8,360	34,379	8,976
Waldo	30.0	.0126	31.6	9.9	17.5	17.9	26.2	10.7	78,094	21,716	8,542	5,016	2,357	13,589	2,803
Washington	33.6	.0141	33.4	10.3	15.1	17.1	30.4	12.9	114,738	47,119	9,960	6,905	3,875	14,093	3,029
York	153.1	.0643	32.3	10.4	17.6	17.6	27.6	56.0	696,356	159,965	61,872	33,900	20,503	130,693	23,322
TOTAL METRO COUNTIES	463.9	.1943	31.6	12.9	17.2	17.6	26.6	168.5	3,275,415	695,435	262,086	363,231	84,715	644,757	94,633
TOTAL STATE	1,165.8	.4893	32.1	11.2	16.9	17.7	27.3	492.3	6,508,830	1,472,380	541,444	613,796	178,475	1,304,847	200,689

THE MAINE BUY IS BANGOR

Northern New England's Largest Daily Newspaper

- $3.2 billion effective buying income
- 18.8% annual retail sales growth (twice the national average)
- Phenomenal 71% weekday and 79% weekend coverage of home county

Bangor Daily News

The Maine Choice.

Sources: ABC Audit, Sept. 1984; Sales and Marketing Management, July 1985 and 1984. Sawyer-Ferguson-Walker

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Move More Product in Maine. Portland, ME

The Portland ADI leads all New England ADI's in Population, Households, EBI and Retail Sales growth. And leads with a higher spending ratio of Retail Sales to EBI. It's a buying market. Sell through the Portland (ME) Press Herald, Evening Express and Maine Sunday Telegram. Over 89,000 daily circulation; 129,000 Sunday.

Call Gary Gagne (Portland, ME) 207-775-5811 Frank Chico (Landon-Boston) 617-266-2141 Jim McNeil (Landon-Portland) 207-871-0463

MAINE — S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BANGOR	**1,246,407**	**22,948**	**25.5**	**32.2**	**17.3**	**7.3**	**.0547**
Penobscot	1,246,407	22,948	25.5	32.2	17.3	7.3	.0547
* Bangor	300,296	20,701	28.1	29.5	13.8	8.4	.0184
SUBURBAN TOTAL	946,111	23,712	24.7	33.1	18.4	6.9	.0363
LEWISTON - AUBURN	**907,333**	**21,738**	**27.2**	**33.3**	**14.8**	**6.5**	**.0386**
Androscoggin	907,333	21,738	27.2	33.3	14.8	6.5	.0386
* Auburn	217,340	21,445	26.6	31.2	14.8	7.7	.0112
* Lewiston	357,994	20,003	29.4	30.7	13.2	6.1	.0156
SUBURBAN TOTAL	331,999	23,750	25.0	37.8	16.7	6.0	.0118
PORTLAND	**2,433,585**	**25,131**	**23.2**	**32.0**	**18.8**	**10.8**	**.1103**
Cumberland	2,433,585	25,131	23.2	32.0	18.8	10.8	.1103
* Portland	651,754	20,326	27.7	28.7	14.4	7.6	.0309
SUBURBAN TOTAL	1,781,831	27,196	21.2	33.5	20.9	12.2	.0794
OTHER COUNTIES							
Aroostook	703,327	20,450	29.2	33.2	12.4	5.7	.0299
Franklin	275,418	22,761	26.4	31.6	17.1	8.2	.0104
Hancock	400,807	20,503	29.0	32.5	12.8	6.1	.0171
Kennebec	1,101,054	23,586	24.9	33.8	17.4	7.7	.0467
Knox	282,691	17,825	33.6	29.3	9.7	4.3	.0125
Lincoln	269,313	22,762	24.9	32.6	16.0	8.3	.0107
Oxford	452,155	21,299	28.2	33.3	14.2	6.3	.0180
Piscataquis	144,079	19,901	32.0	34.0	13.1	2.7	.0063
Sagadahoc	281,228	22,416	26.8	35.1	16.2	5.4	.0108
Somerset	338,636	18,191	31.4	32.1	9.6	3.2	.0151
Waldo	233,719	19,306	31.0	33.0	10.8	4.0	.0088
Washington	259,423	16,630	31.8	27.6	9.8	3.5	.0107
York	1,516,814	24,503	23.5	35.5	18.9	7.2	.0584
TOTAL METRO COUNTIES	**4,587,325**	**23,722**	**24.7**	**32.4**	**17.5**	**8.9**	**.2026**
TOTAL STATE	**10,845,989**	**22,359**	**26.4**	**32.8**	**15.9**	**7.2**	**.4590**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

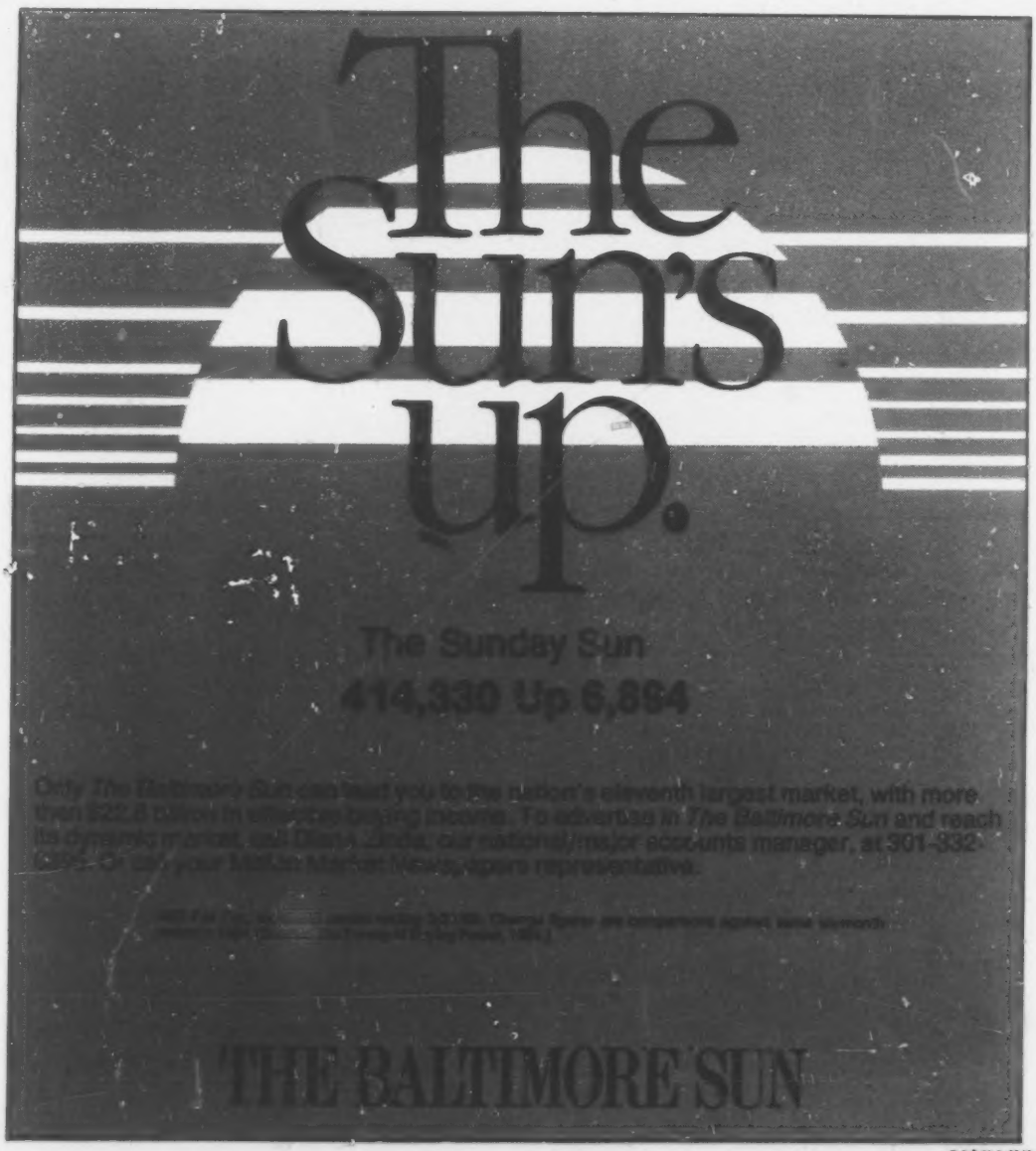
MARYLAND

MD. ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**2,365.4**	**.9508**	**32.1**	**12.1**	**18.1**	**19.4**	**25.3**	**815.4**	**12,872,140**	**2,515,898**	**1,253,969**	**1,539,227**	**594,318**	**2,830,444**	**438,348**
Anne Arundel	406.2	.1705	30.5	13.1	19.2	21.4	20.0	135.9	2,330,164	413,292	208,769	291,816	101,630	644,957	52,617
• Annapolis	33.1	.0139	31.7	13.2	20.1	17.5	25.9	13.3	453,477	42,036	43,967	34,080	19,300	173,109	12,703
Baltimore	667.6	.2802	33.6	12.1	18.0	19.4	28.1	253.5	5,093,227	978,226	391,792	840,785	255,318	1,123,632	152,201
Baltimore city	753.4	.3162	32.2	12.7	17.0	16.3	28.9	278.0	3,409,960	683,458	484,310	221,139	160,738	540,070	174,737
• Baltimore	753.4	.3162	32.2	12.7	17.0	16.3	28.9	278.0	3,409,960	683,458	484,310	221,139	160,738	540,070	174,737
Carroll	110.0	.0461	31.9	10.3	18.1	21.9	22.4	36.0	466,637	113,162	34,493	25,151	12,338	149,761	17,171
Harford	157.7	.0662	30.3	11.1	18.4	22.3	19.1	52.1	802,281	166,884	65,887	77,353	22,749	222,532	26,577
Howard	141.5	.0594	30.9	9.1	21.2	25.2	16.2	49.9	670,550	129,845	57,764	81,322	38,490	131,365	12,738
Queen Anne's	29.0	.0122	33.9	10.0	16.6	19.1	29.0	10.0	99,321	31,031	10,954	1,661	3,055	18,127	2,307
SUBURBAN TOTAL	1,478.9	.6207	32.0	11.8	18.5	21.1	23.4	524.1	9,006,703	1,790,404	725,692	1,284,008	414,280	2,117,265	250,908
CUMBERLAND	**105.9**	**.0444**	**35.2**	**11.0**	**14.2**	**18.1**	**32.2**	**39.4**	**517,391**	**108,474**	**42,942**	**95,308**	**23,331**	**87,768**	**22,805**
Allegany	78.0	.0327	36.4	11.4	13.6	17.9	33.9	29.3	461,671	95,076	37,726	89,634	20,986	75,786	20,289
• Cumberland	24.3	.0102	40.7	9.2	13.3	15.8	40.4	10.2	204,893	46,839	10,713	27,472	10,297	39,152	8,350
Mineral, W. Va.	*27.9*	*.0117*	*32.4*	*10.2*	*16.0*	*18.5*	*27.4*	*10.1*	*55,720*	*13,398*	*5,216*	*5,674*	*2,345*	*11,982*	*2,516*
SUBURBAN TOTAL	81.6	.0342	34.0	11.6	14.5	18.7	29.8	29.2	312,498	61,635	32,229	67,836	13,034	48,616	14,455
HAGERSTOWN	**116.6**	**.0490**	**33.1**	**12.1**	**16.9**	**18.8**	**28.0**	**41.7**	**669,440**	**115,082**	**38,229**	**83,895**	**29,616**	**128,402**	**24,219**
Washington	116.6	.0490	33.1	12.1	16.9	18.8	28.0	41.7	669,440	115,082	38,229	83,895	29,616	128,402	24,219
• Hagerstown	33.5	.0141	34.5	12.2	16.2	15.8	33.5	13.9	344,084	55,971	21,574	34,170	13,614	80,917	14,500
SUBURBAN TOTAL	83.1	.0349	32.6	12.0	17.2	20.0	25.8	27.8	325,356	59,111	16,655	49,725	16,002	47,485	9,719



MD. (cont.)

SMRB ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
☐ Calvert	41.0	.0172	30.3	9.2	18.6	20.1	21.2	13.2
Caroline	24.5	.0103	33.7	10.0	15.5	18.1	29.9	8.8
☐ Cecil	65.0	.0273	31.1	10.3	16.9	19.7	23.8	21.9
☐ Charles	84.3	.0354	28.4	10.5	18.2	22.4	15.6	25.6
Dorchester	30.7	.0129	36.1	10.0	14.8	17.8	33.6	11.3
☐ Frederick	129.1	.0542	30.8	11.2	19.1	20.2	21.7	43.0
• Frederick	32.5	.0136	31.7	13.8	20.2	15.2	28.1	12.6
Garrett	28.5	.0119	31.5	10.7	15.8	18.1	26.4	9.7
Kent	16.9	.0071	35.0	13.2	14.3	17.4	32.6	6.4
☐ Montgomery	615.0	.2581	33.4	10.1	18.4	22.4	24.5	228.8
Rockville	45.2	.0190	31.3	11.0	18.8	23.0	20.0	15.5
☐ Prince George's	671.9	.2820	29.2	14.2	20.6	21.0	17.0	235.2
St. Mary's	66.0	.0277	27.6	14.3	18.7	18.4	17.7	21.5
Somerset	19.2	.0080	34.5	12.4	13.9	16.3	33.0	6.7
Talbot	26.7	.0112	38.1	9.4	15.0	17.6	36.3	10.8
Wicomico	68.6	.0287	32.8	12.6	16.6	18.6	27.7	25.0
Worcester	34.2	.0144	34.7	10.8	13.9	17.9	31.7	13.3
TOTAL METRO COUNTIES	4,066.3	1.7067	31.7	12.0	18.5	20.2	23.6	1,454.1
TOTAL STATE	4,381.6	1.8389	31.7	12.0	18.3	20.0	24.0	1,567.6

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
☐ Calvert	101,011	32,310	13,072	6,321	1,851	14,224	3,873
Caroline	57,738	21,835	2,873	1,987	1,936	11,760	3,001
☐ Cecil	303,775	54,512	24,423	14,635	6,346	70,629	6,891
☐ Charles	297,984	81,328	23,848	11,328	9,615	59,833	36,727
Dorchester	167,904	33,428	7,933	5,731	4,321	24,862	6,693
☐ Frederick	697,809	152,172	58,866	93,399	26,728	155,725	15,147
• Frederick	486,002	122,268	37,656	77,247	18,661	104,136	10,924
Garrett	131,795	24,606	7,290	12,118	4,251	44,914	6,002
Kent	86,946	28,098	9,976	6,612	1,503	16,595	2,478
☐ Montgomery	5,107,390	925,918	378,590	687,123	358,232	1,274,928	155,147
Rockville	638,813	116,599	54,511	40,974	68,578	180,216	12,961
☐ Prince George's	4,784,137	977,299	386,668	639,376	241,231	1,153,178	151,887
St. Mary's	220,005	58,341	23,236	10,189	11,095	46,578	8,120
Somerset	54,538	24,250	3,760	2,135	1,467	6,277	3,218
Talbot	221,867	45,477	21,539	4,338	10,456	52,630	8,539
Wicomico	529,376	82,341	41,206	85,442	28,441	133,739	12,082
Worcester	327,537	68,465	76,188	14,392	13,711	60,064	11,684
TOTAL METRO COUNTIES	25,295,357	4,949,595	2,215,391	3,164,936	1,288,923	5,763,149	852,528
TOTAL STATE	27,093,043	5,336,433	2,409,392	3,307,882	1,366,104	6,160,568	914,345

MD.

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	24,169,695	26,967	19.8	31.1	21.2	12.4	.9571
Anne Arundel	4,583,494	31,360	16.3	33.1	26.2	15.5	.1770
• Annapolis	383,374	24,994	21.2	31.9	18.0	12.7	.0207
Baltimore	8,257,861	29,985	17.9	33.6	24.1	14.6	.3342
Baltimore city	6,314,187	18,906	25.2	27.7	13.3	6.5	.2647
• Baltimore	6,314,187	18,906	25.2	27.7	13.3	6.5	.2647
Carroll	1,102,817	28,868	18.5	35.3	25.5	9.9	.0414
Harford	1,702,759	30,748	17.5	31.9	26.7	14.0	.0650
Howard	1,960,793	38,414	11.9	25.4	29.8	27.1	.0653
Queen Anne's	247,784	22,375	25.9	33.8	15.3	6.6	.0095
SUBURBAN TOTAL	17,472,134	30,986	17.0	32.8	25.5	15.5	.6717
CUMBERLAND	912,747	20,508	36.4	32.4	13.8	5.0	.0385
Allegany	697,382	20,911	36.2	31.9	14.7	5.5	.0307
• Cumberland	224,666	18,362	27.2	28.2	12.6	5.1	.0111
Mineral, W. Va.	*215,365*	*19,556*	*27.2*	*33.9*	*11.2*	*3.6*	*.0078*
SUBURBAN TOTAL	688,081	21,220	26.2	33.9	14.2	5.0	.0274
HAGERSTOWN	1,043,303	22,547	34.4	34.1	16.5	6.0	.0454
Washington	1,043,303	22,547	24.4	34.1	16.5	6.0	.0454
• Hagerstown	280,813	17,460	30.0	29.2	10.1	3.2	.0162
SUBURBAN TOTAL	762,490	25,263	21.6	36.5	19.7	7.4	.0292

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
☐ Calvert	390,769	28,738	18.4	33.1	23.7	11.8	.0133
Caroline	173,372	17,669	29.9	31.4	9.1	2.6	.0068
☐ Cecil	631,725	26,603	21.0	34.9	21.3	9.3	.0247
☐ Charles	827,830	32,019	14.9	31.5	29.3	13.6	.0300
Dorchester	247,197	18,816	29.6	31.1	11.1	4.5	.0113
☐ Frederick	1,303,443	29,445	19.6	33.6	23.7	11.4	.0523
• Frederick	338,212	26,328	23.3	33.7	19.2	7.7	.0205
Garrett	242,900	21,972	26.0	33.1	15.4	6.5	.0101
Kent	148,726	19,484	29.2	29.2	13.1	6.2	.0064
☐ Montgomery	10,295,320	41,385	11.0	23.2	22.8	37.2	.3696
Rockville	655,591	40,357	10.7	22.8	25.6	33.5	.0313
☐ Prince George's	8,424,936	33,332	15.3	30.5	25.5	21.2	.3306
St. Mary's	663,476	28,379	20.2	31.2	23.6	12.8	.0236
Somerset	142,130	17,935	30.8	29.2	10.1	4.9	.0055
Talbot	327,525	25,414	22.5	30.4	17.4	14.8	.0138
Wicomico	606,591	21,411	26.3	32.8	14.9	6.0	.0298
Worcester	289,651	18,565	31.0	30.1	10.8	5.1	.0161
TOTAL METRO COUNTIES	47,784,403	29,619	17.9	30.0	22.1	17.3	1.8537
TOTAL STATE	50,625,971	28,976	18.5	30.1	21.6	16.6	1.9771

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 35% of Maryland's population. 41% of total retail sales in the state, and 42% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

The Globe's NOT Here

The Enterprise Is.

The Enterprise covers a very distinct portion of Massachusetts: the area just south of Boston, and just west of Cape Cod. We call it The Mass. Gap, consisting of 30 towns, and we fill it every day, more than any other newspaper!

We're the only daily newspaper serving Plymouth, Norfolk and Bristol counties, exclusively, seven days a week—and this area is the fastest-growing marketplace in Massachusetts—as well as the 4th fastest-growing area in New England.*

We also offer advertisers a full range of options including zoned advertisements, color, Sunday/daily combination discounts, our new "State Of The Art TEMCO (Total Market Coverage)" program and much more.

Aim for our target area—Southeastern Massachusetts—and advertise in The Enterprise. We can improve your circulation with 70% penetration in our primary market area!

The Enterprise

60 Main Street, P.O. Box 1450, Brockton, MA 02403
(617) 586-6200—Boston area (617) 364-2062

Represented by Landon Associates, Inc.
*Source—First Market Research Corporation

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

MASSACHUSETTS

MASS.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,678.4**	**1.5438**	**32.6**	**12.7**	**17.9**	**18.2**	**27.4**	**1,357.5**	**25,284,770**	**4,416,741**	**3,010,928**	**2,819,411**	**1,181,674**	**4,817,196**	**875,324**
Essex	643.3	.2700	33.8	10.8	16.5	18.2	29.9	241.5	4,715,949	775,637	540,749	562,259	176,268	1,116,718	137,579
• Gloucester	28.0	.0118	34.0	10.5	17.7	17.2	31.2	11.1	180,685	38,315	24,836	3,792	5,851	43,870	8,871
• Haverhill	47.5	.0199	33.2	11.4	16.3	15.8	31.3	18.2	314,482	57,504	29,588	16,144	19,553	86,886	9,791
• Lawrence	64.5	.0271	31.8	11.9	16.2	13.6	31.1	25.3	330,163	32,713	26,341	15,033	15,259	109,246	14,208
• Lynn	79.3	.0333	34.3	11.1	15.9	15.9	33.0	32.0	556,970	80,892	38,833	5,915	20,865	277,314	18,146
Peabody	45.9	.0193	34.4	10.7	15.7	20.5	28.6	16.5	431,904	53,198	30,354	135,756	14,493	42,505	8,749
• Salem	38.4	.0161	33.7	14.3	17.7	15.3	32.4	15.8	370,486	77,699	35,972	33,279	17,867	55,737	8,083
Middlesex	1,361.7	.5715	32.5	12.8	18.4	18.6	26.8	494.5	9,149,673	1,623,399	958,995	1,074,748	492,875	1,824,994	329,599
Arlington	45.1	.0189	35.9	10.6	19.4	17.0	34.0	18.1	209,634	34,148	14,862	793	8,361	89,532	9,221
• Cambridge	91.7	.0385	30.2	21.5	27.0	14.4	22.6	38.9	816,402	144,468	128,100	149,578	59,987	66,835	31,885
• Framingham	64.4	.0270	32.8	13.2	18.5	19.5	26.4	24.7	677,801	74,739	81,465	115,120	44,179	167,573	18,441
• Lowell	93.0	.0390	30.6	15.1	15.9	14.6	28.4	34.3	518,544	77,315	43,770	71,782	22,996	159,882	22,636
Malden	53.3	.0224	34.2	11.5	18.1	15.9	32.8	21.6	266,470	76,218	24,530	12,591	9,805	66,761	7,217
Medford	56.9	.0239	34.3	14.1	15.8	16.3	32.7	20.6	378,734	69,190	23,165	29,887	9,928	78,365	20,080
Newton	81.7	.0343	34.7	12.9	17.8	18.7	30.8	28.9	788,469	109,969	82,345	98,232	105,687	119,377	24,724
Somerville	75.2	.0316	31.9	16.2	20.4	15.2	28.5	30.1	360,991	73,503	36,527	39,705	5,297	48,861	13,434
• Waltham	57.3	.0240	31.9	18.4	18.7	16.2	28.0	21.2	451,772	82,583	63,579	30,978	44,483	51,814	25,473

Boston Area Newspaper Dailies

band

DOMINATES THE BOSTON ADI... SUBURBS/EX-URBS

- Total household coverage: 566,500 (28%)
- Total readership coverage: 1,406,600 (34.8%)
- Total Non-duplicated readership in combination with largest metro paper is 85% of 2,392,800 readers giving 59% ADI coverage.
- Lowest household CPM.

SOURCE: Scarborough '83

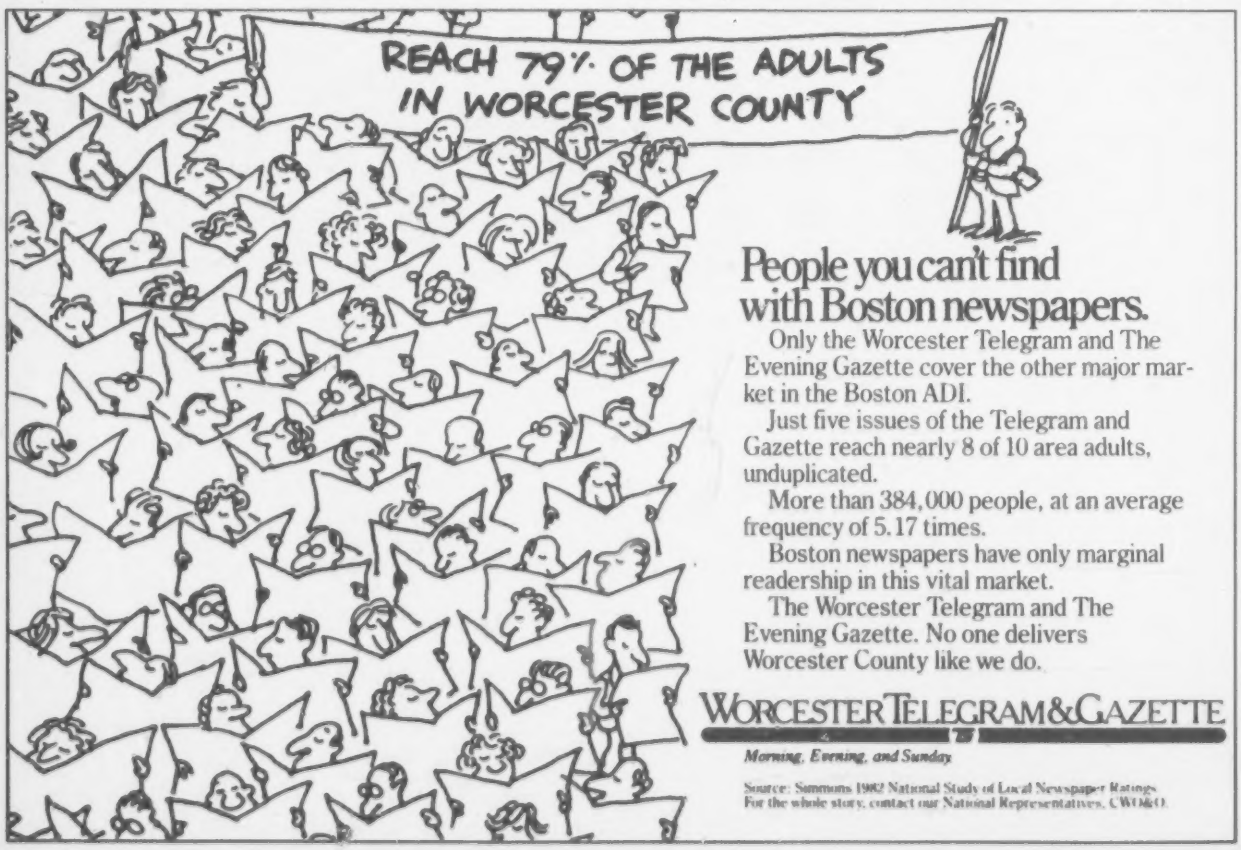
One Order • One Bill • 33% Discount

Check Landon for even more facts that prove BAND is the best buy in the Boston ADI.

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

MASS. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Norfolk	609.4	.2558	33.0	11.6	16.7	19.1	29.1	219.6	4,636,640	821,645	426,751	464,838	222,049	944,525	164,471
Brookline	53.6	.0225	34.5	13.3	23.4	16.5	32.5	24.2	299,895	81,018	46,923	5,865	21,037	51,809	12,475
Quincy	84.0	.0353	35.8	12.5	17.1	16.1	34.8	34.9	608,156	138,289	57,931	27,838	23,530	92,020	37,284
Weymouth	54.7	.0230	32.9	12.3	17.0	18.0	28.4	20.1	339,726	86,647	25,116	17,808	13,453	56,562	13,657
Plymouth	432.3	.1814	31.2	10.0	17.4	19.5	24.0	147.3	2,483,648	459,283	252,647	231,829	91,801	569,046	77,537
• Brockton	96.9	.0407	31.1	11.5	16.9	17.4	26.0	34.9	771,530	143,987	74,946	100,822	24,695	138,513	25,618
Suffolk	631.7	.2651	31.3	17.4	19.7	15.4	27.3	254.6	4,298,860	736,777	831,786	485,737	198,681	361,912	166,138
• Boston	547.3	.2297	30.8	18.2	20.2	15.2	26.3	220.8	3,797,740	641,245	778,412	442,060	174,233	300,466	139,415
Revere	41.4	.0174	36.3	12.1	16.5	17.4	34.1	16.6	267,765	62,642	32,453	19,501	12,993	30,946	14,751
SUBURBAN TOTAL	2,470.1	1.0367	33.2	13.1	17.2	19.5	27.5	880.3	16,496,195	2,965,281	1,685,086	1,834,908	731,706	3,359,059	552,757
NEW BEDFORD - FALL RIVER - ATTLEBORO	**489.5**	**.2054**	**33.2**	**10.8**	**16.0**	**17.6**	**29.6**	**177.4**	**3,097,727**	**791,921**	**256,164**	**317,941**	**122,050**	**597,636**	**90,419**
Bristol	489.5	.2054	33.2	10.8	16.0	17.6	29.6	177.4	3,097,727	791,921	256,164	317,941	122,050	597,636	90,419
• Attleboro	34.6	.0145	32.2	11.2	16.5	18.2	27.2	12.4	343,297	42,103	23,451	42,705	7,187	52,962	6,589
• Fall River	92.8	.0389	34.8	10.8	14.5	15.0	34.6	36.0	491,960	126,399	40,137	39,946	35,348	96,601	19,709
• New Bedford	98.2	.0412	34.8	11.2	14.7	15.3	34.3	38.4	514,575	121,430	48,128	33,334	28,150	87,073	21,578
Taunton	46.5	.0195	32.8	11.5	16.5	17.2	29.3	16.8	215,084	61,525	14,281	22,893	10,843	35,370	8,077
SUBURBAN TOTAL	263.9	.1108	32.4	10.7	16.8	19.2	26.4	90.6	1,747,895	501,989	144,448	201,956	51,365	361,000	42,543
PITTSFIELD	**142.9**	**.0600**	**34.4**	**11.8**	**15.4**	**17.2**	**31.8**	**54.3**	**955,655**	**218,168**	**90,149**	**92,569**	**28,440**	**171,146**	**30,547**
Berkshire	142.9	.0600	34.4	11.8	15.4	17.2	31.8	54.3	955,655	218,168	90,149	92,569	28,440	171,146	30,547
• Pittsfield	50.4	.0212	34.5	10.2	15.6	17.0	32.2	19.8	433,317	90,703	32,617	62,956	17,515	91,574	14,490
SUBURBAN TOTAL	92.5	.0388	34.3	12.7	15.2	17.3	31.7	34.5	522,338	127,465	57,532	29,613	10,925	79,572	16,057
SPRINGFIELD	**583.1**	**.2447**	**32.0**	**14.5**	**16.5**	**16.6**	**28.4**	**211.3**	**3,483,409**	**730,534**	**352,852**	**440,701**	**141,140**	**610,446**	**120,338**
Hampden	439.4	.1844	33.2	11.8	15.8	17.1	30.1	163.3	2,902,133	581,106	277,182	405,044	124,061	524,445	99,172
Chicopee	56.2	.0236	34.8	11.6	15.6	16.4	33.2	21.7	325,298	78,014	35,989	36,907	8,754	68,445	10,886
• Holyoke	42.6	.0179	34.5	11.1	13.8	14.7	34.6	16.5	374,870	50,295	26,227	107,325	20,795	45,044	12,018
• Springfield	149.1	.0626	31.9	13.2	16.2	14.7	30.2	56.4	1,160,527	224,113	112,816	166,636	52,786	218,632	34,921
• Westfield	36.7	.0154	31.6	14.6	16.4	17.2	27.1	13.0	248,309	64,368	23,186	37,931	4,812	49,243	10,196
Hampshire	143.7	.0603	28.8	23.0	18.0	15.3	23.5	48.0	581,276	149,428	75,670	35,657	17,079	86,001	21,166
• Northampton	29.6	.0124	31.7	18.2	19.7	14.8	28.8	10.8	204,575	43,735	25,849	12,855	5,536	46,970	7,832
SUBURBAN TOTAL	325.1	.1364	31.9	15.3	16.6	17.8	27.0	114.6	1,495,128	348,023	164,774	115,954	57,211	250,557	55,371
WORCESTER - FITCHBURG - LEOMINSTER	**657.7**	**.2761**	**32.6**	**12.2**	**16.2**	**17.3**	**28.9**	**238.6**	**3,653,380**	**686,470**	**357,644**	**484,073**	**140,867**	**697,759**	**141,218**
Worcester	657.7	.2761	32.6	12.2	16.2	17.3	28.9	238.6	3,653,380	686,470	357,644	484,073	140,867	697,759	141,218
• Fitchburg	39.9	.0167	32.2	15.9	14.5	14.6	31.4	15.0	241,063	38,221	19,704	57,039	7,652	50,943	10,565
• Leominster	34.8	.0146	32.4	11.9	16.5	17.8	28.0	13.2	223,312	32,572	21,462	44,380	12,858	29,562	7,612
• Worcester	160.3	.0673	33.3	15.6	14.8	14.3	33.2	60.5	1,059,954	182,329	109,399	115,268	50,700	283,217	39,747
SUBURBAN TOTAL	422.7	.1775	32.5	10.5	17.0	18.6	27.1	149.9	2,089,151	433,348	207,079	267,386	69,657	334,037	83,294



People you can't find with Boston newspapers.

Only the Worcester Telegram and The Evening Gazette cover the other major market in the Boston ADI.

Just five issues of the Telegram and Gazette reach nearly 8 of 10 area adults, unduplicated.

More than 384,000 people, at an average frequency of 5.17 times.

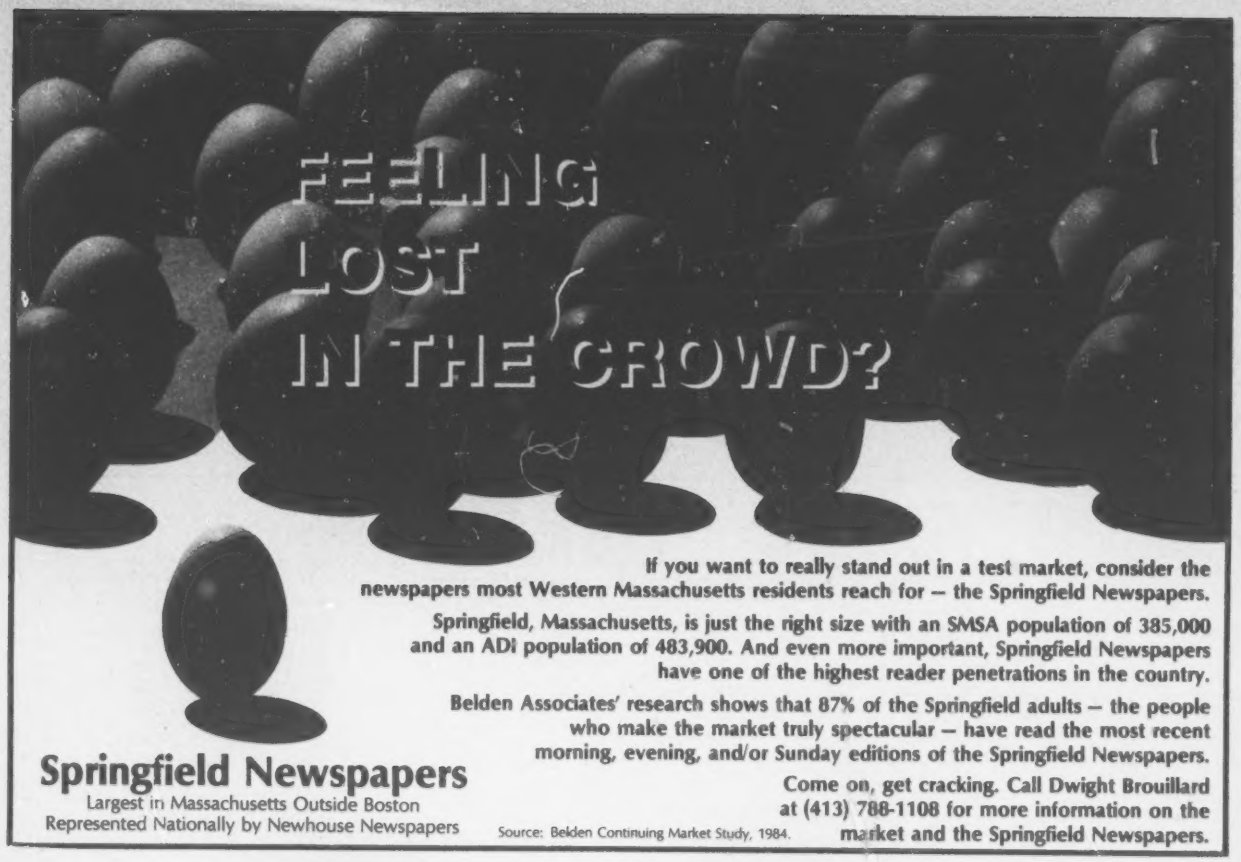
Boston newspapers have only marginal readership in this vital market.

The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings. For the whole story, contact our National Representatives, CWG&O.



If you want to really stand out in a test market, consider the newspapers most Western Massachusetts residents reach for -- the Springfield Newspapers.

Springfield, Massachusetts, is just the right size with an SMSA population of 385,000 and an ADI population of 483,900. And even more important, Springfield Newspapers have one of the highest reader penetrations in the country.

Belden Associates' research shows that 87% of the Springfield adults -- the people who make the market truly spectacular -- have read the most recent morning, evening, and/or Sunday editions of the Springfield Newspapers.

Springfield Newspapers
Largest in Massachusetts Outside Boston
Represented Nationally by Newhouse Newspapers

Source: Belden Continuing Market Study, 1984.

Come on, get cracking. Call Dwight Brouillard at (413) 788-1108 for more information on the market and the Springfield Newspapers.

MASS. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Barnstable	172.8	.0725	39.0	8.5	15.3	15.9	38.7	70.4	1,534,176	289,046	215,412	130,350	60,092	246,993	49,576
Dukes	10.3	.0043	35.6	7.9	20.5	16.3	34.6	4.6	113,920	31,390	17,313	796	2,015	14,715	2,982
Franklin	67.4	.0283	33.0	10.9	19.0	16.7	29.4	26.3	335,090	79,289	38,482	20,833	8,601	77,331	9,580
Nantucket	5.8	.0024	36.2	8.6	20.1	17.2	34.3	2.5	98,537	20,350	18,132	1,207	2,459	3,747	4,151
TOTAL METRO COUNTIES	**5,551.6**	**2.3300**	**32.6**	**12.7**	**17.3**	**17.8**	**28.1**	**2,039.1**	**36,474,941**	**6,843,834**	**4,067,737**	**4,154,695**	**1,614,171**	**6,894,182**	**1,257,846**
TOTAL STATE	**5,807.9**	**2.4375**	**32.8**	**12.5**	**17.2**	**17.8**	**28.4**	**2,142.9**	**38,556,664**	**7,263,909**	**4,357,076**	**4,307,841**	**1,687,338**	**7,236,968**	**1,324,135**

TURN TO **LANDON** FOR RESULTS
(SEE PAGE B-26)

Ledger Land

READERSHIP IMPACT

The Patriot Ledger...

- #1 in circulation (88,562*) among Mass. evening papers
- #1 in classified advertising among New England evening papers
- #1 in retail advertising among Mass. daily papers

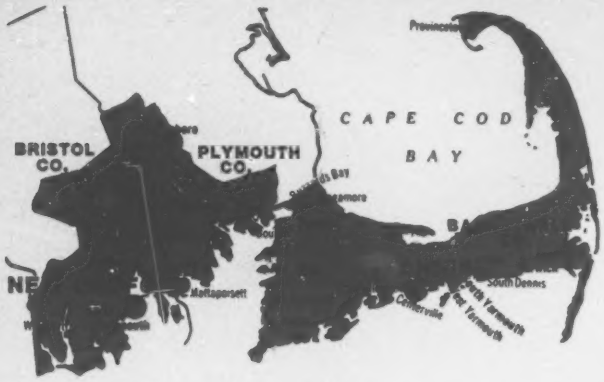
Serving Norfolk and Plymouth Counties (MA)...

They rank first and fifth, respectively, in Massachusetts per household income.

*Source, ABC Audit 3/31/85; NENA Linage Report 12/31/84

The Patriot Ledger

Serving the communities south of Boston. It's an area we call Ledger Land.
13 Temple St., Quincy, MA 02169 (617) 786-7000
Represented nationally by Landon Associates



CAPE COD-NEW BEDFORD UNIT

Ranking as 68th largest Metropolitan population market in the U.S.

- 85,494 daily circulation
- 95,044 Sunday circulation
- 15% discount - 1 order - 1 bill

Represented by Branham Newspaper Sales

New Bedford STANDARD TIMES · Cape Cod TIMES

MASS.
SMRB ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**48,207,991**	**31,626**	**16.8**	**26.1**	**22.1**	**22.0**	**1.6292**
Essex	8,224,120	30,728	17.2	26.2	22.1	20.4	.3227
• Gloucester	348,303	26,688	21.7	28.0	18.8	16.0	.0133
• Haverhill	535,175	26,284	21.5	28.0	21.0	13.2	.0217
• Lawrence	622,295	21,159	23.3	26.9	16.8	8.7	.0251
• Lynn	888,663	24,793	21.2	28.4	18.8	12.1	.0368
Peabody	596,783	34,793	13.5	25.6	27.1	22.5	.0254
• Salem	469,035	26,244	20.6	29.2	20.2	13.6	.0209
Middlesex	19,018,160	34,627	14.9	25.4	23.2	26.1	.6951
Arlington	682,112	35,410	14.8	25.7	24.5	26.3	.0219
• Cambridge	1,222,727	24,541	22.4	29.5	16.1	14.2	.0503
• Framingham	973,026	35,513	13.7	26.4	22.4	28.4	.0400
• Lowell	972,019	24,988	22.4	29.5	19.3	11.4	.0387
Malden	660,676	27,545	20.4	28.9	21.1	15.0	.0235
Medford	695,296	31,384	16.1	27.3	23.1	20.2	.0270
Newton	1,454,332	43,967	10.8	19.7	21.5	41.5	.0533
Somerville	838,487	25,117	21.5	30.5	19.2	11.0	.0309
• Waltham	752,666	31,969	15.6	28.3	23.7	20.6	.0299
Norfolk	8,772,716	36,636	13.6	24.2	24.4	28.3	.3286
Brookline	971,697	32,772	15.9	26.2	19.6	26.8	.0303
Quincy	1,099,978	29,169	18.1	28.5	22.4	16.7	.0425
Weymouth	704,019	32,877	15.4	27.1	24.5	21.8	.0261
Plymouth	4,915,923	30,930	17.2	28.8	24.2	17.8	.1891
• Brockton	987,554	25,585	20.5	28.9	20.6	11.3	.0451
Suffolk	7,277,072	23,212	22.6	27.3	16.4	12.9	.2937
• Boston	6,305,283	22,883	22.8	27.4	15.9	12.8	.2562
Revere	493,653	27,187	20.5	27.3	22.1	14.1	.0193
SUBURBAN TOTAL	34,131,245	35,524	14.2	25.1	24.4	26.6	1.2512
NEW BEDFORD - FALL RIVER - ATTLEBORO	**4,897,166**	**25,058**	**21.6**	**31.1**	**19.5**	**9.9**	**.2076**
Bristol	4,897,166	25,058	21.6	31.1	19.5	9.9	.2076
• Attleboro	384,748	28,351	19.7	32.0	22.8	13.1	.0183
• Fall River	793,814	19,140	26.5	31.0	12.5	4.5	.0346
• New Bedford	862,281	19,058	26.6	29.1	13.3	5.4	.0369
Taunton	462,181	25,327	21.5	32.6	19.6	9.4	.0179
SUBURBAN TOTAL	2,856,323	29,628	17.8	31.9	24.5	13.6	.1178
PITTSFIELD	**1,626,863**	**26,411**	**21.1**	**30.5**	**20.2**	**12.9**	**.0657**
Berkshire	1,626,863	26,411	21.1	30.5	20.2	12.9	.0657
• Pittsfield	594,331	26,651	20.9	28.9	19.3	14.8	.0258
SUBURBAN TOTAL	1,032,532	26,281	21.2	31.2	20.8	11.8	.0399
SPRINGFIELD	**6,120,765**	**25,779**	**20.8**	**30.5**	**20.3**	**11.3**	**.2483**
Hampden	4,648,260	25,567	20.6	30.1	20.2	11.3	.1942
Chicopee	573,871	24,361	21.4	31.5	20.1	8.3	.0234
• Holyoke	413,023	20,421	23.9	27.1	15.2	8.5	.0203
• Springfield	1,400,136	21,633	23.5	29.6	16.5	7.7	.0665
• Westfield	393,227	28,122	18.4	33.2	23.1	11.4	.0165
Hampshire	1,472,505	26,448	21.5	31.8	20.8	11.2	.0541
• Northampton	316,052	23,991	22.9	30.3	17.9	10.2	.0133
SUBURBAN TOTAL	3,598,327	28,483	19.1	31.2	22.9	13.5	.1317
WORCESTER - FITCHBURG - LEOMINSTER	**7,522,833**	**28,601**	**19.1**	**29.3**	**22.5**	**15.0**	**.2858**
Worcester	7,522,833	28,601	19.1	29.3	22.5	15.0	.2858
• Fitchburg	409,962	23,771	23.5	29.4	18.3	10.1	.0169
• Leominster	389,429	27,392	19.5	31.9	21.8	11.9	.0157
• Worcester	1,716,104	23,889	22.4	29.0	17.8	11.5	.0722
SUBURBAN TOTAL	5,007,338	31,144	17.3	29.1	24.9	17.2	.1810
OTHER COUNTIES							
Barnstable	2,007,525	24,884	24.0	32.0	18.1	11.4	.0890
Dukes	126,379	23,252	26.5	32.3	15.1	11.2	.0061
Franklin	709,853	24,299	24.1	32.3	18.9	8.4	.0271
Nantucket	86,576	30,557	18.0	31.6	22.8	17.2	.0045
TOTAL METRO COUNTIES	**68,375,618**	**29,753**	**18.0**	**27.5**	**21.7**	**18.8**	**2.6366**
TOTAL STATE	**71,305,951**	**29,471**	**18.3**	**27.7**	**21.5**	**18.4**	**2.7633**

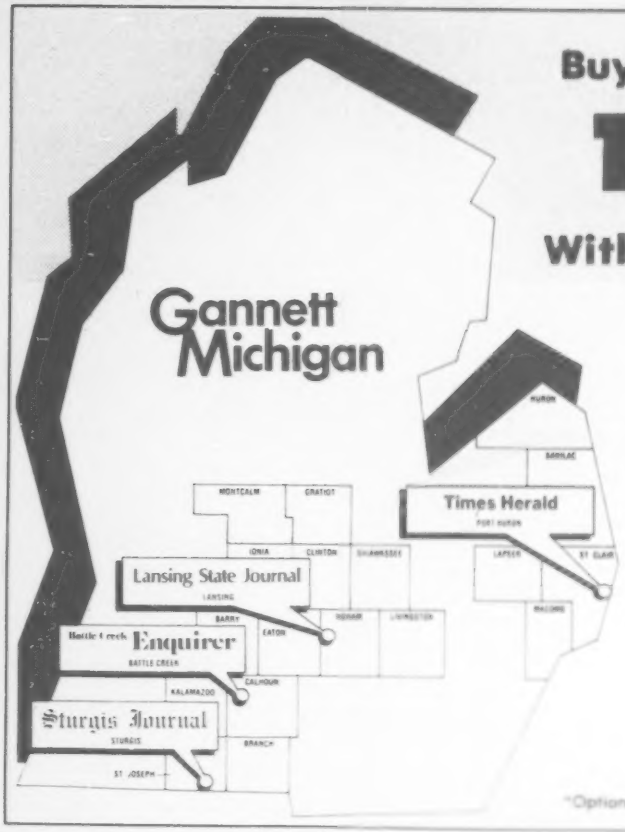
What's the second strongest newspaper in New England?

The Burlington Free Press ranks second in percentage of state coverage.

27% of all Vermont families read The Burlington Free Press, making it No. 2 in New England in percentage of state coverage. In the Greater Burlington area, with nearly one-fourth of the state's total population, coverage jumps to 73%. So if you want a newspaper that's the second strongest in all of New England, look to The Burlington Free Press.

The Burlington Free Press

Burlington, VT 05401
802-863-3441
A Gannett Newspaper



Buy four great newspapers at

17%* OFF

With one order and one invoice

Gannett Michigan fills a big gap in our State of Michigan that can't be covered successfully by any other newspaper or newspaper group.

CIRCULATION	DAILY	SUNDAY
•LANSING STATE JOURNAL	67,009	77,636
•BATTLE CREEK ENQUIRER	29,937	38,249
•PORT HURON TIMES HERALD	28,128	31,638
•STURGIS JOURNAL	9,201	
COMBINED TOTAL	134,275	147,523

Gannett Michigan Coordinator, Bo Boettcher, 120 E. Lenawee St., Lansing, Michigan, (517)377-1140 or Contact GANNETT MEDIA SALES.

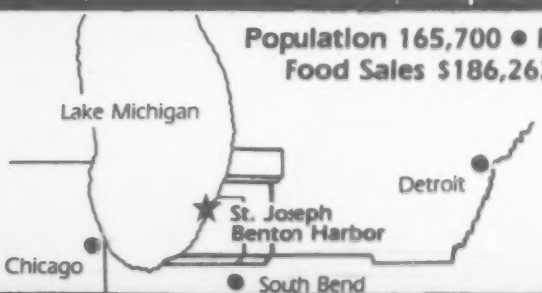
Gannett Michigan

*Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount

MICHIGAN

MICH. ESTIMATES / METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**270.4**	**.1134**	**27.8**	**20.8**	**23.0**	**16.9**	**16.6**	**97.6**	**1,583,905**	**242,990**	**148,163**	**246,863**	**89,991**	**338,086**	**54,177**
Washtenaw	270.4	.1134	27.8	20.8	23.0	16.9	16.6	97.6	1,583,905	242,990	148,163	246,863	89,991	338,086	54,177
• Ann Arbor	106.1	.0445	26.3	28.3	24.8	14.6	14.4	39.4	803,822	114,488	81,568	129,029	54,099	134,174	28,608
SUBURBAN TOTAL	164.3	.0689	28.8	16.0	21.7	18.5	18.1	58.2	780,083	128,502	66,595	117,834	35,892	203,912	25,569
BATTLE CREEK	**137.7**	**.0578**	**32.1**	**11.2**	**16.6**	**18.2**	**27.0**	**51.3**	**662,177**	**122,218**	**64,039**	**109,838**	**21,699**	**134,534**	**27,773**
Calhoun	137.7	.0578	32.1	11.2	16.6	18.2	27.0	51.3	662,177	122,218	64,039	109,838	21,699	134,534	27,773
• Battle Creek	54.3	.0228	31.2	12.1	17.3	14.1	29.3	21.8	231,506	38,756	21,646	28,290	3,626	57,013	11,318
SUBURBAN TOTAL	83.4	.0350	32.8	10.6	16.0	20.9	25.6	29.5	430,671	83,462	42,393	81,548	18,073	77,521	16,455
BENTON HARBOR	**165.9**	**.0696**	**31.3**	**10.9**	**16.4**	**17.9**	**26.0**	**60.6**	**744,183**	**142,711**	**68,160**	**114,786**	**18,267**	**138,410**	**26,366**
Berrien	165.9	.0696	31.3	10.9	16.4	17.9	26.0	60.6	744,183	142,711	68,160	114,786	18,267	138,410	26,366
• Benton Harbor	14.5	.0061	22.4	11.6	13.6	13.4	18.8	4.7	185,630	13,609	13,969	49,704	5,017	51,300	2,661
SUBURBAN TOTAL	151.4	.0635	32.1	10.9	16.6	18.4	26.7	55.9	558,473	129,102	54,191	65,082	13,250	87,110	23,705

The BENTON HARBOR/St. Joseph MSA — A MUST When Buying Michigan!



Population 165,700 • Households 59,800 • E.B.I. $1,596,486,000
Food Sales $186,262,000 • Total Retail Sales $776,643,000

The Herald-Palladium

• 79% Core Metro Market Penetration • 66% "Read Yesterday" Readership

TURN TO LANDON FOR RESULTS (SEE PAGE B-28)

Phone: (616) 429-2400
3450 Hollywood Rd. St. Joseph, MI. 49085
Represented Nationally by: THOMSON NEWSPAPERS, INC.

The HERALD-PALLADIUM — A MUST When Covering Michigan's 8th RANKED METRO!

MICH. (cont.)

ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DETROIT	**4,359.4**	**1.8297**	**31.1**	**11.5**	**17.6**	**18.4**	**24.8**	**1,576.7**	**23,479,797**	**4,494,607**	**2,099,953**	**2,774,584**	**1,120,635**	**5,452,772**	**1,136,333**
Lapeer	75.0	.0315	28.5	10.4	17.7	20.2	18.4	23.4	213,080	48,951	13,364	14,174	4,290	67,526	11,281
Livingston	109.7	.0461	29.8	9.5	18.2	22.1	18.4	34.9	338,464	75,194	24,833	51,651	10,359	77,493	15,959
Macomb	699.2	.2935	30.9	12.0	17.3	20.0	22.8	243.7	4,302,197	799,805	355,430	537,327	191,977	1,116,545	210,033
Roseville	52.8	.0222	30.1	13.3	18.3	16.5	24.5	18.6	502,250	95,408	37,162	106,651	15,346	91,650	25,177
St. Clair Shores	72.6	.0305	35.6	11.9	14.8	18.0	32.7	26.9	311,855	72,063	37,610	25,017	11,243	60,774	21,173
Sterling Heights	111.7	.0469	29.0	9.7	20.6	22.8	14.9	36.6	809,424	96,903	43,492	214,692	18,165	240,792	34,887
Warren	154.1	.0647	32.8	13.1	14.1	21.3	25.6	54.0	1,045,819	221,854	110,464	86,549	59,048	248,095	47,770
Monroe	135.0	.0566	29.5	11.1	17.1	19.1	21.5	44.9	463,611	114,254	39,474	31,510	12,816	125,053	15,215
Oakland	1,021.7	.4288	31.8	11.0	18.1	20.1	24.2	376.3	7,535,089	1,250,953	659,547	901,370	413,578	1,837,906	339,501
Farmington Hills	64.8	.0272	33.3	10.5	16.8	22.3	24.9	23.7	397,092	41,668	42,884	20,798	13,013	183,992	7,471
• Pontiac	71.6	.0300	27.3	14.0	18.5	15.2	20.7	25.2	465,169	65,452	34,831	98,883	16,725	99,750	18,672
Royal Oak	67.5	.0283	33.6	11.3	20.2	16.4	30.8	28.2	460,706	61,649	31,486	50,624	46,431	124,754	11,862
Southfield	74.4	.0312	37.0	9.9	17.4	18.6	33.9	30.6	1,213,679	154,154	100,645	191,880	79,627	325,893	33,798
Troy	68.6	.0288	31.3	8.2	20.4	24.6	17.8	24.6	989,446	101,078	65,337	202,364	52,358	291,390	33,943
St. Clair	140.4	.0589	30.8	10.9	16.1	18.1	25.1	48.9	554,416	142,200	47,747	53,077	20,351	101,197	19,846
• Port Huron	33.9	.0142	30.5	13.5	15.8	14.9	27.9	13.1	280,833	51,144	25,777	24,050	16,593	50,245	6,799
Wayne	2,178.4	.9143	31.1	11.9	17.2	16.9	26.5	804.6	10,072,940	2,063,250	959,558	1,185,475	467,264	2,127,052	524,498
• Dearborn	86.9	.0365	37.9	11.1	15.4	16.0	37.2	35.1	1,031,950	105,599	76,109	180,809	77,612	221,800	44,721
Dearborn Heights	62.8	.0264	34.5	12.4	14.6	19.3	30.1	22.6	253,381	83,048	47,323	7,510	17,868	11,407	16,739
• Detroit	1,080.8	.4536	30.6	11.9	17.3	15.3	27.1	408.4	3,367,276	801,863	381,102	182,459	122,979	729,392	186,146
Lincoln Park	43.2	.0181	32.4	12.7	17.7	15.8	29.6	16.6	271,998	60,580	25,252	40,062	5,306	22,780	18,076
Livonia	100.3	.0421	33.5	11.3	14.4	22.0	25.9	32.7	919,508	173,120	57,884	148,032	86,516	143,465	55,155
Taylor	73.0	.0306	27.6	13.0	18.9	19.4	16.6	24.2	535,711	80,970	34,908	166,961	9,964	109,084	16,560
Westland	81.1	.0340	29.3	13.6	19.2	19.5	19.6	29.1	501,837	128,704	42,285	79,864	12,030	83,842	23,590
SUBURBAN TOTAL	3,086.2	1.2954	31.3	11.4	17.6	19.7	23.7	1,094.9	18,334,569	3,470,549	1,582,134	2,288,383	886,726	4,351,585	879,995
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,629.8***	***1.9431***	***30.9***	***12.1***	***17.9***	***18.3***	***24.3***	***1,674.3***	***25,063,702***	***4,737,597***	***2,248,116***	***3,021,447***	***1,210,626***	***5,790,858***	***1,190,510***
FLINT	**439.4**	**.1844**	**29.3**	**12.4**	**17.3**	**19.0**	**21.2**	**157.9**	**2,465,779**	**420,272**	**220,527**	**452,529**	**108,817**	**581,468**	**102,271**
Genesee	439.4	.1844	29.3	12.4	17.3	19.0	21.2	157.9	2,465,779	420,272	220,527	452,529	108,817	581,468	102,271
• Flint	150.2	.0630	28.5	13.7	17.5	15.3	23.4	56.8	1,022,316	202,683	103,219	123,803	71,293	223,532	41,354
SUBURBAN TOTAL	289.2	.1214	29.7	11.8	17.1	20.8	20.2	101.1	1,443,463	217,589	117,308	328,726	37,524	357,936	60,917
GRAND RAPIDS	**623.2**	**.2615**	**29.7**	**13.4**	**17.8**	**17.4**	**23.1**	**222.0**	**3,563,682**	**554,922**	**296,969**	**574,481**	**211,461**	**836,433**	**85,212**
Kent	457.5	.1920	29.9	13.5	18.0	17.0	23.7	167.2	2,848,194	421,775	245,352	445,010	184,486	670,399	70,989
• Grand Rapids	183.2	.0769	30.1	15.2	17.6	13.6	27.7	68.9	1,047,944	134,772	110,300	83,394	92,016	292,501	36,341
Wyoming	60.9	.0256	29.3	14.7	19.8	16.4	22.3	23.5	452,797	56,788	39,995	86,060	32,059	84,038	7,429
Ottawa	165.7	.0695	29.1	13.0	17.5	18.6	21.1	54.8	715,488	133,147	51,617	129,471	26,975	166,034	14,223
• Holland	28.4	.0119	30.3	17.2	15.4	15.0	27.7	10.3	265,044	45,983	22,812	12,230	14,231	93,405	8,283
SUBURBAN TOTAL	411.6	.1727	29.5	12.3	18.0	19.3	20.7	142.8	2,250,694	374,167	165,857	478,857	105,214	450,527	40,588
JACKSON	**149.3**	**.0626**	**31.1**	**11.4**	**18.7**	**18.6**	**24.2**	**51.7**	**676,513**	**118,321**	**57,844**	**140,575**	**25,904**	**107,322**	**26,081**
Jackson	149.3	.0626	31.1	11.4	18.7	18.6	24.2	51.7	676,513	118,321	57,844	140,575	25,904	107,322	26,081
• Jackson	38.7	.0162	30.3	13.3	17.0	14.0	28.1	15.1	274,709	37,709	29,133	36,445	16,507	44,371	10,883
SUBURBAN TOTAL	110.6	.0464	31.3	10.8	19.3	20.2	22.7	36.6	401,804	80,612	28,711	104,130	9,397	62,951	15,198
KALAMAZOO	**214.6**	**.0901**	**29.3**	**17.0**	**18.7**	**17.6**	**21.7**	**78.6**	**1,314,484**	**184,438**	**123,825**	**256,651**	**90,873**	**256,581**	**35,113**
Kalamazoo	214.6	.0901	29.3	17.0	18.7	17.6	21.7	78.6	1,314,484	184,438	123,825	256,651	90,873	256,581	35,113
• Kalamazoo	76.6	.0321	26.6	25.7	18.3	12.5	22.0	28.1	531,469	71,456	64,095	15,870	29,093	146,486	18,257
SUBURBAN TOTAL	138.0	.0580	30.8	12.2	18.7	20.5	21.6	50.5	783,015	112,982	59,730	240,781	61,780	110,095	16,856
LANSING - EAST LANSING	**424.6**	**.1783**	**27.8**	**17.8**	**19.4**	**17.2**	**18.9**	**148.9**	**2,325,433**	**423,646**	**203,466**	**390,822**	**117,101**	**513,278**	**54,996**
Clinton	56.8	.0239	29.3	10.4	17.2	20.7	19.6	18.4	185,672	51,893	10,122	7,858	4,105	50,091	5,073
Eaton	94.1	.0395	29.8	11.6	18.7	20.1	20.2	33.3	525,672	87,455	37,660	134,974	15,494	97,966	7,432
Ingham	273.7	.1149	26.9	21.4	20.1	15.5	18.3	97.2	1,614,089	284,498	155,684	247,990	97,502	365,221	42,491
• East Lansing	46.6	.0196	22.9	55.4	15.3	8.6	9.1	11.8	153,877	22,875	34,851		10,011	24,426	2,975
• Lansing	128.8	.0541	28.5	14.8	22.1	15.1	20.6	50.3	947,750	156,320	74,621	135,094	65,248	286,222	23,470
SUBURBAN TOTAL	249.2	.1046	29.6	12.3	18.8	19.9	19.9	86.8	1,223,806	244,651	93,994	255,728	41,842	202,630	28,551
MUSKEGON	**154.6**	**.0649**	**30.8**	**11.6**	**16.3**	**17.2**	**26.0**	**55.3**	**676,371**	**138,229**	**62,653**	**134,386**	**27,901**	**125,587**	**24,261**
Muskegon	154.6	.0649	30.8	11.6	16.3	17.2	26.0	55.3	676,371	138,229	62,653	134,386	27,901	125,587	24,261
• Muskegon	39.2	.0165	30.4	14.1	17.2	12.7	29.3	15.2	231,845	44,263	20,017	30,651	10,176	50,284	10,658
SUBURBAN TOTAL	115.4	.0484	31.0	10.7	16.1	18.7	24.9	40.1	444,526	93,966	42,636	103,735	17,725	75,303	13,603
SAGINAW - BAY CITY - MIDLAND	**416.1**	**.1747**	**29.8**	**11.8**	**17.3**	**18.4**	**22.7**	**145.1**	**2,279,285**	**431,243**	**202,513**	**354,357**	**112,970**	**493,376**	**75,657**
Bay	116.1	.0488	30.6	12.0	16.9	17.9	24.6	41.3	537,438	126,512	47,445	52,916	20,873	125,368	20,976
• Bay City	39.5	.0166	31.6	13.2	16.4	14.8	29.6	15.3	250,034	44,525	18,729	26,187	5,813	63,454	9,468
Midland	75.5	.0317	29.6	11.6	17.9	20.1	20.3	26.3	332,458	75,460	30,469	23,910	9,995	70,321	16,280
• Midland	37.8	.0159	30.3	12.9	18.1	19.5	21.9	13.8	286,916	64,942	21,974	18,143	9,871	64,742	11,791
Saginaw	224.5	.0942	29.5	11.8	17.1	18.1	22.5	77.5	1,409,389	229,271	124,599	277,531	82,102	297,487	38,401
• Saginaw	75.4	.0316	28.7	12.9	17.4	13.8	25.1	27.6	334,099	58,622	29,973	28,303	9,620	91,217	15,053
SUBURBAN TOTAL	263.4	.1106	29.9	11.2	17.0	20.1	21.2	88.4	1,408,236	263,154	131,837	281,724	84,666	273,963	39,345
OTHER COUNTIES															
Alcona	10.4	.0043	41.5	7.4	10.6	16.9	41.0	4.1	20,943	3,173	1,848	659	115	9,504	338
Alger	9.1	.0039	33.6	8.9	15.3	17.5	30.3	3.2	25,615	10,790	2,936	583	517	335	758
Allegan	85.4	.0358	30.3	11.0	17.1	18.0	24.0	29.3	243,048	60,895	19,830	5,535	5,353	65,143	8,859
Alpena	31.5	.0132	31.7	11.6	14.5	18.7	26.5	11.4	150,116	34,998	9,341	18,161	6,874	28,895	4,825
Antrim	17.3	.0073	34.1	9.0	14.9	17.3	31.4	6.3	37,715	15,170	4,662	334	486	6,407	1,662
Arenac	15.6	.0065	33.1	9.8	14.2	16.6	30.8	5.7	65,220	13,046	6,708	502	2,577	27,887	805
Baraga	8.2	.0035	33.1	8.9	15.2	15.8	31.3	3.0	28,442	9,622	1,563	3,031	231	3,586	1,490
Barry	47.6	.0199	31.6	9.7	16.7	19.9	24.5	16.5	99,190	31,469	9,506	937	1,324	15,744	3,771
Benzie	11.9	.0050	34.0	9.8	15.0	18.2	30.2	4.4	41,454	11,770	2,669	1,569	1,400	10,013	1,765
Branch	39.9	.0167	31.8	11.1	16.0	18.4	26.5	14.4	149,022	28,194	9,255	8,567	3,285	56,867	7,596
Cass	49.6	.0208	32.1	9.7	16.4	18.9	26.4	17.8	97,555	21,072	8,343	3,839	2,066	34,382	3,743
Charlevoix	20.5	.0086	32.1	10.5	16.2	18.4	26.9	7.8	85,655	25,588	8,342	1,631	3,661	17,695	4,293
Cheboygan	21.4	.0090	33.4	9.3	14.8	17.7	29.9	8.0	114,891	30,504	13,397	6,251	1,923	20,127	2,953
Chippewa	28.1	.0118	31.2	14.5	15.7	16.6	27.4	9.8	124,267	25,811	14,011	15,560	4,573	19,755	2,998

MICH. (cont.)

■ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto- motive ($000)	Drug ($000)
Clare	25.8	.0108	35.5	9.2	13.3	16.9	33.7	9.8	106,038	35,776	8,106	912	2,577	20,969	5,088
Crawford	10.5	.0044	32.7	9.9	14.8	17.9	28.7	3.6	39,821	9,801	4,385	3,440	375	6,525	1,308
Delta	38.6	.0162	32.1	9.8	13.7	17.4	28.0	13.8	185,062	44,980	11,197	23,297	7,471	39,697	3,467
Dickinson	25.9	.0109	35.4	9.5	14.9	16.2	34.2	10.0	132,142	30,212	9,792	17,077	8,132	21,446	3,901
Emmet	24.1	.0101	31.8	11.0	17.3	17.6	26.9	8.8	156,811	30,990	17,627	6,891	11,907	32,252	3,943
Gladwin	21.9	.0092	34.8	9.4	13.4	17.0	32.6	8.1	62,857	22,433	5,295	2,651	3,027	12,606	1,513
Gogebic	18.6	.0078	40.6	8.8	12.3	15.2	40.9	7.3	86,628	20,811	5,452	12,665	4,262	15,403	2,465
Grand Traverse	58.8	.0246	30.5	12.1	19.3	17.9	23.3	21.3	456,127	78,230	41,606	81,563	20,626	97,572	5,132
Gratiot	39.2	.0165	30.5	12.4	15.3	17.4	25.6	13.6	180,690	44,290	13,158	20,831	4,141	39,828	5,703
Hillsdale	42.4	.0178	31.5	11.8	15.2	17.7	26.9	14.5	135,868	35,846	9,960	10,262	4,442	33,553	5,563
Houghton	38.0	.0159	30.0	22.1	12.4	13.2	30.6	13.1	136,868	40,210	9,423	13,653	4,162	22,169	5,405
Huron	36.1	.0152	33.5	9.7	14.0	15.7	32.2	13.2	166,909	39,202	13,103	11,983	4,901	35,102	7,643
Ionia	32.2	.0219	28.6	13.8	16.6	17.1	22.2	16.6	188,054	40,092	13,526	26,331	4,915	36,979	5,795
Iosco	29.7	.0124	31.1	14.2	15.0	16.0	28.1	11.1	122,133	28,629	12,472	2,037	3,788	32,511	5,019
Iron	13.6	.0057	43.4	7.4	12.1	15.0	43.6	5.5	44,865	16,651	3,139	2,034	1,060	6,158	3,107
Isabella	56.3	.0237	24.2	29.8	15.6	13.7	17.2	17.4	219,616	40,678	20,240	18,152	8,363	43,258	7,623
Kalkaska	12.9	.0054	30.8	9.6	16.6	16.9	26.1	4.6	47,131	10,720	4,088	49	578	14,316	417
Keweenaw	1.8	.0008	46.6	6.7	12.9	14.1	47.4	.7	4,208	1,249	935	867			
Lake	8.5	.0035	41.7	6.8	11.4	15.2	41.7	3.4	16,818	6,078	3,185	688	138	883	519
Lenawee	14.9	.0063	33.5	8.8	17.6	18.4	28.9	5.5	40,121	18,437	4,620	342	679	1,380	962
Lenawee	89.3	.0374	30.7	11.2	16.7	18.0	24.8	30.6	363,420	79,935	31,610	66,218	9,887	81,459	12,269
Luce	6.5	.0027	34.1	9.1	15.1	18.2	30.4	2.1	29,094	8,949	2,744	710	231	6,481	1,456
Mackinac	10.1	.0042	34.3	9.0	14.2	17.0	32.0	3.7	58,994	17,017	8,565	753	305	4,152	1,192
Manistee	23.2	.0097	34.7	9.8	14.7	17.1	32.5	9.2	88,698	24,833	7,243	6,784	3,300	15,879	4,110
Marquette	74.7	.0314	27.8	17.9	19.8	15.7	20.2	25.2	271,849	66,285	25,556	20,989	12,790	54,008	7,090
Mason	27.1	.0113	34.1	10.1	15.2	17.2	31.4	10.2	100,312	26,792	10,662	6,317	3,550	15,630	4,894
Mecosta	38.6	.0162	24.5	29.6	13.4	13.5	21.2	11.9	155,540	41,372	16,454	13,840	4,440	27,883	4,417
Menominee	25.9	.0109	32.6	10.2	15.4	16.3	30.0	9.4	64,722	15,623	7,542	14,595	1,177	10,423	616
Missaukee	10.9	.0046	31.5	10.0	15.1	17.1	27.6	3.7	27,331	7,519	2,088	2,262	224	9,250	2,468
Montcalm	49.8	.0209	31.6	10.3	15.1	17.7	27.2	17.5	216,522	46,869	11,670	26,726	9,034	49,770	6,500
Montmorency	8.1	.0034	38.0	8.6	12.3	15.2	38.1	3.1	24,964	8,447	2,773	259	253	663	1,613
Newaygo	36.8	.0155	32.7	9.3	14.4	17.9	28.9	13.4	99,237	28,874	7 788	6,810	2,862	18,046	4,144
Oceana	22.8	.0095	31.8	9.6	14.9	18.0	27.2	7.9	56,449	21,244	5,722	2,048	816	11,160	1,512
Ogemaw	18.1	.0076	35.2	9.2	13.4	16.9	33.3	6.7	94,622	22,764	8,826	7,887	2,164	14,404	3,157
Ontonagon	9.0	.0038	36.2	7.0	13.5	19.3	32 4	3.3	35,929	10,391	2,352	1,739	243	9,826	1,077
Osceola	20.0	.0084	32.2	9.6	14.8	17.4	28.5	7.2	76,522	25,841	4,501	1,358	545	15,554	3,131
Oscoda	7.3	.0031	38.1	6.4	11.8	17.1	36.7	2.8	31,333	10,463	2,545	249	960	2,119	1,953
Otsego	16.0	.0067	31.0	9.7	16.2	18.5	25.0	5.5	91,261	19,243	9,112	5,858	3,861	17,027	2,337
Presque Isle	14.2	.0060	34.5	9.1	13.8	16.7	32.6	5.2	42,205	13,032	3,175	1,045	1,698	8,016	2,165
Roscommon	18.4	.0077	41.6	8.2	11.9	15.2	42.0	7.6	93,268	26,672	7,777	2,578	1,448	20,979	3,323
St. Joseph	57.8	.0243	31.5	10.6	16.6	17.7	26.4	20.9	241,970	66,974	14,396	14,395	6,869	58,346	8,713
Sanilac	41.3	.0173	32.5	10.0	14.4	16.6	29.8	14.7	126,056	38,309	7,008	5,209	4,901	28,083	5,654
Schoolcraft	8.5	.0036	34.3	9.0	14.4	16.1	32.8	3.0	32,591	8,185	2,857	1,357	1,273	6,467	1,633
Shiawassee	70.7	.0297	29.5	10.7	17.1	19.2	21.5	23.7	237,096	54,151	16,213	18,299	8,024	55,799	10,233
Tuscola	57.6	.0241	30.0	10.6	16.7	18.7	22.9	18.9	182,272	49,152	9,746	7,741	3,599	44,988	6,375
Van Buren	69.4	.0292	31.4	9.9	16.3	17.8	26.4	24.9	220,720	68,740	17,027	10,425	4,547	55,362	7,126
Wexford	26.6	.0112	32.4	10.0	15.5	17.3	28.7	9.8	136,700	28,969	12,852	9,102	5,686	32,057	5,071
TOTAL METRO COUNTIES	**7,355.2**	**3.0870**	**30.4**	**12.6**	**17.8**	**18.2**	**23.7**	**2,645.7**	**39,771,529**	**7,273,797**	**3,550,112**	**5,549,872**	**1,945,619**	**8,977,847**	**1,648,240**
TOTAL STATE	**9,180.2**	**3.8528**	**30.6**	**12.5**	**17.4**	**18.0**	**24.3**	**3,291.4**	**46,783,106**	**9,027,879**	**4,131,936**	**6,128,329**	**2,170,237**	**10,455,525**	**1,862,918**

MICH.

■ ESTIMATES

EFFECTIVE BUYING INCOME 1984

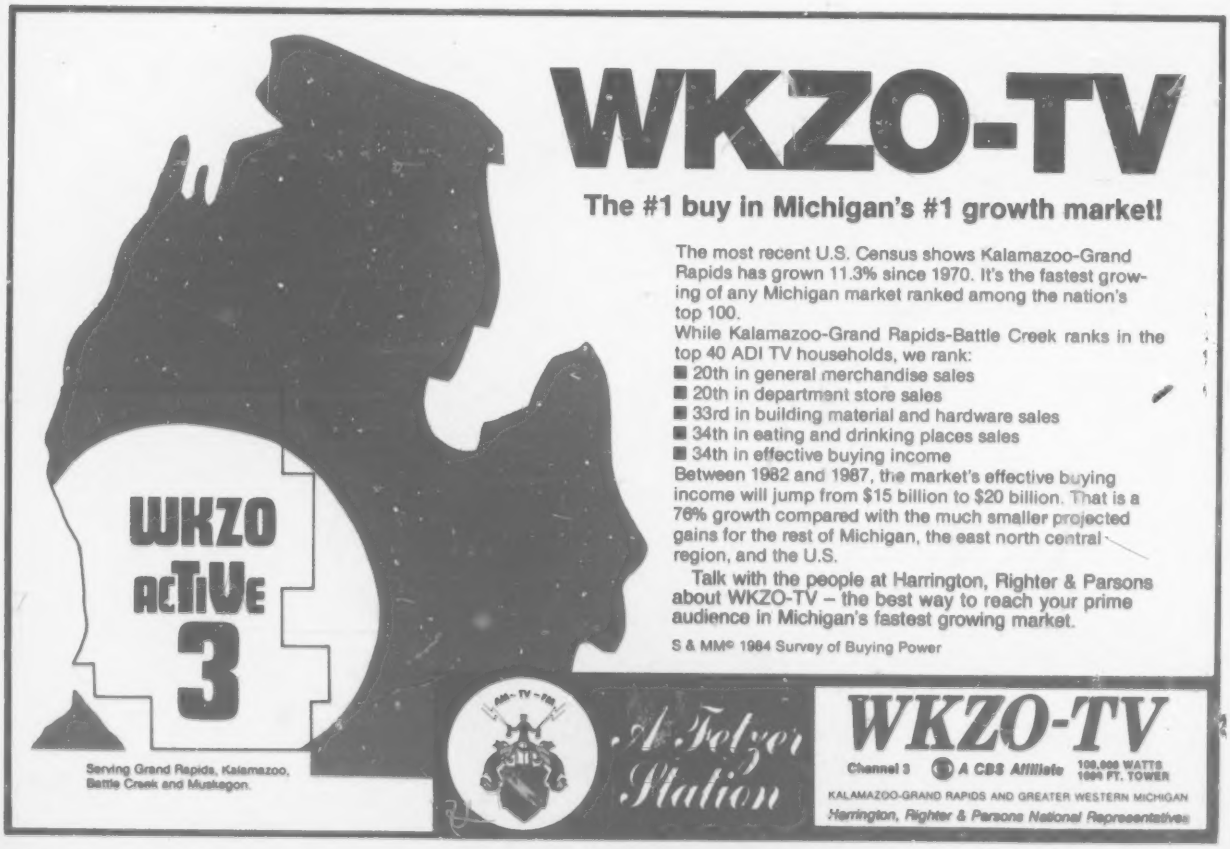
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANN ARBOR	**3,273,378**	**29,598**	**18.5**	**29.0**	**22.5**	**17.4**	**.1228**
Washtenaw	3,273,378	29,598	18.5	29.0	22.5	17.4	.1228
• Ann Arbor	1,296,841	26,546	21.8	28.3	18.4	17.2	.0527
SUBURBAN TOTAL	1,976,537	31,509	16.2	29.5	25.2	17.6	.0701
BATTLE CREEK	**1,470,721**	**26,246**	**20.9**	**31.0**	**20.6**	**11.2**	**.0553**
Calhoun	1,470,721	26,246	20.9	31.0	20.6	11.2	.0553
• Battle Creek	535,709	21,024	24.0	28.6	15.1	8.5	.0203
SUBURBAN TOTAL	935,012	29,864	18.7	32.8	24.7	13.1	.0350
BENTON HARBOR	**1,699,282**	**25,100**	**22.7**	**29.9**	**20.1**	**10.6**	**.0640**
Berrien	1,699,282	25,100	22.7	29.9	20.1	10.6	.0640
• Benton Harbor	87,420	14,959	30.3	23.1	9.4	3.7	.0072
SUBURBAN TOTAL	1,611,862	26,057	22.0	30.5	21.0	11.1	.0568
DETROIT	**49,779,274**	**29,170**	**17.4**	**29.0**	**22.8**	**15.6**	**1.8751**
Lapeer	709,396	29,038	17.8	34.0	24.4	11.2	.0250
Livingston	1,223,486	33,776	14.4	29.7	28.7	18.4	.0409
Macomb	7,568,957	30,085	16.6	34.7	26.2	11.7	.3051
Roseville	504,802	26,347	19.6	40.2	19.8	7.0	.0259
St. Clair Shores	840,215	30,367	17.1	33.7	24.8	13.2	.0296
Sterling Heights	1,241,356	33,738	12.2	34.9	33.8	12.7	.0522
Warren	1,677,579	29,835	16.8	34.1	26.0	12.2	.0697
Monroe	1,633,690	35,365	14.9	25.0	28.2	22.5	.0537

■ ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Oakland	14,779,027	35,659	13.5	26.4	24.9	26.2	.5468
Farmington Hills	1,076,298	42,191	9.7	21.8	25.4	37.0	.0355
• Pontiac	653,152	23,326	19.9	30.1	17.3	9.5	.0295
Royal Oak	959,305	32,458	16.8	29.6	26.3	18.2	.0350
Southfield	1,262,342	36,896	13.7	25.2	23.1	30.2	.0588
Troy	1,077,670	42,602	8.3	21.1	29.9	34.8	.0496
St. Clair	1,460,683	27,876	19.0	30.2	22.9	12.6	.0530
• Port Huron	341,139	22,736	22.7	28.7	17.6	9.1	.0160
Wayne	22,404,035	25,414	19.6	28.6	20.1	11.6	.8506
• Dearborn	1,124,893	29,739	19.3	27	22.9	17.4	.0530
Dearborn Heights	783,969	33,316	14.5	36	27.2	18.9	.0263
• Detroit	9,369,760	19,585	23.3	27.5	14.8	6.9	.3505
Lincoln Park	481,119	28,183	19.4	35.2	23.6	9.8	.0193
Livonia	1,293,872	38,852	9.2	26.0	33.0	25.9	.0548
Taylor	725,187	29,703	16.1	34.5	26.9	9.9	.0326
Westland	906,002	30,572	15.1	35.8	26.8	11.5	.0360
SUBURBAN TOTAL	38,290,330	32,651	14.9	29.7	26.0	19.0	1.4261
DETROIT - ANN ARBOR CONSOLIDATED AREA	***53,052,652***	***29,194***	***17.4***	***29.1***	***22.8***	***15.7***	***1.9979***
FLINT	**4,486,721**	**27,879**	**18.6**	**32.4**	**22.7**	**10.1**	**.1809**
Genesee	4,486,721	27,070	18.6	32.4	22.7	10.1	.1809

MICH. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Flint	1,393,051	22,414	21.9	31.4	16.9	6.9	.0633
SUBURBAN TOTAL	3,093,670	29,629	16.8	32.8	25.9	11.9	.1176
GRAND RAPIDS	**6,957,590**	**28,763**	**19.1**	**32.2**	**22.6**	**13.6**	**.2698**
Kent	5,080,873	27,596	20.2	32.1	21.4	12.6	.2029
• Grand Rapids	1,858,478	23,375	24.2	31.2	16.9	9.3	.0757
Wyoming	677,558	27,279	20.0	37.2	22.0	9.2	.0287
Ottawa	1,876,717	32,097	15.9	31.9	26.6	16.7	.0669
• Holland	330,678	27,697	22.0	30.7	21.8	12.9	.0149
SUBURBAN TOTAL	4,768,434	31,176	16.5	32.7	25.5	15.6	.1792
JACKSON	**1,586,407**	**28,389**	**19.2**	**31.3**	**22.9**	**13.1**	**.0590**
Jackson	1,586,407	28,389	19.2	31.3	22.9	13.1	.0590
• Jackson	388,862	22,812	23.3	30.4	16.3	9.1	.0172
SUBURBAN TOTAL	1,197,545	30,730	17.5	31.5	25.6	14.8	.0418
KALAMAZOO	**2,547,563**	**28,973**	**19.5**	**29.5**	**22.2**	**15.8**	**.0980**
Kalamazoo	2,547,563	28,973	19.5	29.5	22.2	15.8	.0980
• Kalamazoo	817,767	23,106	23.9	29.2	16.9	10.7	.0346
SUBURBAN TOTAL	1,729,796	32,121	17.1	29.6	25.2	18.6	.0634
LANSING - EAST LANSING	**4,774,719**	**29,024**	**18.9**	**30.8**	**23.0**	**14.8**	**.1820**
Clinton	581,501	30,578	16.4	34.3	26.5	12.8	.0204
Eaton	1,003,573	28,875	18.3	34.8	24.6	10.9	.0394
Ingham	3,189,645	28,702	19.7	28.7	21.7	16.5	.1222
• East Lansing	450,620	23,919	24.4	22.9	15.9	19.7	.0162
• Lansing	1,486,350	27,218	20.6	30.4	21.8	12.6	.0616
SUBURBAN TOTAL	2,837,749	30,391	17.3	32.0	24.6	15.4	.1042
MUSKEGON	**1,515,732**	**24,988**	**22.7**	**32.0**	**19.9**	**9.2**	**.0581**
Muskegon	1,515,732	24,988	22.7	32.0	19.9	9.2	.0581
• Muskegon	345,066	19,168	27.6	30.0	13.0	4.9	.0154
SUBURBAN TOTAL	1,170,666	27,248	20.8	32.8	22.5	10.8	.0427
SAGINAW - BAY CITY - MIDLAND	**4,206,332**	**27,280**	**18.6**	**31.8**	**21.6**	**11.3**	**.1695**
Bay	1,104,869	25,439	19.9	33.2	20.0	8.0	.0438
• Bay City	359,827	20,962	22.6	31.1	15.5	5.4	.0161
Midland	936,462	33,566	15.4	26.1	25.6	21.4	.0323
• Midland	543,963	36,574	14.1	22.8	25.6	27.4	.0204
Saginaw	2,165,001	26,516	19.1	32.6	21.3	9.7	.0934
• Saginaw	625,452	20,054	22.7	30.3	14.3	5.5	.0262
SUBURBAN TOTAL	2,677,090	29,249	17.4	33.5	24.4	11.7	.1068
OTHER COUNTIES							
Alcona	84,702	17,256	33.4	27.8	10.6	3.9	.0029
Alger	70,287	20,640	25.9	36.0	12.5	3.0	.0028
Allegan	858,307	27,143	21.0	32.9	22.4	10.3	.0295
Alpena	271,996	21,896	24.6	33.6	15.9	4.8	.0113
Antrim	130,011	18,146	31.5	31.9	9.3	3.2	.0050
Arenac	114,769	17,228	32.0	29.6	9.8	3.0	.0050
Baraga	60,152	16,737	29.5	30.1	10.4	1.5	.0025
Barry	457,041	25,982	22.0	35.3	20.0	8.2	.0150
Benzie	112,226	22,652	26.5	32.9	16.1	7.8	.0041
Branch	369,137	23,237	25.4	34.9	17.0	6.4	.0141
Cass	468,482	24,161	23.9	34.2	18.6	7.4	.0156
Charlevoix	160,335	17,836	30.4	30.3	10.8	2.9	.0067
Cheboygan	162,974	17,987	31.4	31.6	10.1	2.7	.0077
Chippewa	196,429	16,741	30.7	29.7	9.0	2.5	.0091
Clare	207,722	17,112	33.9	26.3	11.4	4.7	.0085
Crawford	95,405	21,036	31.1	26.4	16.5	9.5	.0037
Delta	356,840	23,705	23.3	31.4	18.7	7.3	.0144
Dickinson	214,413	19,103	26.6	33.0	11.7	3.2	.0095
Emmet	212,132	20,995	26.7	31.6	14.3	6.4	.0099
Gladwin	185,812	19,158	29.7	27.4	15.5	5.2	.0069
Gogebic	139,662	16,092	34.7	28.2	7.7	2.2	.0063
Grand Traverse	375,802	23,904	24.0	33.7	18.1	8.3	.0266
Gratiot	403,702	26,513	21.5	29.6	21.4	12.3	.0153
Hillsdale	335,493	20,657	27.8	34.3	12.6	4.9	.0134
Houghton	278,161	17,098	31.6	29.2	9.4	3.3	.0117
Huron	306,632	20,261	28.2	31.9	13.4	5.4	.0128
Ionia	482,989	26,878	20.7	32.2	22.2	10.3	.0182
Iosco	240,714	17,668	35.7	29.3	10.7	3.4	.0098
Iron	104,312	15,799	30.4	29.1	9.1	2.1	.0043
Isabella	539,284	25,429	23.5	31.0	18.0	13.5	.0202
Kalkaska	93,402	17,900	31.3	31.8	9.4	2.8	.0039
Keweenaw	10,476	12,300	34.7	20.5	4.3	.6	.0005



MICH. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lake	48,457	11,542	32.8	18.9	4.1	.9	.0020
Leelanau	129,786	20,921	28.7	34.7	12.7	5.1	.0047
Lenawee	870,944	26,323	21.3	34.6	22.0	8.7	.0327
Luce	48,712	20,098	29.8	31.8	14.6	3.9	.0021
Mackinac	72,570	17,455	33.0	32.4	8.4	1.9	.0036
Manistee	192,426	18,689	28.2	32.9	10.1	3.6	.0078
Marquette	669,763	24,056	24.7	33.7	18.5	6.4	.0256
Mason	229,623	20,180	27.7	34.1	12.7	3.7	.0090
Mecosta	272,151	17,997	31.8	29.0	11.7	3.7	.0121
Menominee	178,840	17,577	31.8	32.7	7.7	1.7	.0071
Missaukee	70,220	16,645	35.3	29.9	7.4	1.8	.0029
Montcalm	449,785	23,156	24.4	32.5	17.5	7.5	.0190
Montmorency	57,986	15,524	34.2	25.9	7.4	3.2	.0023
Newaygo	307,420	20,415	27.2	32.0	14.3	4.8	.0114
Oceana	192,792	21,545	26.0	33.0	14.6	6.3	.0069
Ogemaw	117,552	14,019	32.9	24.6	7.0	2.1	.0060
Ontonagon	65,383	17,494	29.8	32.7	9.1	2.0	.0029
Osceola	179,702	22,027	26.3	32.3	16.2	7.0	.0070
Oscoda	46,387	14,011	35.6	25.7	4.5	1.5	.0022
Otsego	141,569	22,719	28.1	34.9	15.8	7.2	.0061
Presque Isle	99,422	16,104	26.9	29.5	7.7	3.5	.0042
Roscommon	134,849	14,639	36.6	23.1	8.0	1.9	.0063
St. Joseph	579,123	24,998	24.5	33.8	19.6	9.0	.0218
Sanilac	330,038	19,711	29.9	32.4	12.4	4.4	.0127
Schoolcraft	69,024	19,961	29.0	30.5	15.0	4.4	.0027
Shiawassee	686,929	27,976	19.4	34.2	22.7	10.1	.0249
Tuscola	525,324	26,024	21.7	32.9	21.8	8.7	.0191
Van Buren	587,522	21,288	25.9	32.7	15.6	4.9	.0225
Wexford	212,835	18,560	31.9	30.8	11.0	4.2	.0096
TOTAL METRO COUNTIES	**82,297,719**	**28,620**	**18.2**	**29.9**	**22.5**	**14.5**	**3.1345**
TOTAL STATE	**98,164,454**	**27,111**	**19.9**	**30.3**	**21.2**	**12.9**	**3.7579**

MINNESOTA

MINN. ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eatng & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**259.8**	**.1091**	**32.1**	**12.8**	**16.7**	**16.1**	**29.0**	**98.2**	**1,404,730**	**295,697**	**128,442**	**194,513**	**51,866**	**216,338**	**39,263**
St. Louis	216.5	.0909	32.1	12.8	16.7	16.1	29.0	81.6	1,207,725	257,968	99,840	176,233	47,465	188,898	33,826
* Duluth	88.1	.0370	32.2	15.4	16.6	14.8	30.5	34.6	615,676	114,785	55,348	115,671	30,077	80,885	18,344
Douglas, Wisc.	*43.3*	*.0182*	*32.1*	*12.6*	*16.5*	*15.8*	*29.5*	*16.6*	*197,005*	*37,729*	*28,602*	*18,280*	*4,401*	*27,440*	*5,437*
* *Superior*	*28.0*	*.0118*	*32.2*	*14.4*	*16.5*	*14.4*	*30.9*	*11.3*	*172,270*	*33,544*	*22,121*	*17,123*	*4,023*	*26,907*	*5,390*
SUBURBAN TOTAL	143.7	.0603	32.0	10.9	16.8	17.1	27.8	52.3	616,784	147,368	50,973	58,719	17,766	108,546	15,529
FARGO - MOORHEAD	**145.9**	**.0613**	**28.4**	**19.1**	**18.9**	**15.7**	**21.7**	**53.1**	**973,638**	**143,721**	**84,873**	**122,092**	**41,327**	**264,026**	**19,852**
Clay	49.3	.0207	27.4	21.8	15.5	15.4	22.8	17.1	235,846	61,253	23,439	9,921	14,886	40,707	7,434
* Moorhead	29.4	.0123	25.0	29.6	14.9	13.5	21.5	10.1	184,036	53,509	18,580	7,663	12,967	31,657	6,715
Cass, N. D.	*96.6*	*.0406*	*28.7*	*17.8*	*20.8*	*15.8*	*21.2*	*36.0*	*737,792*	*82,468*	*61,434*	*112,171*	*26,441*	*223,319*	*12,418*
* *Fargo*	*66.5*	*.0279*	*28.5*	*21.0*	*20.7*	*14.8*	*21.7*	*25.8*	*669,496*	*70,772*	*54,861*	*111,273*	*25,501*	*209,293*	*11,423*
SUBURBAN TOTAL	50.0	.0211	29.8	10.4	18.9	18.1	22.0	17.2	120,106	19,440	11,432	3,156	2,864	23,076	1,714
MINNEAPOLIS - ST. PAUL	**2,218.0**	**.9307**	**30.4**	**12.7**	**19.6**	**18.8**	**23.1**	**827.7**	**14,867,520**	**2,626,464**	**1,273,084**	**2,166,209**	**667,057**	**3,438,529**	**354,489**
Anoka	215.1	.0903	27.6	11.6	20.2	21.6	13.5	69.5	967,431	158,373	77,930	192,829	25,122	216,610	20,599
Carver	40.6	.0170	29.1	12.5	18.0	19.1	20.2	13.6	122,063	27,608	10,205	2,305	3,191	29,200	3,086
Chisago	29.3	.0123	30.9	9.4	15.9	18.9	24.6	9.6	109,218	26,553	5,818	999	2,036	34,014	2,379
Dakota	217.9	.0914	28.6	11.1	20.0	21.2	16.1	75.0	1,237,704	220,399	90,873	195,939	50,588	270,761	29,601
Hennepin	944.1	.3963	31.6	13.3	20.6	18.2	24.9	381.1	7,612,528	1,291,998	670,648	1,123,175	421,217	1,800,211	178,369
* Bloomington	84.5	.0355	31.6	12.8	17.7	23.7	20.3	30.9	831,628	80,845	93,341	115,201	31,666	267,041	14,937
Brooklyn Park	50.1	.0210	26.6	15.2	25.3	19.0	9.6	18.3	141,973	27,602	15,721		6,637	30,707	4,321
Edina	46.2	.0194	40.2	8.4	12.3	22.2	35.7	18.7	733,670	115,191	21,584	189,848	104,778	92,014	3,848
* Minneapolis	356.8	.1497	31.7	15.9	23.0	13.6	26.8	163.4	2,270,565	402,594	277,720	333,859	131,548	322,048	65,922
St. Louis Park	41.9	.0176	34.2	12.4	20.4	17.0	31.3	18.0	381,420	98,000	36,674	61,970	20,967	53,427	11,801
Isanti	26.0	.0109	29.9	9.8	17.2	19.5	21.7	6.6	68,747	16,066	4,130	3,491	2,354	16,501	3,214
Ramsey	456.5	.1915	31.0	14.2	19.0	16.7	25.7	177.1	3,597,580	577,343	307,190	600,739	142,554	817,719	82,291
* St. Paul	265.7	.1115	31.6	14.7	19.3	14.0	29.5	109.4	1,871,851	328,955	187,357	348,432	59,883	297,754	48,269
Scott	49.4	.0207	28.4	10.8	18.3	20.3	17.7	15.7	202,099	40,415	19,083	8,744	2,079	54,254	4,307

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

MINN. (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	126.7	.0532	28.9	10.1	19.5	22.3	15.8	40.9	512,927	173,007	50,256	21,202	9,981	81,482	16,291
Wright	65.9	.0276	28.8	10.2	17.2	18.1	21.3	20.9	259,951	63,799	19,852	2,037	4,602	71,124	8,585
St. Croix, Wisc.	*46.5*	*.0195*	*29.8*	*11.2*	*17.6*	*18.5*	*22.3*	*15.7*	*177,272*	*30,903*	*17,099*	*14,749*	*3,333*	*48,653*	*5,767*
SUBURBAN TOTAL	1,511.0	.6340	29.8	11.5	19.1	20.6	19.4	524.0	9,893,476	1,814,070	714,666	1,368,717	443,960	2,551,686	205,361
ROCHESTER	**98.4**	**.0400**	**30.0**	**13.0**	**18.9**	**19.7**	**20.9**	**35.1**	**748,278**	**130,497**	**54,169**	**117,668**	**31,137**	**180,097**	**23,314**
Olmsted	95.4	.0400	30.0	13.0	18.9	19.7	20.9	33.1	748,278	130,497	54,169	117,668	31,137	180,097	23,314
* Rochester	57.3	.0240	30.3	14.7	20.2	18.2	22.4	22.5	637,731	117,644	49,653	113,764	29,916	138,490	20,569
SUBURBAN TOTAL	38.1	.0160	29.5	10.4	17.3	21.9	18.6	12.6	111,047	12,853	4,516	3,904	1,221	41,607	2,745
ST. CLOUD	**175.2**	**.0736**	**26.9**	**16.7**	**16.5**	**15.7**	**20.9**	**54.8**	**1,298,656**	**171,609**	**69,229**	**104,716**	**32,099**	**303,843**	**22,394**
Benton	27.1	.0114	28.4	12.9	18.4	15.3	22.6	9.2	87,448	23,469	9,852	2,424	2,238	10,454	1,422
Sherburne	34.5	.0145	27.7	12.3	18.9	18.3	17.9	10.5	100,993	24,970	6,651	3,684	1,152	34,117	1,128
Stearns	113.6	.0477	26.2	19.0	15.3	15.0	21.5	35.1	1,110,215	123,170	52,726	98,675	28,709	159,271	19,774
* St. Cloud	42.3	.0178	25.9	27.6	16.3	12.5	22.7	14.4	893,947	74,511	35,880	83,729	16,162	113,101	10,685
SUBURBAN TOTAL	132.9	.0558	27.2	13.3	16.5	16.7	20.4	40.4	404,709	97,098	33,349	21,054	15,937	90,741	11,639
OTHER COUNTIES															
Aitkin	14.0	.0058	37.9	7.9	12.9	16.0	37.5	5.3	57,737	14,104	7,002	3,126	1,043	12,786	2,353
Becker	30.8	.0129	32.1	9.9	14.9	16.6	29.0	10.9	120,045	26,727	8,249	7,743	5,045	26,463	3,688
Beltrami	33.1	.0139	28.0	17.7	15.9	15.8	23.1	11.1	211,818	42,047	17,376	16,561	8,144	48,516	4,369
Big Stone	7.7	.0032	38.2	8.5	12.6	15.6	37.8	2.9	34,917	7,206	2,116	332	201	5,218	1,106
Blue Earth	52.0	.0218	28.3	21.1	16.8	14.3	24.4	18.3	368,149	69,637	28,038	41,616	18,639	86,315	14,275
Brown	28.1	.0118	32.6	12.3	14.3	15.7	30.9	10.1	157,046	38,026	13,128	12,557	6,835	34,170	4,854
Carlton	30.3	.0128	32.4	9.5	15.8	17.9	28.0	10.4	143,144	43,194	8,362	7,469	3,029	26,563	4,788
Cass	22.7	.0095	37.6	7.3	12.7	16.7	36.4	8.2	87,654	25,274	6,151	1,279	519	16,218	1,467
Chippewa	14.6	.0061	35.0	9.2	14.5	15.7	34.3	5.6	69,276	12,900	5,764	5,848	3,220	14,008	2,551
Clearwater	9.0	.0038	34.2	8.9	12.3	17.0	32.1	3.1	28,859	6,951	1,324	3,352	942	4,150	742
Cook	4.2	.0018	35.1	8.6	17.3	19.2	31.0	1.8	25,812	6,093	2,026	2,675	322	1,884	458
Cottonwood	14.3	.0060	35.5	8.6	14.0	15.9	34.6	5.3	76,252	15,168	4,123	4,928	4,116	19,539	2,423
Crow Wing	44.5	.0187	34.1	9.4	14.6	17.1	31.7	16.7	281,706	61,233	24,704	31,747	12,416	61,446	5,524
Dodge	15.7	.0066	31.0	9.7	16.4	17.5	26.0	5.4	35,474	10,776	2,982	2,287	334	6,035	1,059
Douglas	29.8	.0125	33.2	11.9	14.2	16.3	31.1	11.1	162,944	37,694	11,318	7,909	10,505	27,391	4,422
Faribault	18.9	.0079	36.3	9.3	13.5	16.1	35.3	7.3	90,565	17,333	5,033	1,418	2,163	21,756	3,060
Fillmore	21.4	.0090	35.9	8.6	13.5	16.3	34.7	7.9	114,658	31,807	4,243	1,260	2,807	34,485	2,262
Freeborn	35.0	.0147	34.2	9.9	14.8	17.4	31.4	13.4	217,397	42,937	14,434	17,509	9,801	62,507	7,883
Goodhue	40.2	.0169	33.3	9.6	15.4	17.3	30.0	14.4	221,406	60,323	17,118	7,843	6,990	54,785	7,546
Grant	7.3	.0030	38.9	7.9	12.6	15.8	38.7	2.7	22,126	3,147	1,333	512	498	9,478	990
Houston	19.0	.0079	32.5	9.9	15.7	16.4	29.6	6.3	54,817	20,745	4,074	852	757	6,533	1,045
Hubbard	15.5	.0065	35.0	8.1	13.9	17.6	32.3	5.6	58,732	11,791	3,093	4,235	1,320	12,028	1,959

We Cover The Twin Cities Better Than A Snowstorm In January.

Minneapolis STAR Tribune St. Paul

MINN. (cont.)
SMRI ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Itasca	45.2	.0190	31.8	9.8	16.2	17.3	27.5	16.3	186,323	42,458	12,011	9,596	2,719	42,859	6,584
Jackson	13.2	.0056	34.1	11.4	13.9	15.6	33.1	4.9	49,462	6,830	4,359	1,115	1,698	15,998	1,531
Kanabec	13.1	.0055	32.6	9.3	14.5	17.9	28.7	4.8	47,452	13,712	4,339	806	1,119	9,620	1,444
Kandiyohi	38.7	.0162	31.5	13.1	16.1	15.9	26.5	13.9	224,717	40,711	15,069	23,951	12,134	56,710	5,092
Kittson	6.5	.0027	36.6	8.4	14.4	15.9	35.9	2.4	24,760	7,073	1,199	206	542	4,067	473
Koochiching	17.3	.0073	31.7	10.1	16.0	17.8	27.0	6.2	86,997	19,282	7,842	9,280	1,386	14,422	3,613
Lac qui Parle	10.2	.0043	37.4	8.9	13.1	15.3	37.3	3.8	37,448	7,691	2,609	1,183	1,884	6,954	1,032
Lake	12.6	.0053	32.8	10.1	16.0	19.9	26.6	4.5	54,590	8,180	3,355	890	244	23,421	968
Lake of the Woods	3.9	.0016	36.7	8.4	12.9	18.7	33.6	1.5	19,679	4,206	1,623	1,030	105	1,531	515
Le Sueur	23.9	.0100	32.2	9.8	14.6	17.1	28.7	8.5	82,491	15,484	10,496	1,944	3,058	17,571	3,626
Lincoln	8.0	.0034	37.2	8.0	11.9	16.2	36.4	2.9	17,198	3,842	865	269	726	4,332	740
Lyon	25.4	.0106	30.4	14.7	14.9	15.5	27.6	8.9	134,242	30,076	9,520	13,177	4,799	27,812	2,973
McLeod	30.6	.0129	32.2	10.1	16.1	17.2	28.3	11.0	177,140	36,460	12,830	16,342	6,225	45,124	4,022
Mahnomen	5.3	.0022	32.4	8.4	11.7	15.8	31.2	1.7	16,398	5,461	1,180	1,214	270	2,266	872
Marshall	12.7	.0053	33.1	8.5	14.2	16.2	31.1	4.5	24,687	4,955	2,384	428	419	9,261	683
Martin	24.7	.0104	34.4	10.1	15.0	16.2	33.0	9.6	135,213	27,639	10,033	14,277	8,036	33,158	4,611
Meeker	21.3	.0089	33.4	9.1	14.7	15.9	31.7	7.6	86,426	15,397	8,197	4,471	2,801	21,024	1,996
Mille Lacs	19.3	.0081	33.4	9.3	14.1	16.7	31.0	7.0	83,864	26,309	4,218	3,907	4,054	7,601	1,740
Morrison	30.4	.0128	30.9	9.6	13.6	15.8	28.6	10.1	125,886	30,850	8,968	2,473	3,250	20,856	5,363
Mower	39.0	.0164	35.6	9.8	13.7	16.0	34.6	15.0	213,663	39,690	18,480	16,372	9,068	48,222	8,547
Murray	11.2	.0047	34.0	8.7	13.9	15.4	33.3	4.0	44,828	6,693	2,482	2,536	1,516	8,819	5,908
Nicollet	27.8	.0116	28.5	17.4	17.1	16.5	22.3	9.3	90,273	22,099	11,118	846	2,540	26,990	1,785
Nobles	21.4	.0090	33.6	10.8	14.1	16.5	31.5	7.9	144,679	27,834	10,712	6,608	9,789	32,565	5,640
Norman	8.9	.0038	37.9	7.7	12.5	15.6	37.5	3.3	22,900	5,848	1,177	169	306	7,369	978
Otter Tail	54.0	.0227	36.0	9.4	13.7	16.6	34.5	19.6	236,687	45,791	16,969	18,877	10,846	61,028	7,966
Pennington	15.4	.0064	31.1	12.7	15.9	16.3	27.6	5.7	82,604	16,000	5,286	7,186	2,572	19,225	2,699
Pine	21.3	.0090	33.2	9.4	14.3	17.1	30.4	7.4	88,435	13,508	12,754	2,566	1,293	20,960	1,895
Pipestone	10.9	.0045	35.2	10.5	12.8	15.1	35.1	4.2	55,113	12,303	3,476	2,353	2,980	10,420	2,040
Polk	34.4	.0145	32.5	11.5	14.4	15.7	30.7	12.5	154,148	40,780	16,253	3,107	4,884	32,539	5,068
Pope	11.9	.0050	37.0	8.6	13.1	15.3	36.7	4.5	38,784	9,082	4,077	638	461	9,842	1,768
Red Lake	5.3	.0023	31.9	10.1	12.8	16.1	29.8	1.8	14,209	2,552	709	625	752	3,765	212
Redwood	16.5	.0077	34.8	9.2	13.6	15.8	33.9	6.7	78,576	16,383	6,183	3,258	5,213	19,433	2,086
Renville	19.9	.0084	34.7	9.6	13.7	15.4	34.1	7.4	74,634	16,269	4,093	1,214	1,662	20,898	1,923
Rice	47.6	.0200	28.5	18.1	15.1	16.7	23.5	15.4	224,410	51,405	21,983	12,316	8,984	48,866	7,796
Rock	10.5	.0044	33.8	9.6	14.0	15.6	32.8	3.8	57,169	12,584	3,454	2,463	1,411	20,371	1,148
Roseau	13.0	.0054	32.4	10.0	14.4	16.4	29.8	4.6	53,128	13,107	2,136	1,828	2,822	18,133	1,961
Sibley	15.2	.0064	34.5	9.5	13.2	17.1	32.2	5.5	46,033	12,471	3,102	2,050	1,532	12,270	1,065
Steele	30.9	.0129	30.9	12.1	16.6	16.7	26.5	10.9	167,851	28,108	11,391	10,928	10,369	44,781	5,898
Stevens	11.1	.0047	29.8	18.2	13.5	14.3	28.7	3.8	56,998	12,043	5,183	2,667	2,604	17,778	3,973
Swift	12.7	.0053	34.7	9.2	13.1	14.9	34.8	4.7	55,850	12,037	3,386	2,868	517	7,140	2,765
Todd	26.2	.0110	32.7	9.2	13.6	16.2	30.6	9.2	77,860	19,287	3,996	2,970	1,147	20,250	2,793
Traverse	5.3	.0022	39.6	8.0	11.1	16.6	38.3	1.8	22,066	4,672	923	782	590	7,442	1,087
Wabasha	20.0	.0084	32.5	9.6	15.6	16.0	30.1	7.5	76,412	13,698	4,852	1,416	2,151	31,880	3,260
Wadena	14.5	.0061	33.7	9.5	12.6	16.5	31.9	5.0	71,413	15,722	3,737	4,745	2,369	10,452	2,801
Waseca	19.0	.0080	30.8	12.4	16.2	15.1	28.1	6.8	64,609	19,872	3,962	3,526	3,534	10,778	3,147
Watonwan	12.0	.0050	35.7	9.7	14.0	16.7	34.2	4.7	49,039	10,694	3,102	3,024	1,104	18,277	1,064
Wilkin	8.2	.0034	33.0	10.8	13.8	16.0	31.2	2.8	37,006	8,080	4,564	399	1,148	8,606	1,697
Winona	46.1	.0194	29.6	18.4	15.2	15.2	26.5	15.9	247,639	59,993	23,740	23,034	9,013	49,022	6,238
Yellow Medicine	13.1	.0055	35.5	11.3	12.6	15.6	35.0	4.7	44,108	11,055	3,183	923	2,355	6,183	2,505
TOTAL METRO COUNTIES	**2,707.9**	**1.1364**	**30.3**	**13.1**	**19.2**	**18.6**	**22.5**	**1,088.6**	**16,188,753**	**3,216,888**	**1,503,663**	**2,560,865**	**799,311**	**4,885,408**	**435,630**
TOTAL STATE	**4,183.6**	**1.7557**	**31.0**	**13.5**	**17.5**	**17.7**	**23.3**	**1,538.7**	**25,137,747**	**4,750,755**	**2,022,469**	**2,992,154**	**1,058,367**	**5,616,585**	**639,995**

MINN.
SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,668,836**	**25,307**	**21.5**	**31.6**	**20.6**	**8.0**	**.1061**
St. Louis	2,237,263	25,718	21.0	31.5	21.3	8.1	.0896
* Duluth	920,611	22,923	24.1	30.3	17.9	8.1	.0395
Douglas, Wisc.	*431,573*	*25,569*	*24.2*	*31.2*	*18.6*	*7.6*	*.0165*
* Superior	*292,678*	*22,684*	*25.1*	*29.2*	*18.1*	*8.1*	*.0120*
SUBURBAN TOTAL	1,455,647	27,586	19.1	32.8	23.3	7.9	.0546
FARGO - MOORHEAD	**1,668,176**	**27,209**	**20.5**	**30.2**	**21.5**	**13.7**	**.0670**
Clay	446,911	22,961	24.3	34.2	16.7	6.7	.0181
* Moorhead	271,275	22,813	24.8	33.1	17.0	7.0	.0120
Cass, N. D.	*1,221,263*	*30,083*	*18.7*	*28.4*	*23.7*	*17.0*	*.0489*
* Fargo	*870,703*	*29,264*	*19.8*	*27.7*	*23.1*	*16.6*	*.0360*
SUBURBAN TOTAL	526,196	27,907	19.1	32.3	21.7	13.2	.0170
MINNEAPOLIS - ST. PAUL	**29,302,767**	**32,698**	**16.3**	**27.6**	**25.4**	**30.1**	**1.0986**
Anoka	2,529,306	35,093	11.3	29.9	34.6	17.9	.0895
Carver	466,260	31,511	15.8	30.3	26.3	16.9	.0152
Chisago	264,195	26,530	20.3	35.0	22.0	6.9	.0102
Dakota	2,868,550	36,762	13.1	26.5	29.7	24.1	.1026
Hennepin	13,620,967	32,060	17.1	26.6	23.4	21.4	.5198

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
* Bloomington	1,325,125	40,672	9.7	24.4	28.5	32.9	.0521
Brooklyn Park	642,739	35,148	12.4	29.9	33.3	17.0	.0200
Edina	976,374	61,795	11.0	19.9	19.9	44.5	.0395
* Minneapolis	4,589,269	25,596	23.6	28.6	17.8	11.4	.1715
St. Louis Park	671,904	33,838	15.9	28.5	25.4	22.5	.0254
Isanti	234,152	25,639	21.5	35.8	20.2	7.6	.0083
Ramsey	5,991,462	30,467	18.3	28.3	23.4	18.2	.2377
* St. Paul	3,283,412	26,092	22.0	29.3	20.0	13.2	.1294
Scott	527,631	32,169	15.9	31.6	27.8	15.2	.0189
Washington	1,702,704	40,280	10.1	22.2	32.0	29.7	.0555
Wright	604,402	27,194	19.6	35.7	22.2	9.1	.0234
St. Croix, Wisc.	*692,130*	*29,669*	*18.1*	*31.2*	*26.7*	*13.2*	*.0175*
SUBURBAN TOTAL	20,102,961	36,052	13.3	27.2	28.7	23.5	.7456
ROCHESTER	**1,185,661**	**31,360**	**17.6**	**29.5**	**25.7**	**16.9**	**.0484**
Olmsted	1,185,661	31,360	17.6	29.5	25.7	16.9	.0484
* Rochester	751,348	30,845	18.5	28.7	25.7	16.4	.0341
SUBURBAN TOTAL	434,313	32,106	16.0	31.0	25.9	17.8	.0143
ST. CLOUD	**1,573,110**	**25,204**	**22.0**	**34.0**	**19.7**	**9.4**	**.0794**

MINN. (cont.)

$ ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Benton	257,575	25,841	20.8	33.1	20.9	9.3	.0093
Sherburne	323,349	29,230	17.2	35.1	25.1	11.0	.0116
Stearns	992,194	24,413	23.8	34.0	17.7	8.9	.0545
* St. Cloud	406,457	23,593	24.8	31.5	18.2	8.1	.0321
SUBURBAN TOTAL	1,166,661	26,291	21.0	34.9	20.2	9.8	.0433
OTHER COUNTIES							
Aitkin	85,224	13,803	34.4	24.8	5.2	.7	.0041
Becker	222,382	17,390	32.2	29.5	8.7	4.0	.0097
Beltrami	261,911	19,389	27.4	29.1	13.5	5.9	.0128
Big Stone	68,112	20,455	27.0	32.1	12.0	7.1	.0027
Blue Earth	486,819	22,720	26.1	33.4	16.0	7.4	.0225
Brown	254,572	22,564	24.1	35.2	15.0	6.6	.0108
Carlton	295,418	26,873	20.7	31.8	21.9	10.1	.0117
Cass	158,742	16,355	33.0	27.7	8.5	2.9	.0071
Chippewa	132,117	20,547	27.3	32.1	13.6	5.8	.0053
Clearwater	53,192	14,043	30.7	25.9	6.6	1.6	.0026
Cook	38,261	18,653	28.6	29.8	13.2	3.3	.0016
Cottonwood	121,081	19,682	28.7	31.4	11.2	6.5	.0054
Crow Wing	378,293	19,585	27.6	30.9	12.9	5.2	.0176
Dodge	131,043	22,755	23.9	37.6	15.2	4.8	.0046
Douglas	243,775	19,024	28.6	31.7	11.2	4.4	.0110
Faribault	153,922	18,388	31.0	31.8	9.8	3.7	.0067
Fillmore	153,238	16,824	30.8	30.1	7.5	3.3	.0075
Freeborn	306,887	21,122	25.9	36.0	13.1	4.0	.0139
Goodhue	388,408	24,751	22.4	33.5	19.0	8.3	.0160
Grant	62,869	19,704	29.0	30.9	11.9	6.4	.0023
Houston	154,531	22,246	25.0	34.2	15.7	6.1	.0057
Hubbard	119,370	17,976	31.2	29.5	10.6	4.3	.0051
Isanti	393,804	22,929	24.0	35.4	16.2	4.9	.0158
Jackson	113,796	20,694	27.2	32.8	12.9	6.0	.0044
Kanabec	103,878	19,100	29.2	31.6	12.2	3.8	.0042
Kandiyohi	346,374	21,521	27.2	33.3	14.1	6.8	.0152
Kittson	51,843	18,894	28.9	31.2	11.1	4.7	.0021
Koochiching	137,526	21,147	24.1	35.3	14.5	3.0	.0062
Lac qui Parle	78,399	17,754	30.1	29.9	9.7	3.9	.0032
Lake	116,144	24,215	23.6	42.6	13.4	6.0	.0045
Lake of the Woods	26,066	15,526	35.6	29.3	4.5	1.4	.0014
Le Sueur	199,283	21,366	25.7	35.0	13.4	5.2	.0077
Lincoln	48,276	13,514	34.6	21.1	5.7	2.5	.0021
Lyon	217,556	21,411	26.1	33.0	14.6	5.9	.0094
McLeod	275,778	23,496	23.2	36.8	16.7	5.7	.0120
Mahnomen	31,845	15,772	33.8	26.0	8.9	2.5	.0014
Marshall	86,367	16,926	31.9	28.8	8.8	2.8	.0034
Martin	272,169	24,845	23.5	33.3	17.9	10.6	.0105
Meeker	184,558	21,104	25.9	30.8	15.4	6.5	.0073
Mille Lacs	155,861	19,333	28.2	31.7	11.9	4.7	.0066
Morrison	210,407	17,978	28.3	30.2	10.1	4.2	.0095
Mower	375,238	22,411	24.6	31.1	17.1	7.2	.0156
Murray	82,813	18,320	30.7	31.5	9.1	4.3	.0035
Nicollet	293,346	27,973	20.1	31.1	22.7	12.9	.0102
Nobles	166,428	18,297	30.9	30.6	10.4	4.2	.0084
Norman	74,163	19,205	27.8	30.6	11.1	6.2	.0026
Otter Tail	425,780	18,424	28.9	30.8	10.6	4.5	.0113
Pennington	107,309	16,588	33.9	28.4	8.3	2.2	.0052
Pine	145,119	16,995	29.9	30.7	9.1	2.2	.0066
Pipestone	71,849	14,329	32.8	23.6	5.8	3.0	.0036
Polk	278,206	19,429	26.9	31.8	11.8	5.1	.0119
Pope	85,068	15,970	31.5	28.1	7.1	3.6	.0036
Red Lake	31,866	15,212	30.3	26.4	8.3	1.6	.0014
Redwood	150,778	19,169	28.7	31.1	11.5	5.0	.0064
Renville	171,991	21,151	26.3	35.2	12.8	5.1	.0067
Rice	425,430	24,257	23.8	34.2	18.8	7.1	.0175
Rock	76,460	17,590	32.2	32.4	7.2	3.5	.0037
Roseau	89,296	17,643	30.0	31.7	8.8	2.4	.0040
Sibley	128,128	20,859	27.3	34.2	13.1	5.0	.0048
Steele	294,763	24,937	22.4	37.0	18.3	7.2	.0122
Stevens	82,603	18,049	29.6	31.0	9.4	4.5	.0038
Swift	102,232	18,618	28.1	30.4	10.1	5.7	.0044
Todd	181,325	16,840	29.8	28.4	9.0	3.7	.0075
Traverse	41,848	19,458	29.7	30.4	11.4	6.7	.0017
Wabasha	182,921	22,506	23.9	33.1	15.8	7.2	.0070
Wadena	107,350	17,843	29.0	26.5	13.4	4.3	.0050
Waseca	182,454	24,353	22.7	33.1	19.3	8.0	.0067
Watonwan	99,154	19,250	29.0	34.4	9.4	4.0	.0041
Wilkin	74,686	24,087	25.5	34.0	16.7	9.5	.0030
Winona	453,042	24,532	23.6	31.9	18.2	9.9	.0183
Yellow Medicine	119,662	22,025	24.6	31.5	15.1	8.5	.0044
TOTAL METRO COUNTIES	**34,252,582**	**31,428**	**17.2**	**28.4**	**24.6**	**18.3**	**1.3126**
TOTAL STATE	**46,673,987**	**27,037**	**20.6**	**29.6**	**20.8**	**13.9**	**1.8383**

MISSISSIPPI

MISS.

$ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**195.4**	**.0821**	**29.1**	**14.2**	**16.6**	**17.5**	**22.7**	**68.9**	**1,011,365**	**209,459**	**109,813**	**162,702**	**37,785**	**251,025**	**37,840**
Hancock	28.7	.0121	31.9	9.7	14.3	17.6	28.0	10.0	104,221	35,262	6,981	12,458	2,362	23,098	3,084
Harrison	166.7	.0700	28.7	14.9	17.1	17.5	21.7	58.9	907,144	174,197	102,832	150,244	35,423	227,927	34,756
* Biloxi	49.6	.0208	26.6	21.6	17.3	14.6	20.8	17.3	313,071	47,809	46,625	89,497	12,879	42,711	13,133
* Gulfport	40.6	.0170	32.5	12.2	16.3	17.1	28.8	16.1	417,919	77,253	42,718	38,689	20,294	143,705	15,892
SUBURBAN TOTAL	105.2	.0443	29.0	11.4	16.3	19.1	21.2	35.5	280,375	84,397	20,470	34,516	4,612	64,609	8,815
JACKSON	**391.1**	**.1640**	**29.1**	**13.3**	**18.2**	**17.3**	**21.9**	**136.6**	**2,068,624**	**415,789**	**147,035**	**324,107**	**90,133**	**507,432**	**76,119**
Hinds	265.8	.1115	29.0	14.3	18.4	16.6	22.5	95.4	1,731,749	315,958	125,721	291,734	71,309	450,452	64,387
* Jackson	213.9	.0898	29.2	14.3	19.0	16.1	22.9	79.0	1,610,412	275,408	120,291	272,021	72,472	426,481	57,246
Madison	46.6	.0195	27.7	12.4	17.3	15.2	22.3	15.0	121,159	35,698	6,966	8,043	4,239	30,791	2,877
Rankin	78.7	.0330	30.0	10.2	18.6	21.1	19.6	26.2	215,716	64,133	14,348	24,330	14,585	26,189	8,855
SUBURBAN TOTAL	177.2	.0742	29.0	12.1	17.3	18.7	20.8	57.6	458,212	140,381	26,744	52,086	17,661	80,951	18,873
PASCAGOULA	**126.2**	**.0530**	**28.2**	**11.9**	**17.6**	**19.9**	**18.1**	**42.5**	**531,094**	**151,630**	**41,982**	**95,570**	**16,171**	**100,690**	**17,687**
Jackson	126.2	.0530	28.2	11.9	17.6	19.9	18.1	42.5	531,094	151,630	41,982	95,570	16,171	100,690	17,687
* Pascagoula	30.7	.0129	28.7	14.5	18.0	18.6	20.0	11.1	270,387	62,786	21,100	33,574	10,405	79,398	8,130
SUBURBAN TOTAL	95.5	.0401	28.0	11.1	17.4	20.4	17.4	31.4	260,707	88,844	20,882	61,996	5,766	21,492	9,557
OTHER COUNTIES															
Adams	38.5	.0162	30.8	11.4	15.1	17.0	26.6	13.4	280,606	50,747	15,837	47,919	10,270	84,672	10,436
Alcorn	34.5	.0145	32.6	9.9	16.0	19.3	26.8	13.0	165,890	38,204	12,320	19,153	4,865	36,100	6,565
Amite	13.3	.0056	31.8	10.0	12.9	15.4	30.4	4.5	27,509	9,478	1,281	1,600	770	6,813	802
Attala	19.6	.0082	34.3	9.2	12.7	16.2	32.9	6.9	65,116	14,407	3,013	10,642	4,374	11,311	3,426
Benton	8.5	.0036	30.6	11.1	12.7	15.5	28.9	2.6	7,994	3,920	590	222	447	1,174	193
Bolivar	44.6	.0187	25.8	13.2	13.8	13.0	24.3	13.9	152,659	38,561	6,922	18,802	6,925	33,981	6,315
Calhoun	15.6	.0065	32.8	10.4	14.2	16.5	30.4	5.6	39,995	12,231	1,559	4,213	1,711	7,832	1,180
Carroll	9.9	.0042	32.3	10.2	13.1	16.6	29.8	3.3	13,006	3,528	205		434	598	259
Chickasaw	18.2	.0076	30.7	10.5	14.9	16.8	26.8	6.1	71,893	18,886	1,989	7,126	9,736	17,352	2,935

MISS. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Choctaw	9.2	.0039	31.8	9.9	13.8	16.6	29.0	3.1	16,594	5,631	530	1,346	697	3,536	943
Claiborne	12.9	.0054	25.4	20.6	13.4	12.9	24.3	3.8	22,175	8,541	899	1,387	760	1,943	1,032
Clarke	17.6	.0074	32.0	10.1	14.6	16.6	28.9	6.2	51,826	16,635	1,038	4,902	2,719	7,961	1,932
Clay	21.9	.0092	28.9	12.6	15.5	15.6	24.9	7.2	68,328	23,303	3,008	10,463	2,559	13,823	2,758
Coahoma	35.5	.0149	27.8	11.2	13.1	14.2	26.5	11.7	168,763	50,912	7,964	16,840	5,796	37,791	4,914
Copiah	27.1	.0113	30.1	13.0	13.6	15.3	28.0	8.9	73,320	19,827	2,575	6,962	2,852	19,703	4,062
Covington	16.6	.0070	31.1	10.4	13.3	17.3	27.6	5.6	44,271	10,641	880	2,937	1,187	11,742	2,128
De Soto	60.1	.0252	29.1	9.7	17.0	22.0	17.9	19.4	168,787	65,194	8,705	15,181	2,838	34,908	4,751
Forrest	69.7	.0293	28.5	18.0	16.1	15.3	24.3	25.2	519,324	103,270	41,801	89,004	29,290	116,161	17,907
Hattiesburg	42.2	.0177	27.3	22.9	16.2	12.9	24.6	15.6	438,312	70,438	38,665	68,018	27,373	108,463	14,009
Franklin	8.4	.0035	33.2	10.2	13.6	16.0	31.5	3.0	12,080	3,196	175	571	758	3,142	1,338
George	16.3	.0068	29.5	10.0	15.2	18.4	23.3	5.3	49,021	17,927	2,590	7,538	714	10,690	1,428
Greene	10.3	.0044	29.7	10.5	14.4	17.3	25.0	3.2	10,738	3,128	329	361	714	2,656	1,104
Grenada	21.4	.0089	30.8	10.8	14.9	16.7	27.0	7.5	141,880	24,583	6,672	17,621	2,978	59,262	3,255
Holmes	23.1	.0097	27.8	12.2	11.5	12.7	29.0	7.3	73,111	35,109	1,498	3,264	1,231	11,916	3,051
Humphreys	13.8	.0058	26.7	11.2	11.9	13.8	26.4	4.5	44,521	15,761	1,714	2,697	2,717	8,212	1,481
Issaquena	2.4	.0010	26.8	12.3	13.5	16.2	22.7	.8	772	772					
Itawamba	21.5	.0090	33.4	10.8	14.7	18.8	28.9	7.7	47,226	12,500	1,852	6,972	1,460	13,745	1,481
Jasper	17.7	.0074	30.8	10.5	14.0	16.0	28.1	6.0	39,181	10,252	1,575	2,393	898	11,908	1,841
Jefferson	9.4	.0040	27.6	12.1	13.6	14.0	26.0	2.9	10,578	3,218	240	761	131	2,239	729
Jefferson Davis	14.2	.0059	29.8	10.0	14.0	15.2	27.5	4.5	29,986	9,910	1,073	3,762	363	6,157	460
Jones	63.3	.0266	32.1	11.5	15.8	17.6	27.8	22.7	329,935	68,443	20,389	49,777	20,688	79,088	14,720
Kemper	10.2	.0043	30.8	10.5	13.8	14.5	29.7	3.4	17,318	5,778	552	1,241	438	2,294	460
Lafayette	30.8	.0129	27.8	21.9	16.0	16.0	22.5	11.4	102,220	26,169	7,573	11,054	3,501	19,634	3,458
Lamar	26.9	.0113	28.9	12.1	17.3	18.6	20.8	9.0	46,712	17,176	1,028	8,005	288	8,235	2,449
Lauderdale	80.6	.0338	31.0	12.4	16.1	16.6	26.9	29.2	462,597	90,380	33,567	75,366	20,227	112,437	21,038
Meridian	48.0	.0201	33.0	10.5	15.7	15.8	31.0	18.7	424,001	81,604	29,304	74,227	19,304	110,312	20,551
Lawrence	12.9	.0054	30.5	10.9	14.1	17.3	26.3	4.4	33,680	9,902	978	675	1,578	11,096	2,208
Leake	19.3	.0081	33.2	9.8	13.7	16.4	31.1	6.8	57,031	13,041	1,835	12,177	1,963	12,807	2,883
Lee	61.6	.0259	31.1	10.8	16.9	19.1	24.3	22.4	461,673	84,321	21,266	73,232	17,282	119,930	13,170
Leflore	41.4	.0173	27.0	15.2	13.5	13.8	25.4	13.3	190,291	47,120	15,475	26,355	10,930	39,630	6,101
Lincoln	31.3	.0132	31.3	10.2	15.2	16.5	27.9	10.9	154,715	34,590	6,253	21,324	4,999	38,009	9,129
Lowndes	59.8	.0251	28.0	14.7	17.2	17.0	20.8	20.4	331,940	83,729	19,338	42,815	17,884	60,982	10,269
Marion	26.6	.0112	30.9	10.6	14.5	16.2	27.9	9.1	104,339	36,833	4,653	12,691	3,866	17,019	4,415
Marshall	31.7	.0133	27.7	12.8	13.9	16.4	23.5	9.6	60,388	18,269	2,518	9,295	967	11,103	1,985
Monroe	36.7	.0154	31.3	10.2	14.9	17.4	27.2	12.7	115,031	31,327	4,684	16,479	4,243	30,007	5,647
Montgomery	13.3	.0056	34.3	9.6	12.3	16.1	33.1	4.5	41,092	13,464	1,271	7,792	1,437	6,666	1,775
Neshoba	24.9	.0104	31.8	9.7	15.0	16.3	28.9	8.9	90,914	26,755	3,249	15,136	1,475	17,223	2,881
Newton	20.3	.0086	33.7	11.1	13.4	16.4	31.9	7.3	60,351	19,651	1,885	4,574	1,366	18,515	1,416
Noxubee	12.8	.0053	28.4	11.5	12.8	14.2	27.3	4.1	27,823	11,620	194	2,567	1,682	3,916	2,325
Oktibbeha	38.0	.0160	24.2	28.2	15.2	13.9	17.7	12.0	133,428	32,204	10,375	15,658	6,282	27,561	3,617
Panola	28.9	.0121	29.8	10.6	13.6	15.1	27.9	9.5	95,908	27,569	3,818	12,472	2,709	26,318	4,198
Pearl River	37.0	.0155	30.5	10.8	15.1	19.1	24.1	12.5	132,576	31,196	8,294	15,147	6,488	36,217	8,878
Perry	10.4	.0044	29.5	10.7	14.5	18.2	23.8	3.5	23,917	13,243	374	3,326	545	1,861	845
Pike	37.7	.0158	31.1	10.5	14.4	16.0	28.5	13.1	190,114	40,022	17,075	21,102	11,077	41,093	9,976
Pontotoc	22.4	.0094	32.7	10.1	15.2	17.2	29.2	8.0	51,921	20,687	2,234	7,262	1,715	5,365	1,726
Prentiss	25.4	.0107	32.5	11.1	14.7	18.1	28.2	9.0	66,817	20,509	3,432	7,148	1,809	18,951	2,828
Quitman	11.4	.0048	28.6	10.2	12.7	13.7	28.2	3.8	38,004	13,956	1,114	6,034	1,095	5,438	1,403
Scott	25.5	.0107	30.6	10.5	14.9	17.1	26.3	8.9	93,188	25,571	4,078	11,136	3,564	22,950	3,730
Sharkey	7.8	.0033	26.5	11.1	14.0	13.7	24.3	2.3	21,386	8,465	785	2,064	185	3,616	554
Simpson	24.7	.0103	31.2	10.0	15.1	16.9	27.4	8.2	76,822	21,445	3,700	10,332	1,657	20,431	4,055
Smith	15.6	.0066	31.9	10.1	14.7	17.5	27.9	5.3	32,534	10,353	499	1,344	503	10,011	765
Stone	10.2	.0043	29.3	15.2	14.7	16.6	25.0	3.3	35,438	8,326	1,928	1,408	469	9,759	1,599
Sunflower	35.7	.0149	27.4	13.3	15.9	13.8	24.1	10.3	98,287	28,069	4,419	13,866	1,892	23,358	3,666
Tallahatchie	16.2	.0068	28.8	10.3	12.4	14.6	27.7	5.3	31,058	10,523	956	3,697	977	6,551	2,210
Tate	20.9	.0088	28.3	15.1	14.1	16.6	24.0	6.5	97,254	31,828	6,898	10,469	897	23,087	1,517
Tippah	19.6	.0082	32.8	10.5	14.2	17.3	29.6	6.9	71,580	20,512	2,212	9,409	2,802	17,434	2,151
Tishomingo	19.1	.0081	34.1	9.8	15.9	19.1	29.5	7.2	53,215	20,476	1,378	8,287	3,522	6,748	1,999
Tunica	9.1	.0038	25.4	10.6	12.4	11.8	26.3	2.9	28,661	5,511	1,479	4,830	774	6,986	1,627
Union	22.6	.0095	33.4	9.5	15.3	17.3	30.3	8.5	70,724	15,280	4,636	11,935	3,041	10,937	2,596

Guess which two Mississippi papers had record national advertising gains again last year! Call me, and I'll show you why!

DEBI GUTIERREZ, Nat'l Adv. Mgr.
(601) 896-2395
or call your nearest
BRANHAM rep!

THE SUN & THE HERALD
SERVING BILOXI-GULFPORT-PASCAGOULA, MISSISSIPPI TWICE A DAY

MISS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Walthall	14.1	.0039	30.9	9.9	13.3	16.2	28.3	4.7	32,224	6,472	1,311	3,955	855	10,087	1,238
Warren	53.4	.0224	29.8	11.0	16.7	17.1	24.2	18.7	251,382	68,539	20,562	38,856	8,261	52,546	10,440
Washington	72.0	.0302	27.8	10.9	15.0	15.1	24.0	23.4	335,934	73,179	17,656	65,779	15,791	75,184	9,864
Greenville	40.3	.0169	28.7	10.8	14.7	14.9	25.8	13.4	289,453	57,046	16,791	63,784	13,123	67,428	8,117
Wayne	20.4	.0086	28.9	11.7	15.3	17.1	23.5	6.6	62,467	18,735	2,538	5,542	4,259	10,260	2,751
Webster	10.1	.0042	35.8	9.9	12.6	17.2	33.7	3.6	26,466	7,141	841	2,294	1,136	7,466	1,249
Wilkinson	9.9	.0042	31.6	11.0	13.5	15.0	30.4	3.2	22,290	8,666	701	3,094	792	3,273	984
Winston	19.5	.0082	32.2	9.5	14.5	16.0	30.0	6.7	53,385	13,485	1,501	6,686	3,091	13,802	3,258
Yalobusha	13.5	.0056	33.1	10.4	13.8	14.9	32.5	4.9	58,603	32,499	2,139	4,597	2,050	5,615	1,257
Yazoo	27.2	.0114	30.4	10.6	13.2	15.2	28.7	9.2	91,798	28,728	3,484	9,201	3,212	17,671	3,996
TOTAL METRO COUNTIES	**772.8**	**.3243**	**28.9**	**13.0**	**17.5**	**18.2**	**21.2**	**267.4**	**3,779,870**	**842,072**	**307,535**	**597,560**	**146,927**	**894,055**	**136,397**
TOTAL STATE	**2,627.2**	**1.1026**	**29.7**	**12.4**	**15.6**	**16.8**	**24.9**	**899.2**	**11,093,694**	**2,708,907**	**704,789**	**1,594,502**	**450,547**	**2,565,642**	**421,658**

MISS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,747,527**	**20,361**	**27.8**	**29.2**	**14.2**	**7.5**	**.0737**
Hancock	221,816	18,152	29.9	27.6	11.4	5.9	.0091
Harrison	1,525,711	20,752	27.4	29.6	14.7	7.7	.0646
• Biloxi	452,706	19,095	31.1	28.7	11.8	6.7	.0202
• Gulfport	404,840	19,860	27.7	28.1	13.7	7.9	.0209
SUBURBAN TOTAL	889,981	21,334	26.3	30.0	15.6	7.7	.0326
JACKSON	**3,803,944**	**23,316**	**23.4**	**28.4**	**17.3**	**11.4**	**.1545**
Hinds	2,646,341	22,745	24.0	28.3	16.4	11.3	.1137
• Jackson	2,182,331	22,503	24.6	29.0	15.9	10.9	.0976
Madison	354,055	18,620	26.3	24.6	14.0	8.3	.0136
Rankin	803,548	28,333	20.0	30.2	22.8	11.6	.0272
SUBURBAN TOTAL	1,621,613	24,632	21.7	27.5	19.4	12	.0369
PASCAGOULA	**1,207,727**	**26,169**	**21.0**	**34.1**	**21.1**	**9.4**	**.0463**

MISS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jackson	1,207,727	26,169	21.0	34.1	21.1	9.4	.0463
• Pascagoula	320,868	24,602	23.5	32.1	18.7	10.1	.0151
SUBURBAN TOTAL	886,859	26,668	20.1	34.9	22.0	9.1	.0312
OTHER COUNTIES							
Adams	299,289	17,440	24.4	24.8	13.0	7.2	.0155
Alcorn	284,238	17,952	27.5	28.0	11.3	5.3	.0123
Amite	100,469	17,364	26.0	23.2	13.6	7.3	.0036
Attala	120,179	13,910	29.1	24.8	6.0	3.0	.0055
Benton	52,076	17,127	29.6	28.6	8.8	4.1	.0019
Bolivar	262,244	13,690	26.7	20.8	7.7	6.0	.0124
Calhoun	95,004	14,093	31.8	24.3	7.1	1.5	.0041
Carroll	57,667	14,079	29.0	23.9	7.5	2.7	.0023
Chickasaw	110,187	15,508	30.6	29.2	6.2	2.1	.0053

KANSAS CITY IS ON TOP. . . EXCEPT IN ONE AREA.

When it comes to significant consumer categories, Kansas City is undoubtedly near the top. Our muscular Midwestern metro area ranks 27th in adult population nationwide — and Kansas City places even higher in several important categories among the nation's largest cities:

- third in general merchandise store sales per household;
- 10th in eating and drinking places sales per household;
- 11th in total retail sales per household;
- 17th in median effective buying income per household; and
- 20th in food store sales per household.

But we're the first to admit that Kansas City is actually near the bottom of the heap in one category:

- *fifth lowest in cost per thousand.*

That's among the top major metropolitan newspapers, based on general page cost.

In some categories, clearly, it's better at the bottom!
Call (816) 234-4125 for general advertising information.

Source: S&MM Survey of Buying Power, 1984

THE KANSAS CITY STAR.
The Kansas City Times

MISS. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Choctaw	50,087	13,165	31.4	21.7	5.4	2.4	.0021	Montgomery	72,456	13,147	29.9	22.2	5.2	2.5	.0034
Claiborne	72,663	13,659	22.1	20.2	12.1	4.8	.0030	Neshoba	176,232	16,330	29.7	26.7	9.0	4.2	.0077
Clarke	123,218	17,418	25.0	30.4	9.6	3.8	.0051	Newton	138,256	15,533	28.2	24.9	9.7	3.1	.0057
Clay	156,779	18,958	25.1	30.7	11.7	4.8	.0064	Noxubee	62,002	11,903	30.5	19.6	3.6	3.1	.0028
Coahoma	206,767	12,953	26.8	20.8	8.2	3.8	.0109	Oktibbeha	276,614	16,796	27.1	22.8	11.5	8.2	.0117
Copiah	173,476	14,855	29.0	24.6	8.3	4.1	.0073	Panola	165,491	13,527	29.3	22.9	6.4	3.3	.0080
Covington	109,153	15,006	29.3	23.6	8.9	4.9	.0046	Pearl River	276,362	18,239	27.0	26.5	13.3	5.8	.0115
☐ De Soto	527,989	26,572	20.4	33.2	22.3	7.7	.0192	Perry	89,899	21,608	19.1	27.7	14.7	11.3	.0031
Forrest	581,012	18,339	26.7	26.6	12.8	6.8	.0292	Pike	274,447	16,613	28.2	25.2	11.3	5.2	.0130
Hattiesburg	362,999	17,393	26.6	24.5	11.9	7.7	.0207	Pontotoc	138,147	14,495	32.5	25.9	4.9	2.5	.0057
Franklin	60,134	16,130	24.3	23.6	14.2	3.9	.0021	Prentiss	162,795	15,210	31.2	27.6	5.8	2.7	.0068
George	129,269	22,222	22.7	32.4	15.0	7.1	.0050	Quitman	47,154	9,104	27.8	14.6	1.9	1.7	.0028
Greene	58,977	15,767	27.2	28.7	9.5	1.7	.0022	Scott	162,502	14,836	31.0	24.1	7.5	3.4	.0074
Grenada	163,422	18,578	24.9	29.4	11.9	5.2	.0083	Sharkey	39,570	11,500	30.0	17.3	4.4	5.2	.0019
Holmes	98,717	9,291	26.2	14.7	4.4	1.5	.0056	Simpson	183,168	18,958	27.2	28.4	14.2	5.1	.0074
Humphreys	58,507	8,749	24.8	14.2	3.9	2.1	.0033	Smith	102,273	15,468	28.9	24.5	10.7	3.6	.0042
Issaquena	12,517	10,714	29.0	14.0	5.6	4.5	.0004	Stone	78,453	20,837	23.1	30.7	15.2	6.2	.0031
Itawamba	148,402	17,068	31.8	32.2	6.7	2.3	.0058	Sunflower	176,284	12,542	29.5	20.9	6.2	3.1	.0087
Jasper	103,591	14,482	31.5	25.5	5.8	2.6	.0044	Tallahatchie	74,103	9,935	27.3	15.5	4.2	2.7	.0035
Jefferson	48,446	11,926	25.3	20.2	8.0	3.3	.0021	Tate	121,054	15,444	28.8	29.3	6.4	2.1	.0063
Jefferson Davis	93,926	16,458	29.0	24.1	10.7	6.5	.0037	Tippah	118,357	14,745	33.9	24.2	5.8	1.9	.0057
Jones	501,383	18,859	27.5	30.8	11.1	5.1	.0226	Tishomingo	120,208	14,937	34.0	26.9	4.7	1.5	.0051
Kemper	55,647	13,034	29.9	24.4	5.3	1.8	.0024	Tunica	36,845	8,275	23.5	12.3	2.5	3.3	.0021
Lafayette	261,509	17,784	25.5	26.3	11.9	6.5	.0101	Union	158,641	16,056	29.9	30.0	6.2	3.1	.0066
Lamar	215,086	21,042	24.1	31.9	14.1	6.5	.0074	Walthall	99,067	16,345	25.8	25.9	9.2	6.7	.0039
Lauderdale	726,282	19,645	25.3	27.5	13.6	8.1	.0316	Warren	491,795	23,273	21.2	27.7	18.8	10.0	.0199
Meridian	443,853	18,792	24.5	26.2	12.9	8.3	.0225	Washington	452,316	15,030	27.4	24.3	8.5	4.7	.0226
Lawrence	98,641	18,667	24.3	27.2	13.9	6.2	.0038	Greenville	254,144	14,884	27.8	23.7	8.7	4.2	.0150
Leake	104,058	12,360	31.5	21.2	4.8	1.5	.0049	Wayne	140,967	17,037	26.5	24.9	11.5	6.6	.0059
Lee	514,762	20,024	27.8	33.0	11.8	5.3	.0259	Webster	64,182	15,208	29.3	28.6	5.1	2.7	.0026
Leflore	253,282	13,934	28.3	21.0	8.8	4.7	.0127	Wilkinson	58,821	15,060	28.9	23.6	7.9	4.4	.0025
Lincoln	216,904	15,901	26.5	28.3	10.3	3.6	.0105	Winston	133,942	16,357	29.0	28.1	8.3	4.2	.0056
Lowndes	438,265	17,769	30.1	29.3	10.3	4.2	.0212	Yalobusha	90,001	15,568	30.2	25.8	8.8	2.7	.0041
Marion	205,089	17,927	28.4	24.8	14.2	6.1	.0086	Yazoo	158,826	13,007	28.8	21.4	6.1	3.8	.0075
Marshall	174,866	15,118	29.1	27.1	7.3	3.1	.0075	**TOTAL METRO COUNTIES**	**7,287,187**	**23,163**	**23.9**	**39.9**	**17.5**	**9.8**	**.2937**
Monroe	251,161	17,158	27.3	30.3	9.9	2.9	.0106	**TOTAL STATE**	**30,075,788**	**18,099**	**26.5**	**27.1**	**12.1**	**6.3**	**.8667**

MISSOURI

MO. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**107.4**	**.0450**	**26.4**	**26.1**	**20.3**	**15.1**	**17.3**	**38.3**	**541,887**	**122,577**	**51,631**	**73,422**	**22,685**	**120,811**	**17,022**
Boone	107.4	.0450	26.4	26.1	20.3	15.1	17.3	38.3	541,887	122,577	51,631	73,422	22,685	120,811	17,022
• Columbia	63.8	.0268	24.7	34.9	18.6	12.8	16.9	22.4	496,002	108,476	49,182	73,150	21,666	108,588	16,916
SUBURBAN TOTAL	43.6	.0182	29.0	13.1	22.9	18.5	17.8	15.9	45,885	14,101	2,449	272	1,019	12,223	106
JOPLIN	**132.9**	**.0557**	**33.7**	**11.2**	**15.2**	**17.9**	**30.1**	**49.8**	**782,706**	**172,667**	**62,401**	**117,197**	**28,343**	**194,161**	**16,307**
Jasper	89.4	.0375	33.5	11.7	15.5	17.1	30.5	34.0	600,984	121,209	49,884	103,862	22,310	147,981	14,290
• Joplin	39.6	.0166	33.8	13.4	15.8	15.0	32.3	16.1	475,263	98,144	40,835	81,871	18,820	121,372	12,113
Newton	43.5	.0182	34.2	10.1	14.5	19.5	29.3	15.8	181,724	51,448	12,517	13,335	6,035	46,180	2,017
SUBURBAN TOTAL	93.3	.0391	33.6	10.2	15.0	18.8	29.1	33.7	307,445	74,513	21,566	35,326	9,525	72,789	4,194
KANSAS CITY	**1,473.1**	**.6185**	**31.8**	**11.3**	**18.1**	**19.2**	**24.9**	**552.0**	**9,666,961**	**1,807,046**	**819,676**	**1,361,738**	**383,293**	**2,344,796**	**261,494**
Cass	55.1	.0232	31.2	9.8	16.3	21.7	22.2	18.8	212,496	58,863	13,864	31,878	4,661	51,700	6,005
Clay	140.8	.0591	31.1	12.1	19.0	20.6	22.1	52.3	1,103,940	208,814	69,880	201,851	35,987	292,232	28,634
Jackson	623.5	.2617	32.1	11.9	17.9	17.9	27.0	242.0	4,749,892	835,255	460,003	613,676	178,971	1,146,795	135,496
Independence	112.6	.0473	32.4	11.5	17.6	19.0	26.5	42.8	805,607	158,065	71,258	116,803	21,656	245,106	22,578
• Kansas City	439.6	.1845	32.1	12.4	18.3	17.1	27.5	172.2	3,444,266	560,971	355,114	547,022	133,692	726,819	93,746
Lafayette	30.9	.0130	35.7	9.5	14.1	18.5	32.5	11.2	106,796	29,662	8,763	10,119	3,058	28,790	2,869
Platte	51.8	.0218	30.6	10.4	19.8	22.5	18.9	18.4	156,530	42,045	23,123	12,145	3,160	17,619	6,088
Ray	22.6	.0094	33.8	9.1	14.7	20.6	27.7	7.9	65,499	13,643	3,606	7,766	1,713	7,961	2,105
Johnson, Kans.	*298.5*	*.1253*	*31.6*	*9.8*	*20.1*	*21.4*	*21.7*	*111.8*	*2,248,091*	*370,278*	*162,261*	*345,458*	*125,196*	*558,831*	*46,663*
• *Olathe*	*47.8*	*.0201*	*27.4*	*12.7*	*25.0*	*18.0*	*12.9*	*16.2*	*302,235*	*66,169*	*18,889*	*32,415*	*9,987*	*97,828*	*5,162*
Overland Park	*89.7*	*.0376*	*32.4*	*9.4*	*19.1*	*21.0*	*22.1*	*33.9*	*986,820*	*107,665*	*63,938*	*236,862*	*56,957*	*257,237*	*19,269*
Leavenworth, Kans.	*58.1*	*.0244*	*31.5*	*11.2*	*18.2*	*20.7*	*22.9*	*18.3*	*193,609*	*45,439*	*13,113*	*22,298*	*8,106*	*59,984*	*4,428*
• *Leavenworth*	*34.9*	*.0146*	*31.3*	*12.4*	*18.3*	*19.8*	*23.4*	*11.0*	*162,501*	*37,253*	*11,257*	*20,860*	*6,532*	*49,750*	*3,579*
Miami, Kans.	*22.7*	*.0096*	*34.3*	*9.4*	*14.6*	*18.6*	*30.3*	*8.2*	*82,186*	*26,024*	*5,175*	*10,270*	*3,379*	*17,881*	*2,883*
Wyandotte, Kans.	*169.1*	*.0710*	*30.9*	*12.4*	*16.6*	*16.3*	*26.8*	*63.1*	*747,822*	*177,023*	*50,888*	*106,277*	*19,062*	*163,003*	*26,321*
• *Kansas City*	*157.4*	*.0661*	*30.8*	*12.5*	*16.5*	*16.2*	*27.0*	*59.2*	*702,554*	*166,734*	*58,265*	*105,829*	*18,671*	*139,917*	*25,634*
SUBURBAN TOTAL	793.4	.3332	32.1	10.2	18.0	20.9	23.9	293.4	5,055,305	975,919	376,151	655,612	214,411	1,330,482	133,373
ST. JOSEPH	**86.8**	**.0365**	**33.5**	**11.7**	**15.2**	**16.4**	**31.4**	**32.1**	**550,309**	**129,687**	**43,387**	**93,862**	**19,536**	**139,553**	**12,436**
Buchanan	86.8	.0365	33.5	11.7	15.2	16.4	31.4	32.1	550,309	129,687	43,387	93,862	19,536	139,553	12,436
• St. Joseph	75.1	.0315	33.6	11.9	15.4	15.7	32.1	28.1	535,024	127,765	41,992	91,973	19,360	137,882	12,401
SUBURBAN TOTAL	11.7	.0050	33.1	10.1	15.0	20.3	26.8	4.0	15,285	1,922	1,395	2,789	176	1,671	35

MO. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ST. LOUIS	**2,398.9**	**1.0067**	**32.0**	**11.4**	**16.7**	**18.4**	**26.6**	**866.4**	**14,301,141**	**3,003,179**	**1,275,534**	**2,070,017**	**619,941**	**3,160,605**	**386,504**
Franklin	77.6	.0326	31.2	10.7	15.6	18.6	25.5	25.7	389,935	99,664	24,829	29,341	11,491	96,998	10,348
Jefferson	161.4	.0678	29.2	11.0	18.9	20.1	18.9	51.9	528,269	155,691	28,597	65,444	13,928	100,355	9,929
St. Charles	164.6	.0690	29.0	10.8	19.6	21.4	16.9	53.8	781,958	165,800	58,390	100,660	26,480	181,579	13,598
• St. Charles	47.8	.0201	31.5	13.0	16.6	20.1	24.1	17.5	359,987	54,928	29,446	24,662	13,037	131,807	8,113
St. Louis	975.9	.4096	32.7	11.0	17.4	19.9	26.2	351.6	7,356,396	1,433,643	577,970	1,142,993	384,232	1,753,934	207,583
Florissant	56.6	.0238	31.7	12.9	15.6	20.6	24.2	18.5	330,374	112,293	26,390	19,439	13,967	91,935	14,984
University City	42.4	.0178	33.7	10.2	18.4	18.4	29.2	16.9	107,816	26,910	10,501	8,536	6,707	9,924	10,545
St. Louis city	431.4	.1810	33.7	12.3	15.1	14.1	34.0	171.2	2,465,210	576,881	349,678	265,224	79,848	420,716	77,952
• St. Louis	431.4	.1810	33.7	12.3	15.1	14.1	34.0	171.2	2,465,210	576,881	349,678	265,224	79,848	420,716	77,952
Clinton, Ill.	34.3	.0144	30.6	12.1	15.0	16.6	26.8	11.8	120,107	24,698	10,241	4,434	7,270	31,177	1,891
Jersey, Ill.	21.3	.0089	31.4	13.4	14.8	18.1	26.6	7.2	61,874	12,552	5,757	10,323	2,219	17,839	1,711
Madison, Ill.	246.9	.1036	32.7	11.4	15.7	18.5	27.9	92.1	1,286,913	282,506	108,870	213,786	44,472	290,981	32,246
• Alton	32.9	.0138	33.7	11.4	14.7	15.1	33.1	12.9	285,844	36,524	23,619	81,928	13,012	61,078	5,846
• Granite City	35.5	.0149	32.7	11.8	15.4	17.7	28.8	13.5	199,423	51,466	18,996	15,764	3,772	33,036	8,558
Monroe, Ill.	*21.1*	*.0088*	*33.4*	*10.7*	*14.6*	*18.9*	*26.8*	*7.5*	*69,040*	*19,202*	*6,211*	*11,944*	*1,518*	*15,583*	*1,988*
St. Clair, Ill.	264.4	.1110	30.5	11.9	15.6	17.3	25.6	93.6	1,241,439	232,542	104,991	225,868	48,483	251,443	29,258
• Belleville	41.7	.0175	37.3	11.2	15.3	15.4	37.0	17.1	363,430	75,734	28,611	21,401	15,874	132,184	12,931
• East St. Louis	50.2	.0211	24.5	11.8	14.4	14.3	20.6	15.8	116,369	31,027	9,071	5,726	2,914	9,662	6,213
SUBURBAN TOTAL	1,759.4	.7383	31.7	11.1	17.2	19.7	24.6	618.4	10,510,878	2,176,619	816,113	1,655,312	491,484	2,372,122	266,891
SPRINGFIELD	**222.6**	**.0934**	**31.1**	**14.9**	**17.4**	**17.8**	**25.5**	**83.5**	**1,398,058**	**289,570**	**117,891**	**231,069**	**71,485**	**332,478**	**32,851**
Christian	25.8	.0108	32.1	10.0	16.3	20.0	25.3	9.0	90,626	29,336	3,856	1,054	1,734	34,489	1,020
Greene	196.8	.0826	21.0	15.5	17.4	17.5	25.6	74.5	1,307,432	260,234	114,035	230,015	69,751	297,989	31,831
• Springfield	139.4	.0585	30.8	18.0	17.4	15.5	27.2	54.9	1,209,001	240,674	107,822	229,151	65,465	264,515	29,835
SUBURBAN TOTAL	83.2	.0349	31.7	9.5	17.4	21.5	22.7	28.6	189,057	48,896	10,069	1,918	6,020	67,963	3,016
OTHER COUNTIES															
Adair	25.5	.0107	27.7	24.9	16.4	13.5	24.5	9.3	152,458	36,993	15,373	16,766	6,767	33,185	1,847
Andrew	15.1	.0064	34.0	9.3	14.7	18.4	30.1	5.2	41,178	9,648	1,268	1,757	1,666	14,364	130
Atchison	8.4	.0035	36.8	10.3	14.1	16.0	36.0	3.2	40,638	12,195	2,804	551	600	5,442	535
Audrain	26.1	.0109	33.9	9.7	14.8	16.3	32.1	9.6	119,290	33,779	6,618	14,650	6,041	21,357	3,713
Barry	26.6	.0112	38.3	8.5	12.4	17.6	36.5	9.8	115,049	31,709	7,185	13,919	2,601	23,376	2,456
Barton	11.8	.0050	37.9	9.8	13.0	15.4	37.7	4.6	38,701	8,188	2,184	7,706	496	6,922	866
Bates	16.1	.0067	38.4	8.4	12.8	17.2	37.0	6.0	54,054	14,669	2,794	4,033	1,821	15,802	950
Benton	13.1	.0055	42.8	7.1	10.9	17.0	42.2	5.1	44,808	11,175	4,253	5,899	1,283	11,306	1,008
Bollinger	10.8	.0046	35.2	9.5	13.5	17.3	33.0	4.0	21,152	5,119	772	184	353	7,511	448
Butler	39.2	.0164	34.7	9.5	14.5	18.1	31.5	14.6	271,426	60,268	16,011	32,987	12,267	75,651	7,286
Caldwell	8.5	.0036	38.6	7.9	12.2	17.7	37.0	3.2	24,061	6,288	1,617	377	268	7,316	42
Callaway	34.4	.0144	30.7	14.0	16.9	17.6	25.1	11.4	115,721	28,168	12,046	12,736	3,441	15,719	2,264
Camden	22.9	.0096	39.9	8.5	13.3	17.8	38.4	9.0	144,266	39,396	15,493	11,648	5,545	31,654	1,529
Cape Girardeau	61.6	.0259	30.6	17.5	16.6	16.5	26.2	22.0	397,180	87,666	29,555	64,382	22,067	84,157	7,824
Carroll	11.8	.0049	37.2	8.8	13.5	16.2	36.4	4.6	37,698	10,565	2,234	3,088	1,269	5,213	1,252
Carter	6.0	.0025	33.9	8.9	14.5	18.4	30.0	2.0	11,731	2,962	1,815	449	124	242	140
Cedar	12.8	.0053	42.7	7.5	11.6	16.2	42.4	5.0	54,075	14,731	1,925	4,836	1,161	17,131	1,357
Chariton	10.4	.0044	38.9	8.9	13.0	16.0	38.4	4.0	30,350	8,903	2,096	2,572	1,275	5,433	616
Clark	8.5	.0036	34.0	9.4	14.3	17.2	31.4	3.0	28,309	4,676	1,829	3,568	361	4,564	771
Clinton	16.9	.0071	34.0	8.6	14.4	20.1	28.4	5.9	52,080	15,423	3,130	8,570	742	8,560	1,141
Cole	61.6	.0258	30.9	13.5	19.7	18.0	23.8	21.3	466,400	73,352	29,283	65,962	21,181	123,574	11,194
Cooper	14.7	.0062	35.4	9.6	13.8	16.4	34.0	5.4	64,425	15,186	3,572	4,472	2,737	17,890	2,457
Crawford	19.8	.0083	35.1	9.3	13.1	17.4	32.8	7.0	80,012	17,105	2,556	10,144	1,716	12,965	1,281
Dade	7.5	.0032	41.7	7.8	12.0	15.9	41.7	3.1	15,696	5,258	746	326	464	1,282	587
Dallas	13.2	.0055	38.0	8.4	12.4	17.5	36.2	4.7	49,385	22,532	2,068	501	3,314	8,106	996
Daviess	8.9	.0037	38.3	8.6	12.1	16.4	37.4	3.4	15,346	3,484	887	841	316	3,807	333
De Kalb	8.5	.0036	37.5	8.8	12.9	17.9	35.2	3.1	17,630	3,826	2,649	302	874	4,436	
Dent	15.6	.0066	35.3	9.5	13.8	17.8	32.6	5.6	55,316	16,321	2,796	8,952	2,656	7,866	1,358
Douglas	12.5	.0052	35.7	8.6	13.5	18.6	32.3	4.6	27,768	5,113	1,655	8,341	900	3,254	1,193
Dunklin	36.9	.0155	34.7	9.2	13.6	17.2	32.4	13.4	164,363	36,741	6,619	26,289	7,798	38,688	4,710
Gasconade	13.7	.0057	39.8	8.7	12.6	16.1	39.2	5.2	54,917	12,804	2,665	7,336	2,647	12,709	1,671
Gentry	8.0	.0034	41.2	8.5	11.9	15.8	41.0	3.0	30,653	8,511	953	1,089	686	9,160	547
Grundy	12.0	.0050	38.0	8.9	14.1	17.3	36.4	4.7	55,774	17,654	4,915	7,606	984	9,336	1,302
Harrison	9.6	.0040	40.9	9.2	11.8	16.4	40.2	4.2	69,160	14,629	1,851	7,930	1,053	14,384	1,644
Henry	20.1	.0085	38.2	8.6	13.3	16.6	37.2	7.8	91,493	25,906	7,362	12,308	4,345	12,005	5,171
Hickory	7.0	.0029	46.9	6.3	10.1	15.5	46.8	2.9	9,235	3,097	998	70	375	711	163
Holt	6.8	.0028	40.5	7.6	13.0	15.0	40.8	2.7	25,700	3,918	878	349	147	10,290	74
Howard	9.9	.0042	35.3	13.1	13.1	15.2	35.1	3.6	28,321	9,060	1,679	1,059	932	3,403	1,209
Howell	31.3	.0131	35.7	9.0	13.9	18.6	32.4	11.6	159,348	43,740	8,440	20,347	5,500	38,120	4,699
Iron	11.7	.0049	34.8	8.8	13.8	17.9	31.8	3.9	37,046	12,145	2,001	1,857	1,585	10,321	1,271
Johnson	40.0	.0168	25.1	26.4	15.6	15.2	19.3	12.7	129,706	32,861	13,988	17,709	4,180	28,933	3,620
Knox	5.6	.0023	38.9	8.5	11.6	17.1	37.8	2.1	16,021	3,385	742	1,336	896	4,710	1,017
Laclede	26.2	.0110	34.3	9.6	14.5	18.6	30.3	9.6	142,247	31,145	9,178	14,467	3,686	25,713	1,870
Lawrence	30.9	.0129	36.0	8.9	13.3	17.7	33.6	11.4	99,119	29,812	5,916	9,264	2,858	30,008	1,975
Lewis	10.8	.0046	33.9	12.4	13.3	17.5	31.1	3.9	45,389	10,111	1,881	562	809	15,552	133
Lincoln	24.0	.0101	33.4	10.0	14.2	18.3	29.5	8.1	83,828	22,104	4,080	10,005	1,790	24,960	2,523
Linn	15.6	.0065	40.9	8.7	12.7	15.7	40.7	6.3	71,418	18,662	3,660	11,527	3,211	12,539	2,105
Livingston	15.9	.0067	36.2	9.0	14.2	16.6	34.8	6.0	98,938	23,519	5,499	13,703	4,930	20,047	1,869
McDonald	16.1	.0067	35.1	9.2	13.3	19.9	30.3	5.8	58,540	17,676	1,580	3,722	1,561	8,456	761
Macon	16.7	.0070	38.2	8.5	13.3	16.5	37.3	6.3	59,531	16,874	3,831	5,434	1,794	12,915	1,597
Madison	11.6	.0049	38.2	9.1	12.7	16.7	37.1	4.4	36,725	9,718	2,577	6,765	1,345	3,844	780
Maries	7.8	.0033	36.3	8.5	13.4	18.1	33.6	2.9	15,568	4,377	1,079	515	156	3,810	
Marion	28.8	.0121	34.2	10.2	14.9	15.8	33.0	10.7	175,311	48,470	11,858	18,606	4,544	44,020	4,344
Mercer	4.5	.0019	43.5	9.1	11.4	16.0	42.8	1.7	13,159	4,893	647		981	2,010	93
Miller	20.5	.0086	34.2	9.5	14.5	17.2	31.7	7.5	106,156	22,498	10,631	12,556	3,305	23,453	1,293
Mississippi	15.3	.0064	32.7	9.8	13.4	16.8	30.2	5.3	57,973	12,084	1,102	8,973	854	15,047	1,652

MO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Moniteau	12.8	.0054	34.7	9.6	14.8	17.1	32.5	4.3
Monroe	9.7	.0040	35.8	9.7	13.4	16.8	34.1	3.5
Montgomery	11.7	.0049	37.4	8.8	12.2	17.2	35.8	4.2
Morgan	15.5	.0065	41.1	7.5	11.5	17.0	40.2	5.7
New Madrid	22.5	.0095	31.9	9.7	13.7	16.8	28.9	7.7
Nodaway	21.9	.0092	30.1	19.9	13.8	14.3	28.9	7.7
Oregon	10.7	.0045	37.6	8.2	12.8	17.4	35.8	3.9
Osage	12.4	.0052	31.7	11.2	13.4	15.8	29.8	4.0
Ozark	9.0	.0038	38.7	8.1	12.7	17.5	36.9	3.4
Pemiscot	24.0	.0101	32.0	9.7	12.8	15.0	31.2	8.4
Perry	17.5	.0073	32.9	10.2	14.7	15.4	31.5	5.9
Pettis	36.7	.0154	34.7	10.7	14.3	17.6	32.0	13.8
Phelps	35.0	.0147	29.4	26.3	13.9	16.5	25.7	11.8
Pike	17.4	.0073	34.2	9.5	13.6	17.7	31.1	6.0
Polk	20.2	.0084	34.6	13.6	12.6	16.6	32.8	7.1
Pulaski	41.5	.0174	23.9	27.7	17.4	14.2	14.1	10.5
Putnam	5.9	.0025	40.4	8.0	11.1	17.1	39.5	2.2
Ralls	9.3	.0039	34.1	9.0	15.3	17.2	31.4	3.4
Randolph	27.0	.0114	33.1	11.5	17.0	16.0	30.8	9.5
Reynolds	7.5	.0032	33.8	9.5	14.5	17.6	30.6	2.9
Ripley	13.5	.0057	37.8	8.6	12.1	17.7	35.7	4.9
St. Clair	8.9	.0038	41.2	7.7	11.3	16.1	41.0	3.4
Ste. Genevieve	15.9	.0066	31.7	10.7	14.6	17.6	27.5	5.3
St. Francois	44.9	.0189	34.6	9.7	14.2	17.7	31.6	16.0
Saline	24.9	.0104	35.2	10.4	14.9	16.2	33.9	9.4
Schuyler	4.9	.0021	38.4	8.7	12.7	17.1	37.1	2.0
Scotland	5.3	.0022	39.3	8.2	11.4	16.4	38.7	2.1
Scott	41.3	.0173	31.1	10.7	15.9	17.5	26.3	14.5
Shannon	8.0	.0034	34.4	9.4	14.0	18.5	30.7	2.9
Shelby	7.7	.0032	39.3	9.3	12.1	15.3	39.4	3.0
Stoddard	29.8	.0125	35.3	9.5	14.1	18.3	32.1	10.9
Stone	17.7	.0074	41.9	7.1	11.8	18.0	40.5	7.0
Sullivan	7.2	.0031	40.8	5.1	12.2	16.7	40.2	2.9
Taney	24.0	.0100	41.6	10.8	11.4	16.2	41.3	9.4
Texas	22.1	.0093	36.1	9.2	13.0	18.7	32.7	8.2
Vernon	20.6	.0087	35.5	9.8	14.7	16.6	33.9	7.6
Warren	16.8	.0070	34.1	9.4	14.7	18.5	30.3	5.7
Washington	19.0	.0080	30.3	10.3	14.9	17.9	25.1	6.3
Wayne	12.4	.0052	39.3	8.4	11.6	17.6	37.7	4.7
Webster	22.1	.0093	32.5	9.7	14.4	19.4	27.0	7.4
Worth	2.9	.0012	42.5	7.0	11.9	15.8	42.3	1.1
Wright	17.1	.0072	36.0	9.2	12.8	17.7	33.5	6.2
TOTAL METRO COUNTIES	**3,285.3**	**1.3788**	**31.9**	**12.1**	**17.4**	**18.4**	**26.2**	**1,208.5**
TOTAL STATE	**5,046.6**	**2.1180**	**32.6**	**11.8**	**16.3**	**17.9**	**28.1**	**1,842.7**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Moniteau	42,701	10,159	1,476	2,406	879	17,605	668
Monroe	28,529	10,115	1,321	2,002	1,011	4,067	1,043
Montgomery	45,859	13,706	3,705	1,767	941	8,922	493
Morgan	60,503	16,559	3,825	6,453	2,064	12,644	890
New Madrid	94,361	19,693	3,697	9,075	4,306	9,116	3,641
Nodaway	89,439	24,569	8,427	7,862	1,954	16,193	1,588
Oregon	40,067	10,815	1,110	748	518	10,813	1,170
Osage	41,377	5,519	1,225	805	341	23,218	
Ozark	21,502	6,062	977	259	445	6,358	157
Pemiscot	65,111	22,402	2,904	8,496	2,253	7,597	1,646
Perry	69,429	10,199	6,166	17,328	1,957	9,975	1,867
Pettis	205,885	43,947	15,668	24,698	7,545	58,007	5,354
Phelps	204,066	43,351	16,585	22,161	5,614	47,693	3,740
Pike	68,633	19,677	3,687	8,845	1,085	11,465	2,586
Polk	82,503	18,417	3,844	12,510	1,282	25,608	1,948
Pulaski	129,217	25,674	13,177	11,682	2,975	31,543	2,440
Putnam	17,169	5,936	580	606	122	3,600	517
Ralls	13,478	5,087	284	227	894	3,180	
Randolph	147,370	32,219	7,569	16,446	5,135	39,223	2,428
Reynolds	20,738	8,210	700	300	468	4,530	718
Ripley	42,868	14,998	1,420	2,647	1,250	10,907	1,095
St. Clair	31,789	6,078	2,009	362	454	8,467	275
Ste. Genevieve	49,091	10,862	5,288	1,793	1,549	12,222	1,271
St. Francois	209,514	47,325	11,990	35,930	7,950	45,248	5,633
Saline	117,435	26,222	7,017	19,711	3,691	24,416	8,527
Schuyler	15,803	2,958	900	63	825	5,860	
Scotland	21,659	5,509	1,350	1,243	667	3,125	452
Scott	203,468	44,321	15,798	34,005	7,227	46,083	4,176
Shannon	10,467	5,382	654	777	182	939	157
Shelby	19,059	6,274	1,150	1,172	849	916	1,179
Stoddard	120,006	23,379	7,392	13,419	3,406	40,396	3,279
Stone	38,154	13,115	3,116	1,144	975	6,874	503
Sullivan	12,575	3,734	397	731	446	1,184	32
Taney	131,617	27,792	22,287	17,058	2,842	18,227	3,715
Texas	91,869	21,829	3,939	7,423	1,132	27,624	1,857
Vernon	62,407	10,250	5,399	11,227	3,914	14,805	1,206
Warren	42,470	12,501	4,660	3,255	1,261	7,652	434
Washington	50,138	13,913	2,469	8,109	646	10,151	959
Wayne	27,507	9,984	1,178	1,305	1,347	6,604	782
Webster	54,215	13,392	4,088	5,032	1,199	9,266	1,423
Worth	7,878	2,690	498	193	624	1,638	109
Wright	37,988	11,690	1,743	8,078	835	5,801	1,610
TOTAL METRO COUNTIES	**21,189,883**	**4,334,452**	**1,894,013**	**2,996,647**	**885,580**	**4,885,682**	**579,223**
TOTAL STATE	**28,597,639**	**6,122,058**	**2,389,506**	**3,857,903**	**1,137,898**	**6,558,673**	**754,458**

MO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**1,224,218**	**26,204**	**22.0**	**27.9**	**19.7**	**15.1**	**.0452**
Boone	1,224,218	26,204	22.0	27.9	19.7	15.1	.0452
• Columbia	707,819	23,433	24.3	25.2	16.9	15.1	.0306
SUBURBAN TOTAL	516,399	29,577	18.7	31.9	23.6	15.2	.0146
JOPLIN	**1,173,384**	**19,972**	**27.2**	**30.7**	**12.9**	**6.4**	**.0521**
Jasper	804,950	19,950	27.3	30.2	13.2	6.4	.0370
• Joplin	372,877	18,926	27.5	28.7	12.0	6.6	.0216
Newton	368,434	20,016	27.4	31.6	12.3	6.2	.0151
SUBURBAN TOTAL	800,507	20,462	27.2	31.6	13.4	6.2	.0305
KANSAS CITY	**18,253,339**	**29,826**	**18.2**	**28.7**	**22.8**	**17.4**	**.7014**
Cass	537,790	26,844	20.3	32.9	21.4	10.5	.0200
Clay	1,688,580	30,802	17.1	32.4	26.9	13.6	.0702
Jackson	7,398,503	27,258	20.3	28.4	21.2	14.8	.3058
Independence	1,365,581	30,640	18.0	29.1	26.7	14.4	.0546
• Kansas City	5,074,672	25,587	21.3	28.6	19.3	13.7	.2151
Lafayette	280,409	22,461	24.6	32.8	16.5	6.3	.0104
Platte	543,208	28,387	19.1	36.2	23.7	9.4	.0184
Ray	186,265	21,690	25.1	34.3	15.2	4.8	.0070
Johnson, Kans.	*4,900,331*	*40,198*	*11.0*	*24.3*	*25.9*	*33.5*	*.1733*
• *Olathe*	*616,452*	*36,023*	*13.9*	*27.8*	*29.4*	*22.1*	*.0230*
Overland Park	*1,517,711*	*41,950*	*9.4*	*23.5*	*27.3*	*35.6*	*.0598*
Leavenworth, Kans.	*605,062*	*29,483*	*18.4*	*29.5*	*25.3*	*13.3*	*.0211*
• *Leavenworth*	*358,090*	*27,357*	*20.2*	*29.5*	*23.4*	*11.7*	*.0136*
Miami, Kans.	*240,479*	*25,923*	*22.0*	*30.4*	*20.9*	*11.5*	*.0085*
Wyandotte, Kans.	*1,812,712*	*26,241*	*20.3*	*28.8*	*21.0*	*12.4*	*.0667*
• *Kansas City*	*1,680,329*	*25,880*	*20.6*	*28.8*	*20.7*	*12.0*	*.0621*
SUBURBAN TOTAL	10,523,796	32,688	15.9	28.8	24.7	20.7	.3876

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ST. JOSEPH	**873,612**	**23,410**	**24.5**	**29.6**	**18.4**	**9.6**	**.0370**
Buchanan	873,612	23,410	24.5	29.6	18.4	9.6	.0370
• St. Joseph	747,045	22,695	25.4	29.5	17.7	8.8	.0332
SUBURBAN TOTAL	126,567	28,519	18.9	30.5	22.7	14.9	.0038
ST. LOUIS	**27,412,159**	**28,404**	**18.9**	**29.5**	**21.8**	**15.3**	**1.0643**
Franklin	651,708	23,355	23.6	35.0	17.2	6.3	.0281
Jefferson	1,564,489	29,374	17.5	36.0	26.2	9.4	.0562
St. Charles	1,879,305	33,889	13.3	31.9	31.0	16.2	.0684
• St. Charles	562,967	29,974	19.0	31.1	24.1	15.0	.0233
St. Louis	13,729,143	35,436	14.2	27.5	25.8	25.1	.5185
Florissant	708,564	37,036	11.0	29.4	30.6	24.1	.0261
University City	564,950	29,174	19.3	27.7	20.6	19.4	.0170
St. Louis city	3,992,362	18,940	26.6	26.8	13.6	7.1	.1767
• St. Louis	3,992,362	18,940	26.6	26.8	13.6	7.1	.1707
Clinton, Ill.	321,439	24,946	21.8	34.2	19.1	8.9	.0120
Jersey, Ill.	177,830	22,371	26.4	37.3	14.3	5.0	.0066
Madison, Ill.	2,373,333	24,210	22.1	34.3	19.2	6.4	.0966
• Alton	279,795	19,231	25.8	31.7	12.8	3.7	.0148
• Granite City	336,730	23,446	21.9	33.7	18.2	5.8	.0141
Monroe, Ill.	*190,542*	*24,058*	*22.7*	*36.5*	*17.0*	*6.3*	*.0071*
St. Clair, Ill.	2,532,008	24,023	20.7	28.4	19.1	10.4	.1001
• Belleville	477,122	24,515	23.1	29.7	18.8	11.0	.0212
• East St. Louis	280,311	11,893	22.1	18.7	10.1	4.8	.0123
SUBURBAN TOTAL	21,482,872	31,681	16.3	30.3	24.6	18.5	.8079
SPRINGFIELD	**2,244,276**	**22,787**	**25.0**	**31.1**	**16.3**	**9.1**	**.0947**
Christian	215,988	21,328	26.2	33.9	13.7	5.9	.0085
Greene	2,028,288	22,992	24.9	30.7	16.6	9.5	.0862

MO. (cont.)

SMRI ESTIMATES

$S EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Springfield	1,405,789	21,067	27.0	30.0	14.8	7.8	.0670
SUBURBAN TOTAL	838,487	26,061	21.2	33.3	19.2	11.6	.0277
OTHER COUNTIES							
Adair	215,074	17,827	29.0	27.4	11.9	5.6	.0099
Andrew	130,238	22,417	27.1	34.9	15.6	6.0	.0047
Atchison	71,214	18,818	30.4	32.5	8.9	5.3	.0031
Audrain	232,487	21,996	25.2	35.5	14.0	5.8	.0094
Barry	205,796	17,327	29.9	27.6	10.4	4.8	.0089
Barton	81,753	15,034	36.8	25.0	5.6	2.2	.0035
Bates	129,355	17,750	27.2	27.4	11.2	6.0	.0051
Benton	86,066	13,168	33.8	21.4	5.2	2.6	.0039
Bollinger	62,452	13,324	32.5	22.9	5.4	1.1	.0026
Butler	303,187	16,286	26.8	25.3	9.8	6.0	.0155
Caldwell	60,516	15,821	28.7	27.4	8.4	2.9	.0024
Callaway	340,598	27,444	19.9	31.9	22.6	10.7	.0122
Camden	221,638	20,548	29.7	29.8	13.5	8.1	.0096
Cape Girardeau	598,302	22,992	25.1	30.0	17.5	9.1	.0260
Carroll	85,956	15,454	31.2	24.9	7.7	3.9	.0033
Carter	37,843	15,385	32.6	24.5	8.6	3.5	.0016
Cedar	87,612	13,801	33.8	21.5	6.2	2.8	.0040
Chariton	73,037	14,620	30.9	24.0	7.4	3.6	.0030
Clark	62,284	17,611	29.3	29.0	9.5	4.5	.0025
Clinton	134,214	20,614	25.8	33.4	12.7	5.2	.0052
Cole	673,208	28,654	20.2	30.2	24.0	13.1	.0291
Cooper	113,053	18,506	29.7	31.8	10.2	3.7	.0049
Crawford	160,810	19,237	28.2	29.3	13.1	5.9	.0066
Dade	51,134	13,602	34.8	22.3	5.1	2.1	.0020
Dallas	79,610	12,905	31.9	20.7	5.7	3.3	.0037
Daviess	67,216	15,881	32.6	25.4	8.1	4.0	.0025
De Kalb	64,303	17,253	28.1	27.9	10.3	5.0	.0024
Dent	112,311	16,753	30.7	28.2	7.9	4.5	.0047
Douglas	82,865	14,323	32.9	23.1	6.4	3.6	.0034
Dunklin	262,721	15,525	29.0	25.1	9.0	4.3	.0120
Gasconade	112,333	18,790	28.4	31.2	11.0	4.6	.0046
Gentry	57,981	15,778	31.3	26.1	7.6	4.4	.0025
Grundy	91,426	16,651	30.0	28.4	8.1	3.6	.0039
Harrison	83,159	15,677	29.5	23.5	8.9	5.3	.0041
Henry	162,070	16,594	28.1	25.9	11.1	4.7	.0070
Hickory	40,127	11,015	33.4	16.8	3.2	1.6	.0016
Holt	57,072	18,192	28.9	29.7	10.0	5.3	.0023
Howard	78,544	17,663	27.6	29.9	9.1	5.4	.0029
Howell	221,299	15,598	32.0	27.0	6.3	3.9	.0106
Iron	95,014	20,775	26.4	28.1	16.8	6.7	.0037
Johnson	290,233	18,328	31.3	29.8	11.7	4.0	.0120
Knox	30,918	12,075	33.7	18.6	3.5	2.0	.0014
Laclede	208,550	17,725	30.0	28.5	10.5	5.2	.0096
Lawrence	225,153	16,741	31.8	28.6	9.0	3.1	.0093

SMRI ESTIMATES

$S EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lewis	89,272	20,816	25.1	34.0	13.3	4.7	.0037
Lincoln	200,075	22,360	25.6	32.9	16.8	5.7	.0078
Linn	133,494	16,920	32.4	27.8	9.1	5.0	.0056
Livingston	133,109	18,292	27.7	29.0	11.7	5.0	.0063
McDonald	102,797	14,908	32.5	26.4	5.4	2.8	.0046
Macon	111,226	14,880	33.1	25.5	6.0	2.7	.0049
Madison	90,026	16,240	28.0	25.9	10.3	4.6	.0036
Maries	54,105	16,144	30.2	28.8	6.2	3.2	.0021
Marion	278,370	22,590	25.2	30.6	17.5	7.5	.0118
Mercer	30,486	14,480	29.6	24.9	6.2	4.2	.0014
Miller	168,861	19,376	29.6	30.1	13.2	5.1	.0074
Mississippi	102,953	15,037	29.8	22.9	8.0	5.1	.0047
Moniteau	78,369	15,345	34.8	26.3	7.4	2.3	.0034
Monroe	72,411	18,194	29.3	30.8	10.3	3.7	.0029
Montgomery	84,260	17,243	32.5	28.4	8.9	4.0	.0038
Morgan	105,855	15,160	33.6	24.6	7.3	3.4	.0047
New Madrid	154,627	15,567	27.5	23.0	11.3	4.6	.0070
Nodaway	200,632	20,946	26.7	29.2	14.5	8.6	.0078
Oregon	54,967	11,147	33.4	17.1	3.3	1.7	.0028
Osage	92,784	21,156	23.2	35.1	11.0	6.4	.0038
Ozark	60,424	14,109	33.0	23.1	5.4	3.8	.0025
Pemiscot	161,429	14,980	29.7	23.1	9.0	4.3	.0066
Perry	108,442	16,436	32.5	30.8	6.2	1.6	.0052
Pettis	354,902	21,452	26.7	29.4	15.7	8.4	.0148
Phelps	297,238	20,229	25.8	29.2	13.2	8.0	.0134
Pike	134,410	18,274	29.8	28.7	10.5	6.2	.0057
Polk	140,391	15,602	31.1	26.4	6.9	4.2	.0064
Pulaski	300,443	18,081	36.0	31.2	9.4	2.9	.0123
Putnam	47,035	16,774	29.1	26.2	10.6	5.3	.0018
Ralls	74,112	19,842	27.9	35.6	11.4	2.6	.0026
Randolph	217,339	19,140	27.3	29.3	12.9	5.9	.0098
Reynolds	56,634	16,554	24.4	29.6	11.0	2.1	.0023
Ripley	80,080	13,202	34.0	21.2	5.1	2.3	.0036
St. Clair	59,990	13,609	30.2	21.9	6.8	3.9	.0027
Ste. Genevieve	139,329	24,050	24.9	34.3	18.3	7.5	.0052
St. Francois	387,213	21,326	25.3	32.1	14.8	6.2	.0161
Saline	190,686	17,551	30.2	30.1	9.4	3.6	.0085
Schuyler	29,310	12,107	32.7	19.8	2.9	2.3	.0014
Scotland	32,187	11,414	31.8	17.2	5.0	2.7	.0015
Scott	331,346	19,625	26.3	29.5	14.1	5.6	.0146
Shannon	51,116	14,330	31.9	25.8	7.1	1.8	.0020
Shelby	51,431	14,143	33.7	24.8	5.4	2.5	.0020
Stoddard	207,320	15,507	31.5	25.9	7.5	3.7	.0094
Stone	146,246	17,662	33.1	28.5	9.8	4.6	.0052
Sullivan	39,097	10,466	32.0	15.4	2.9	1.8	.0015
Taney	210,692	18,565	33.3	29.4	10.9	5.1	.0092
Texas	145,724	14,421	33.1	24.5	6.0	3.1	.0069

In St. Louis...

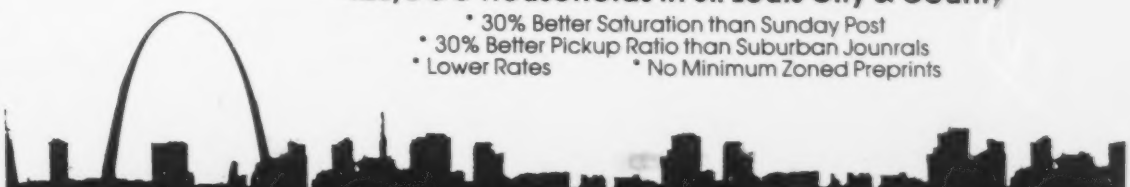
St. Louis Globe-Democrat

Is a Newspaper You Can't Ignore!

NOW TOTAL MARKET COVERAGE ON SUNDAYS

425,000 Households In St. Louis City & County

- 30% Better Saturation than Sunday Post
- 30% Better Pickup Ratio than Suburban Jounrals
- Lower Rates
- No Minimum Zoned Preprints



710 North Tucker, St. Louis, Missouri 63101
(314) 342-3031 Darwin D. Wiess, Dir. Mkt./Nat. Adv.

Represented by Branham newspaper sales

MO. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Vernon	175,843	18,690	28.8	29.2	11.5	6.3	.0066	Worth	16,902	11,882	32.8	18.8	4.8	2.4	.0007
Warren	151,986	23,271	25.3	30.8	17.9	8.2	.0052	Wright	111,967	14,296	32.2	22.7	5.2	4.0	.0046
Washington	118,507	16,411	29.3	30.3	7.3	2.6	.0051								
Wayne	73,919	11,903	32.6	19.4	4.3	2.2	.0031	**TOTAL METRO COUNTIES**	**37,967,252**	**27,953**	**19.8**	**29.3**	**21.4**	**15.1**	**1.5027**
Webster	162,397	18,378	27.1	31.5	9.8	4.5	.0063	**TOTAL STATE**	**51,812,660**	**24,002**	**22.9**	**28.9**	**17.9**	**11.7**	**2.0908**

MONTANA

MONT. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**120.1**	**.0504**	**30.3**	**12.5**	**19.1**	**18.4**	**22.6**	**47.0**	**899,642**	**172,560**	**84,220**	**127,048**	**60,528**	**176,208**	**33,678**
Yellowstone	120.1	.0504	30.3	12.5	19.1	18.4	22.6	47.0	899,642	172,560	84,220	127,048	60,528	176,208	33,678
• Billings	70.2	.0295	31.2	13.8	18.7	17.3	25.5	29.3	801,008	147,331	71,628	123,092	57,391	168,117	25,530
SUBURBAN TOTAL	49.9	.0209	29.0	10.6	19.5	20.1	18.2	17.7	98,634	25,229	12,592	3,956	3,137	8,091	8,148
GREAT FALLS	**80.2**	**.0337**	**30.5**	**13.3**	**17.3**	**19.0**	**23.1**	**31.1**	**473,328**	**86,542**	**45,606**	**64,477**	**37,341**	**99,946**	**22,434**
Cascade	80.2	.0337	30.5	13.3	17.3	19.0	23.1	31.1	473,328	86,542	45,606	64,477	37,341	99,946	22,434
• Great Falls	57.7	.0242	32.1	12.4	16.5	19.1	26.1	23.7	404,161	81,253	39,546	38,729	36,475	79,291	22,406
SUBURBAN TOTAL	22.5	.0095	26.8	15.7	18.9	19.0	15.5	7.4	69,167	5,289	6,060	25,748	866	20,655	28
OTHER COUNTIES															
Beaverhead	8.4	.0035	31.1	12.7	16.8	18.0	25.4	3.1	43,934	11,031	4,369	829	3,751	9,881	836
Big Horn	11.5	.0049	27.4	11.1	17.5	17.2	19.6	3.4	47,152	12,977	3,590	1,261	368	11,652	588
Blaine	7.3	.0030	29.5	10.5	15.9	15.8	25.5	2.6	25,842	8,528	2,053		460	7,090	645
Broadwater	3.6	.0015	32.8	9.0	15.5	18.5	28.1	1.5	10,830	3,485	1,545	135			1,056
Carbon	8.7	.0037	36.5	7.3	15.2	17.2	34.6	3.7	29,959	13,614	4,867	76	284	3,488	869
Carter	1.8	.0007	36.4	8.6	13.6	20.2	31.9	.6	5,352	1,841	465	223		76	228
Chouteau	6.0	.0025	33.7	8.8	15.6	17.3	30.8	2.2	18,146	5,427	1,541	149	289	3,552	615
Custer	13.4	.0056	32.1	11.1	15.9	16.4	29.0	5.4	83,906	19,530	9,368	6,077	3,256	8,659	3,161
Daniels	2.8	.0012	36.2	7.6	15.1	17.3	34.0	1.0	11,324	2,277	1,405		120	3,277	1,507
Dawson	12.4	.0052	29.5	13.3	17.6	16.8	23.1	4.7	97,882	19,415	7,164	4,230	4,587	20,114	3,275
Deer Lodge	11.0	.0046	34.1	9.4	15.3	16.3	32.2	4.1	42,030	12,731	4,803	612	909	10,879	3,941
Fallon	3.7	.0016	30.3	11.0	16.3	17.3	25.1	1.4	22,893	8,741	1,664	2,118	366	4,254	1,327
Fergus	13.1	.0055	34.5	9.5	14.9	16.7	32.5	5.1	53,880	16,517	4,904	677	3,236	11,144	2,208
Flathead	56.5	.0237	31.2	9.9	19.1	18.8	24.0	21.7	289,330	89,632	31,267	10,323	16,669	49,756	12,380
Gallatin	48.0	.0201	26.9	23.6	20.3	13.5	18.0	17.5	311,280	54,700	30,845	25,683	25,638	51,093	12,210
Garfield	1.7	.0008	31.6	10.8	16.1	17.2	27.3	.6	3,523	1,776	500	178			205
Glacier	11.0	.0046	28.4	10.9	17.0	16.5	22.3	3.6	55,498	12,299	4,147	3,337	1,525	10,202	2,105
Golden Valley	1.0	.0004	35.5	7.1	12.5	18.1	32.5	.4	1,032	383	297			55	
Granite	2.9	.0012	34.5	7.9	15.7	17.5	31.8	1.1	8,742	1,739	940			1,973	182
Hill	18.3	.0077	28.9	14.5	17.4	15.8	23.7	6.8	112,440	25,434	10,220	9,779	4,159	19,084	8,492
Jefferson	8.4	.0035	30.8	8.4	19.5	19.8	22.0	2.9	10,047	3,795	1,317	261	618	462	604
Judith Basin	2.6	.0011	34.7	7.8	15.2	18.8	10.8	1.0	4,428	1,422	770		75	677	
Lake	21.1	.0089	32.0	9.2	15.7	17.2	28.1	7.6	68,324	22,796	7,671	2,076	1,837	12,199	2,517
Lewis and Clark	46.9	.0196	30.4	12.0	19.6	18.4	22.7	18.5	262,533	68,248	30,020	15,219	16,161	50,099	10,883
Liberty	2.4	.0011	32.1	10.5	16.1	19.0	26.2	1.0	7,855	2,717	589		101	2,903	471
Lincoln	18.1	.0075	30.1	9.4	17.6	20.3	21.0	6.4	63,979	23,929	6,238	2,435	983	9,118	2,077
McCone	2.7	.0012	31.2	9.0	15.0	17.3	27.0	.9	14,600	9,706	497	134		397	
Madison	5.7	.0024	35.9	8.0	15.5	18.5	32.7	2.2	20,224	4,673	3,120	68	252	1,799	1,409

The
MONTANA GROUP IT'S FOOD FOR THOUGHT!

SAFEWAY • ALBERTSON'S • BUTTREY'S • IGA • KONS SOOPER • SUPER SAVE • INLAND MARKET • WAREHOUSE GROCERY
GROCERY BOYS • B&B THRIFTWAY • UNION MARKET • WESTERN WAREHOUSE . . . and others

1984 FOOD STORE SALES $941,218,000

Buy the Montana Group . . . Circulation 162,064
Billings Gazette • Butte Montana Standard • Great Falls Tribune • Helena Independent Record • Missoula Missoulian

For Marketing Information Contact:
CHERYL DOORNEK Billings Gazette
Box 2507, Billings, Montana 59103

*SALES FIGURE BASED ON 20% OR BETTER COVERAGE COUNTIES
SOURCES: Circulation '84/'85 & SMM-1984 Survey of Buying Power
Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

MONT. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Meagher	2.2	.0009	34.1	8.9	16.2	19.4	29.2	.8
Mineral	4.0	.0017	30.4	10.4	18.3	19.0	22.5	1.5
Missoula	77.0	.0323	28.0	16.2	21.6	18.5	18.9	30.4
Musselshell	4.8	.0020	33.9	7.4	16.7	15.3	32.9	1.9
Park	13.7	.0058	33.9	8.8	18.0	17.8	30.3	5.6
Petroleum	.7	.0003	31.1	9.3	15.7	17.6	26.3	.2
Phillips	5.6	.0023	31.9	10.4	14.9	16.5	28.9	2.1
Pondera	6.9	.0029	32.1	9.5	15.1	17.9	27.8	2.5
Powder River	2.4	.0010	31.6	9.0	18.4	17.5	26.2	.9
Powell	7.1	.0030	32.4	11.3	19.5	18.8	26.1	2.4
Prairie	1.8	.0007	35.7	7.5	14.3	16.3	34.6	.7
Ravalli	26.0	.0110	33.9	7.3	15.8	19.9	28.5	9.8
Richland	13.4	.0056	28.9	13.4	17.8	15.8	23.3	4.9
Roosevelt	11.1	.0046	28.9	10.8	16.9	16.0	23.8	3.6
Rosebud	12.8	.0054	26.8	11.4	18.8	17.4	17.1	4.2
Sanders	9.2	.0039	33.3	7.9	16.3	18.6	28.7	3.7
Sheridan	5.6	.0023	34.9	10.3	14.7	16.2	33.6	2.1
Silver Bow	36.0	.0151	33.8	10.4	15.0	17.0	31.2	14.4
Stillwater	6.1	.0026	34.9	7.6	16.1	17.5	32.4	2.3
Sweet Grass	3.3	.0014	38.0	7.5	13.9	18.2	35.6	1.3
Teton	6.6	.0027	35.0	7.8	14.0	18.4	31.6	2.5
Toole	5.6	.0024	31.8	10.4	16.3	16.6	28.2	2.3
Treasure	1.0	.0004	33.6	8.1	15.9	18.9	28.8	.4
Valley	9.6	.0040	31.3	9.6	16.0	18.0	26.1	3.7
Wheatland	2.4	.0010	35.6	7.5	15.1	17.2	33.6	.9
Wibaux	1.4	.0006	31.0	8.8	17.0	15.3	28.0	.5
TOTAL METRO COUNTIES	**200.3**	**.0841**	**30.3**	**12.8**	**18.3**	**18.7**	**22.8**	**78.1**
TOTAL STATE	**827.6**	**.3473**	**30.7**	**12.1**	**18.0**	**17.9**	**24.4**	**314.7**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Meagher	8,026	2,710	757		70	2,545	142
Mineral	13,487	3,965	1,929		1,030	623	235
Missoula	455,279	92,758	43,578	51,461	27,361	92,156	14,739
Musselshell	14,202	5,248	1,745	582	474	1,030	56
Park	54,857	14,782	8,236	548	1,339	8,934	2,890
Petroleum	947	69	397				
Phillips	27,996	6,533	3,040	1,327	189	4,732	1,588
Pondera	31,417	7,457	1,896	1,653	1,603	12,623	1,386
Powder River	6,014		671			3,142	734
Powell	29,718	7,645	3,171	650	743	6,028	1,258
Prairie	4,068	722	523	136		1,278	137
Ravalli	54,959	16,113	6,347	1,588	1,629	8,181	2,022
Richland	103,170	20,843	11,844	7,393	4,748	22,567	3,348
Roosevelt	71,486	12,045	6,976	3,173	963	19,843	1,484
Rosebud	47,061	17,890	4,979	1,343	270	12,254	477
Sanders	17,127	7,470	2,127	677	234	739	1,240
Sheridan	33,069	9,613	5,550		3,786	1,266	641
Silver Bow	190,973	49,714	21,923	15,952	14,144	28,932	11,099
Stillwater	25,169	1,489	1,592	1,010	502	5,094	842
Sweet Grass	10,904	2,462	845	255	122	1,201	437
Teton	16,477	4,150	1,109	1,382	246	4,885	579
Toole	24,180	6,047	4,152	558	989	2,415	1,277
Treasure	633	268	83				
Valley	62,822	13,768	5,375	3,402	2,281	10,511	1,594
Wheatland	6,666	2,120	465	97	138	1,153	371
Wibaux	7,987	2,576	834	819	297		212
TOTAL METRO COUNTIES	**1,372,970**	**259,102**	**129,826**	**191,525**	**97,869**	**276,154**	**56,112**
TOTAL STATE	**4,418,629**	**1,026,922**	**445,646**	**371,661**	**246,673**	**832,269**	**178,691**

MONT.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 A	(B) $20,000–$34,999 B	(C) $35,000–$49,999 C	(D) $50,000 & Over D	Buying Power Index
BILLINGS	**1,304,445**	**24,852**	**22.8**	**33.2**	**18.6**	**9.4**	**.0561**
Yellowstone	1,304,445	24,852	22.8	33.2	18.6	9.4	.0561
• Billings	799,374	23,665	24.4	30.5	18.0	9.5	.0399
SUBURBAN TOTAL	505,071	26,336	20.1	37.5	20.0	9.1	.0162
GREAT FALLS	**810,712**	**22,936**	**25.3**	**33.1**	**17.2**	**7.2**	**.0334**
Cascade	810,712	22,936	25.3	33.1	17.2	7.2	.0334
• Great Falls	616,027	23,252	24.3	32.0	18.2	7.5	.0261
SUBURBAN TOTAL	194,685	22,114	29.0	35.8	14.2	6.3	.0073
OTHER COUNTIES							
Beaverhead	64,861	17,721	30.3	30.2	9.3	4.3	.0029
Big Horn	76,968	19,937	29.1	31.2	13.7	4.9	.0036
Blaine	45,453	15,076	30.0	27.3	5.8	2.8	.0021
Broadwater	24,938	14,548	40.3	24.1	4.9	1.1	.0010
Carbon	70,689	16,837	32.6	30.4	6.5	3.2	.0028
Carter	8,893	12,222	32.5	19.9	4.5	1.5	.0005
Chouteau	50,712	19,609	32.3	31.9	11.0	5.9	.0019
Custer	117,583	18,297	28.2	29.1	12.1	4.9	.0053
Daniels	22,395	19,037	30.4	29.9	11.2	6.3	.0009
Dawson	122,743	24,792	22.5	36.2	19.1	6.9	.0058
Deer Lodge	98,538	22,068	23.4	37.2	14.2	3.9	.0038
Fallon	39,773	26,464	21.0	35.3	18.9	10.3	.0016
Fergus	99,788	16,054	31.9	27.3	8.2	3.9	.0042
Flathead	557,554	23,506	24.9	35.5	15.4	7.5	.0223
Gallatin	454,888	22,146	26.5	32.9	15.1	7.4	.0200
Garfield	13,205	17,684	34.6	23.0	12.2	7.2	.0005
Glacier	90,420	21,086	26.9	25.4	19.0	8.0	.0040
Golden Valley	6,502	14,400	36.4	23.5	4.0	2.3	.0002
Granite	23,483	18,615	27.0	31.8	11.4	3.9	.0009
Hill	188,020	24,328	25.0	28.8	20.3	10.0	.0078
Jefferson	58,756	18,582	33.7	33.4	8.8	3.0	.0021
Judith Basin	21,900	18,842	30.9	30.3	8.9	6.8	.0007
Lake	151,336	16,868	31.6	29.3	8.1	3.8	.0064
Lewis and Clark	490,986	24,130	24.1	33.7	19.2	7.4	.0194
Liberty	25,933	20,567	28.1	27.9	13.1	10.7	.0010
Lincoln	144,522	21,646	25.9	38.7	13.3	2.8	.0058
McCone	15,909	15,538	31.9	28.9	6.3	1.7	.0008
Madison	42,090	16,319	33.7	28.5	8.1	2.5	.0018
Meagher	14,560	15,440	32.9	27.9	5.8	2.9	.0007
Mineral	29,936	19,800	26.7	39.6	8.8	.9	.0012
Missoula	795,116	22,824	25.3	33.2	16.0	7.9	.0324
Musselshell	35,773	16,222	31.0	29.5	7.9	2.4	.0015
Park	127,414	20,626	28.3	33.0	13.8	4.6	.0048
Petroleum	3,725	15,000	41.0	18.5	1.0	6.0	.0002
Phillips	39,049	16,507	32.1	29.6	6.3	2.6	.0018
Pondera	58,538	20,842	25.6	34.5	11.4	6.0	.0025
Powder River	17,710	16,733	37.0	30.2	9.1	2.3	.0007
Powell	49,185	18,321	33.5	32.5	8.3	3.4	.0022
Prairie	9,784	11,483	35.4	16.1	3.0	1.9	.0005
Ravalli	194,344	17,289	31.2	30.2	9.3	2.8	.0072
Richland	147,923	27,690	17.2	32.9	21.0	14.3	.0064
Roosevelt	92,962	22,250	27.1	34.2	12.8	9.1	.0044
Rosebud	109,156	23,549	24.0	26.7	22.8	7.3	.0042
Sanders	68,259	15,816	35.8	27.5	6.3	2.4	.0025
Sheridan	60,429	24,962	20.6	33.5	17.5	11.7	.0024
Silver Bow	331,119	20,476	24.0	31.9	13.7	5.5	.0138
Stillwater	45,716	17,694	31.1	30.1	11.2	2.0	.0021
Sweet Grass	22,638	14,312	35.9	24.9	5.8	2.2	.0010
Teton	57,619	19,938	27.4	31.7	11.7	6.4	.0020
Toole	56,734	21,222	27.9	30.8	13.3	7.8	.0022
Treasure	6,719	14,867	38.5	23.0	7.0	1.0	.0001
Valley	83,379	19,924	28.6	30.3	15.6	3.9	.0039
Wheatland	18,201	17,719	34.6	31.8	6.1	4.9	.0007
Wibaux	9,822	16,286	29.6	37.8	5.8	5.8	.0006
TOTAL METRO COUNTIES	**2,115,157**	**24,043**	**23.8**	**33.1**	**18.1**	**8.5**	**.0895**
TOTAL STATE	**7,729,805**	**21,546**	**26.3**	**32.2**	**14.9**	**6.7**	**.3216**

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

NEBRASKA

NEB. ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**205.3**	**.0861**	**29.2**	**19.0**	**19.7**	**16.1**	**22.4**	**79.1**	**1,044,037**	**200,786**	**107,150**	**149,564**	**45,660**	**220,957**	**37,068**
Lancaster	205.3	.0861	29.2	19.0	19.7	16.1	22.4	79.1	1,044,037	200,786	107,150	149,564	45,660	220,957	37,068
• Lincoln	182.3	.0765	28.9	20.2	20.0	15.4	22.5	71.3	1,012,784	195,874	101,178	149,182	44,790	217,927	36,971
SUBURBAN TOTAL	23.0	.0096	31.2	9.7	17.9	21.4	21.8	7.8	31,253	4,912	5,972	382	870	3,030	97
OMAHA	**608.7**	**.2553**	**30.0**	**12.4**	**18.5**	**18.2**	**22.5**	**227.0**	**3,612,578**	**705,883**	**333,973**	**482,530**	**233,401**	**819,478**	**106,176**
Douglas	410.2	.1721	30.5	12.6	18.6	17.4	24.1	157.8	2,739,494	546,181	267,144	370,308	219,760	586,551	77,758
• Omaha	331.3	.1390	31.4	13.3	17.0	16.6	27.3	130.4	2,462,888	464,173	236,164	354,907	210,607	500,220	76,009
Sarpy	95.6	.0401	27.0	12.6	20.8	22.3	11.0	30.6	295,163	57,986	22,356	62,107	4,235	68,804	6,219
Washington	16.0	.0067	32.3	10.9	15.3	19.2	26.6	5.8	47,151	8,774	4,596	3,493	1,626	14,397	521
Pottawattamie, Iowa	*86.9*	*.0364*	*31.5*	*11.3*	*15.8*	*17.8*	*26.6*	*32.8*	*530,770*	*92,942*	*39,877*	*46,622*	*7,780*	*149,726*	*21,678*
• *Council Bluffs*	*56.2*	*0236*	*31.2*	*12.4*	*16.0*	*16.4*	*27.5*	*22.0*	*447,567*	*79,729*	*32,647*	*44,751*	*6,975*	*137,960*	*20,025*
SUBURBAN TOTAL	221.2	.0927	28.1	10.9	21.4	21.3	13.9	74.6	702,123	161,981	65,162	82,872	15,819	181,298	10,142
OTHER COUNTIES															
Adams	30.4	.0128	32.9	13.6	15.9	16.2	30.5	12.1	174,836	22,241	15,610	36,651	5,636	46,864	3,915
Antelope	8.6	.0036	34.8	8.3	14.1	15.2	34.6	3.2	35,212	4,278	1,968	1,533	691	15,230	804
Arthur	.5	.0002	36.8	9.2	11.6	20.8	31.8	.2	1,194	649	123				
Banner	.9	.0004	34.8	8.7	13.7	20.8	29.0	.3	85						
Blaine	.9	.0004	33.4	9.2	12.9	19.2	28.8	.3	2,047	91	83			428	
Boone	7.2	.0030	35.4	9.2	12.8	15.7	34.7	2.6	36,465	7,700	2,160	3,272	558	12,956	713
Box Butte	15.4	.0065	29.6	13.1	19.1	14.8	24.8	5.7	57,244	18,478	4,626	3,755	1,276	12,491	2,223
Boyd	3.3	.0013	43.0	9.0	11.2	15.2	42.5	1.3	6,881	2,379	497	343	157	1,226	
Brown	4.3	.0018	35.9	8.5	13.9	17.0	34.1	1.7	20,180	5,845	1,638	409	573	6,569	483
Buffalo	37.4	.0157	28.3	19.5	16.9	14.5	24.1	13.6	226,919	47,078	25,078	19,014	10,571	58,434	3,334
Burt	8.7	.0037	39.6	7.8	12.8	16.1	38.9	3.5	34,397	7,578	2,318	1,336	3,144	6,327	1,529
Butler	9.2	.0039	36.9	8.5	12.9	15.7	36.5	3.4	19,571	4,661	1,311	1,258	600	2,951	857
Cass	21.7	.0091	32.5	9.9	15.9	19.0	27.0	7.8	51,856	12,516	5,218	2,333	508	15,321	722
Cedar	11.1	.0046	32.8	9.4	12.9	14.1	33.1	4.0	26,964	5,986	1,946	422	795	5,549	631
Chase	5.0	.0021	34.1	8.2	14.3	17.3	31.4	1.9	25,084	7,435	1,132	394	682	11,265	816
Cherry	6.9	.0029	34.2	10.0	14.7	18.4	30.4	2.6	40,455	9,805	2,018	4,218	1,702	9,820	621
Cheyenne	9.9	.0042	34.6	10.7	13.9	11.7	32.8	4.0	108,823	13,462	3,928	10,475	1,470	15,378	3,681
Clay	8.1	.0034	35.0	9.4	13.7	16.5	33.5	3.0	24,055	5,503	1,784	162	432	9,908	79
Colfax	9.8	.0041	36.2	9.5	12.8	15.3	36.0	3.7	31,843	8,481	3,620	3,111	551	7,697	275
Cuming	11.5	.0048	34.5	9.3	13.2	16.1	33.2	4.1	52,088	11,220	3,156	893	686	17,737	1,127
Custer	13.5	.0057	37.6	8.0	13.7	16.1	36.8	5.2	70,024	13,038	3,413	7,661	1,856	19,451	2,927

No doubt about it! KOLN-TV/KGIN-TV is one of the best TV buys in the top 100 markets.

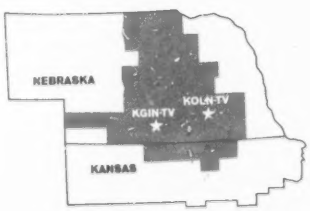
SECOND IN THE NATION
Prime Time 34%

FOURTH IN THE NATION
Total Day 33%

KOLN-TV/KGIN-TV also dominates early and late news:

6 p.m., Monday-Friday . . . 46 share and a 26 rating
10 p.m., Monday-Friday . . . 45 share and a 26 rating

Get all the facts and figures about KOLN-TV/KGIN-TV and the Lincoln-Hastings-Kearney market from your Harrington, Righter & Parsons representative.



Television/Radio Age and Arbitron, November 1984

A Fetzer Station

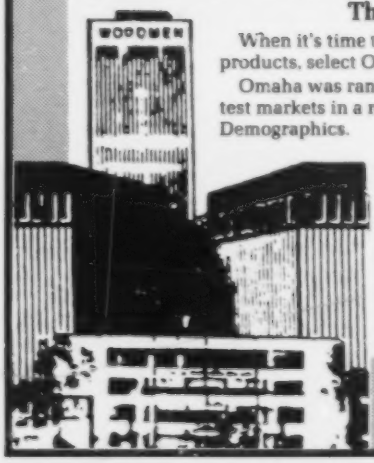
KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Harrington, Righter & Parsons National Representatives

NEB. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
☐ Dakota	17.9	.0075	29.3	11.3	18.7	16.7	22.6	6.4	60,035	11,355	7,492	673	3,917	11,858	1,404
Dawes	9.5	.0040	30.1	19.0	14.8	13.8	28.9	3.5	49,465	12,064	4,526	1,924	1,556	14,964	1,300
Dawson	23.2	.0097	32.3	9.7	16.5	17.1	28.5	8.8	135,400	25,417	9,314	8,586	4,056	32,603	3,925
Deuel	2.4	.0010	40.7	7.3	11.3	16.2	40.4	1.0	26,261	737	3,153		714	3,558	223
Dixon	6.9	.0029	34.9	9.1	13.3	15.8	34.1	2.6	10,163	2,501	1,352	205	269	2,278	391
Dodge	35.9	.0151	33.4	11.3	14.9	17.3	30.3	13.8	205,383	40,971	17,809	20,171	5,727	67,800	5,984
Dundy	2.9	.0012	40.4	8.4	13.5	14.9	40.6	1.2	9,656	1,576	630	508	132	3,240	197
Fillmore	7.8	.0033	37.8	7.6	13.9	16.5	36.8	3.0	32,433	5,434	3,614	3,935	1,222	5,124	1,185
Franklin	4.4	.0019	43.5	7.2	11.3	15.7	43.4	1.7	14,761	3,727	1,211	297	370	3,447	379
Frontier	3.6	.0015	34.1	11.8	13.9	17.4	31.4	1.4	9,837	1,749	317			2,955	164
Furnas	6.5	.0027	42.3	7.8	12.3	14.6	42.7	2.6	25,844	6,522	1,677	484	1,031	10,507	949
Gage	24.1	.0101	36.6	10.0	14.7	17.1	34.9	9.1	119,774	23,121	8,309	9,783	3,429	34,676	3,063
Garden	2.7	.0012	42.2	7.4	12.4	18.2	40.8	1.0	6,686	1,[illegible]	916	217	151	316	294
Garfield	2.5	.0010	39.9	7.1	11.7	17.6	38.8	1.0	15,043	3,436	162		216	1,947	589
Gosper	2.1	.0009	37.1	8.9	12.9	17.7	34.8	.8	3,562	1,002	699				
Grant	.9	.0004	31.5	9.9	16.2	17.8	26.6	.3	3,318	618	337	477	438	431	
Greeley	3.4	.0014	36.2	8.3	11.5	15.1	36.1	1.2	11,569	1,496	557	660	78	1,071	585
Hall	49.7	.020[illegible]	31.2	10.8	17.6	17.1	26.3	18.7	343,684	41,990	28,898	70,688	16,624	82,535	5,406
Hamilton	9.4	.0040	33.0	9.2	15.8	17.6	29.1	3.4	30,155	5,086	1,579	2,865	1,530	8,793	1,829
Harlan	4.3	.0018	40.5	7.3	13.1	16.1	40.1	1.7	19,297	3,493	1,404	1,214	936	5,639	415
Hayes	1.3	.0005	34.4	8.4	15.3	17.9	31.2	.5	3,767	1,407	562				
Hitchcock	4.1	.0018	36.0	8.6	14.1	15.6	35.4	1.5	7,057	2,058	544		128	934	104
Holt	13.9	.0058	32.6	9.7	14.6	15.7	30.8	5.1	67,084	15,529	2,857	6,446	1,786	18,194	1,245
Hooker	.9	.0004	38.0	8.9	12.8	16.5	36.9	.4	2,998	1,089	70	173		677	72
Howard	6.8	.0028	35.1	8.2	13.0	16.7	33.4	2.4	20,967	4,173	1,399	792	1,669	4,580	422
Jefferson	9.7	.0041	39.2	9.8	13.3	15.9	38.7	3.7	47,296	9,376	2,383	6,645	2,813	12,200	1,493
Johnson	5.0	.0021	40.7	7.9	11.7	15.9	40.3	2.0	17,097	2,039	1,216	1,264	980	2,034	629
Kearney	7.0	.0029	35.3	9.4	14.9	17.7	32.6	2.6	23,064	1,072	2,405	2,268	3,002	3,475	851
Keith	9.7	.0041	34.0	9.5	14.9	19.0	29.4	3.8	90,324	11,604	5,213	5,621	3,575	27,374	983
Keya Paha	1.3	.0006	34.6	9.2	12.8	18.5	31.0	.5	2,597	570	150				
Kimball	4.7	.0019	34.0	9.8	13.8	17.6	31.0	1.9	27,553	6,950	2,238	1,479	1,723	7,496	694
Knox	11.3	.0048	36.6	8.5	13.0	15.3	36.4	4.1	31,097	6,818	2,845	690	878	7,979	406
Lincoln	38.6	.0162	30.9	11.1	16.9	17.4	25.8	14.3	212,374	34,014	16,658	31,399	8,547	49,490	7,008
Logan	1.0	.0004	32.5	8.7	14.6	16.6	29.8	.4	963	245	150	312			
Loup	.9	.0004	37.1	10.0	10.8	18.6	34.0	.3	676	411	73				
McPherson	.6	.0003	37.5	10.0	10.7	16.7	35.9	.2	1,492	1,010					
Madison	33.2	.0139	31.5	13.5	16.5	15.4	28.7	12.4	196,691	43,708	13,010	23,443	15,925	37,769	6,093
Merrick	8.8	.0037	33.8	8.9	14.0	17.5	30.8	3.2	34,241	8,851	2,131	343	529	3,874	345
Morrill	6.1	.0026	34.8	9.2	13.9	17.2	32.6	2.4	15,182	2,736	788	1,642	170	6,425	145
Nance	4.5	.0019	36.2	8.7	12.7	15.7	35.5	1.7	8,764	3,514	1,038	419	179	501	91
Nemaha	8.5	.0035	34.3	12.3	15.5	14.4	34.6	3.3	28,309	5,472	2,647	3,190	473	7,679	805
Nuckolls	6.6	.0028	38.8	8.1	12.5	16.6	37.7	2.6	25,532	6,547	1,205	2,116	643	2,860	837
Otoe	15.2	.0064	37.7	8.5	13.4	16.3	36.8	5.9	82,083	21,022	4,604	7,857	1,392	25,225	2,019
Pawnee	3.7	.0015	45.8	6.9	10.8	15.8	45.6	1.5	12,028	2,686	521		544	3,703	402
Perkins	3.8	.0016	35.9	8.3	14.2	16.8	34.3	1.5	10,520	1,863	410	618	87	1,372	262
Phelps	9.9	.0042	35.7	8.9	15.1	17.4	33.5	3.6	68,848	13,194	3,143	3,018	3,109	18,944	2,272
Pierce	8.5	.0035	35.1	9.7	12.7	16.5	33.7	3.1	29,108	6,115	2,392	217	587	8,908	263
Platte	29.9	.0126	30.8	11.0	16.5	17.0	26.1	10.8	140,939	30,944	14,222	15,351	5,556	31,309	2,589
Polk	6.2	.0026	37.2	7.0	13.8	15.8	36.6	2.3	18,532	3,098	1,149	2,665	102	1,588	1,101
Red Willow	12.8	.0054	33.5	11.5	14.7	16.5	31.3	5.0	90,811	16,892	7,319	9,440	3,851	30,093	1,930

Omaha—The Nation's #2 Test Market

The World-Herald is the #1 way to reach Omaha



When it's time to choose a market to test your products, select Omaha.

Omaha was ranked second among the nation's top test markets in a recent article appearing in American Demographics.

Select Omaha as your test market and use The World-Herald to reach that market.

For more information contact George Kaplan, National Advertising Manager, Omaha World-Herald, World-Herald Square, Omaha, NE 68102 402-444-1000 ext. 405

Omaha MSA		
Sunday	158,914	72%
Daily	138,562	63%
Omaha ADI		
Sunday	204,678	59%
Daily	169,989	49%

March 31, 1984 Audit Bureau of Circulations' audit report

- Now available: 1985 Consumer Preference Study
- Special Test Market rates available by zoned metro circulation and full circulation.

Omaha World-Herald

Represented nationally by CWO&O

NEB. (cont.)

SMRI ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Richardson	10.8	.0045	40.6	8.3	12.4	15.6	40.7	4.4
Rock	2.4	.0010	33.4	8.2	16.7	16.6	30.7	.9
Saline	13.3	.0056	36.0	12.9	13.1	15.0	36.2	5.1
Saunders	19.3	.0081	34.2	8.7	14.7	17.7	31.2	6.9
Scotts Bluff	39.0	.0164	31.9	10.4	16.4	17.0	27.9	14.5
Seward	16.2	.0068	30.8	16.4	14.5	15.8	28.1	5.7
Sheridan	7.7	.0032	35.6	8.6	13.8	15.9	34.7	2.9
Sherman	4.1	.0017	38.7	7.2	11.4	15.7	38.3	1.5
Sioux	1.7	.0007	35.3	9.0	14.1	20.3	30.1	.7
Stanton	6.8	.0029	29.9	10.2	16.3	16.7	25.0	2.4
Thayer	7.5	.0031	40.2	7.7	12.9	15.3	40.3	2.8
Thomas	1.0	.0005	32.1	9.3	16.0	19.3	26.1	.4
Thurston	7.4	.0031	31.1	9.6	13.6	16.3	28.5	2.4
Valley	5.7	.0024	38.0	7.9	13.4	15.4	37.8	2.2
Wayne	9.8	.0041	29.1	22.7	12.9	15.2	27.2	3.4
Webster	4.6	.0019	42.8	6.3	10.9	16.5	42.4	1.9
Wheeler	1.0	.0004	29.9	10.2	15.6	14.8	27.2	.4
York	15.1	.0064	33.1	11.3	15.7	16.7	30.3	5.7
TOTAL METRO COUNTIES	**745.0**	**.3125**	**29.6**	**14.3**	**19.2**	**17.7**	**21.9**	**279.7**
TOTAL STATE	**1,619.4**	**.6797**	**31.5**	**12.4**	**16.9**	**17.0**	**27.0**	**607.9**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richardson	47,795	11,778	3,128	4,235	1,998	12,817	1,556
Rock	8,953	1,206	612	285		2,647	410
Saline	53,082	11,186	4,654	6,531	6,160	5,984	2,344
Saunders	57,438	16,329	3,949	2,728	6,243	9,564	912
Scotts Bluff	234,261	58,906	17,124	21,892	9,100	55,089	3,341
Seward	56,629	10,427	4,785	6,211	3,315	12,680	1,686
Sheridan	39,395	10,932	3,232	469	869	7,686	1,491
Sherman	8,941	1,596	678		874	1,485	329
Sioux	3,050	371	68	1,267		699	
Stanton	6,085	864	1,690	202	63	415	
Thayer	37,888	8,136	2,068	1,306	65	6,611	1,590
Thomas	2,988	419	277			1,190	
Thurston	26,882	4,640	1,071	510	535	4,948	785
Valley	23,797	5,428	1,132	2,199	323	4,664	965
Wayne	38,264	7,754	3,802	4,216	889	11,457	1,307
Webster	12,561	1,226	1,041		691	3,781	874
Wheeler	929	352	453				
York	78,632	16,731	7,247	6,590	1,251	20,658	1,852
TOTAL METRO COUNTIES	**4,185,880**	**935,082**	**408,738**	**586,145**	**273,198**	**902,567**	**122,970**
TOTAL STATE	**8,359,933**	**1,847,680**	**727,182**	**991,428**	**436,209**	**1,936,811**	**227,088**

NEB.

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LINCOLN	**2,725,335**	**30,402**	**18.2**	**29.0**	**23.0**	**18.4**	**.0943**
Lancaster	2,725,335	30,402	18.2	29.0	23.0	18.4	.0943
• Lincoln	2,424,040	29,830	18.8	28.8	22.5	18.0	.0858
SUBURBAN TOTAL	301,295	34,736	12.8	30.4	26.8	22.6	.0085
OMAHA	**7,715,814**	**30,453**	**18.0**	**28.8**	**22.9**	**16.5**	**.2942**
Douglas	5,500,052	30,961	17.8	27.2	22.5	20.2	.2046
• Omaha	4,315,966	28,700	19.5	27.7	20.7	18.1	.1686
Sarpy	1,128,310	34,118	14.2	32.6	27.6	20.4	.0367
Washington	166,522	26,474	20.9	35.1	19.4	9.6	.0056
Pottawattamie, Iowa	*920,930*	*25,854*	*21.8*	*32.3*	*20.6*	*10.0*	*.0373*
• Council Bluffs	*591,025*	*24,507*	*23.6*	*32.0*	*19.6*	*8.4*	*.0266*
SUBURBAN TOTAL	2,808,823	34,905	13.6	29.9	27.6	22.2	.0890
OTHER COUNTIES							
Adams	322,945	23,553	23.0	33.0	16.9	8.3	.0130
Antelope	59,039	15,313	28.8	24.8	8.2	3.6	.0026
Arthur	3,936	15,625	34.5	23.0	7.0	6.0	.0002
Banner	6,535	16,909	40.9	26.7	9.0	4.7	.0001
Blaine	4,529	12,769	38.3	18.7	3.7	2.0	.0003
Boone	47,648	13,878	30.7	22.8	5.7	4.5	.0023
Box Butte	146,927	23,872	23.7	36.1	17.6	6.0	.0055
Boyd	17,045	10,771	36.5	14.2	2.2	1.2	.0008
Brown	28,731	13,971	34.7	21.3	4.6	3.2	.0014
Buffalo	383,070	24,198	23.9	32.0	17.6	10.0	.0158

SMRI ESTIMATES

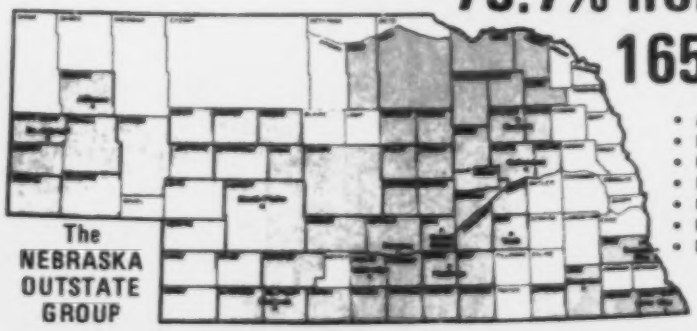
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Burt	74,159	17,890	30.7	29.8	9.0	4.8	.0029
Butler	67,207	17,078	30.5	29.7	7.6	4.1	.0025
Cass	211,864	25,132	23.4	35.1	19.9	7.5	.0071
Cedar	80,649	15,985	32.1	25.0	8.0	5.2	.0032
Chase	39,191	17,833	28.4	30.5	9.7	3.9	.0019
Cherry	50,029	15,879	39.3	23.0	7.4	4.0	.0023
Cheyenne	107,013	24,239	22.3	30.5	17.2	10.1	.0055
Clay	67,345	19,855	27.6	32.4	12.4	4.8	.0026
Colfax	76,168	17,491	30.0	29.1	9.3	4.7	.0030
Cuming	85,496	17,824	32.1	30.5	8.5	4.9	.0038
Custer	105,702	17,143	31.6	28.4	7.8	5.0	.0048
Dakota	170,509	25,032	20.8	38.6	17.5	7.5	.0062
Dawes	84,373	18,904	27.8	27.2	12.4	7.9	.0037
Dawson	230,346	24,198	23.1	37.2	17.4	6.6	.0094
Deuel	24,437	21,323	28.1	34.9	12.3	6.9	.0013
Dixon	48,139	15,271	32.5	25.7	7.2	3.5	.0017
Dodge	371,341	23,774	24.2	32.2	17.6	8.6	.0150
Dundy	25,478	17,750	27.8	29.2	9.2	5.2	.0010
Fillmore	62,737	18,250	32.1	31.0	9.3	4.1	.0025
Franklin	37,269	18,260	28.2	30.0	9.2	5.9	.0015
Frontier	31,473	19,000	29.6	30.0	9.9	7.3	.0011
Furnas	48,433	15,560	32.6	26.5	7.7	2.3	.0022
Gage	224,012	21,213	26.9	32.1	14.1	7.0	.0091
Garden	19,682	16,389	35.4	28.2	7.1	3.2	.0007

Second largest buy in NEBRASKA!

75.7% home county coverage!

165,842 daily coverage!



The NEBRASKA OUTSTATE GROUP

- ALLIANCE TIMES HERALD
- BEATRICE SUN
- COLUMBUS TELEGRAM
- FALLS CITY JOURNAL
- GRAND ISLAND INDEPENDENT
- HASTINGS TRIBUNE
- HOLDREGE CITIZEN
- KEARNEY DAILY HUB
- McCOOK DAILY GAZETTE
- NEBRASKA CITY NEWS PRESS
- NORFOLK DAILY NEWS
- NORTH PLATTE TELEGRAPH
- SCOTTSBLUFF STAR-HERALD
- YORK NEWS-TIMES

1 ORDER – 1 BILL

Represented by **Branham** *Newspaper Sales.*

NEB. (cont.)

SS EFFECTIVE BUYING INCOME 1984

NEW ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Garfield	14,199	11,870	36.2	17.0	5.3	.4	.0009
Gosper	17,728	19,286	27.5	31.6	10.6	5.9	.0006
Grant	5,104	15,083	39.0	24.3	6.7	1.3	.0002
Greeley	20,113	12,721	29.4	23.5	3.8	3.9	.0010
Hall	510,734	24,290	23.3	34.6	17.4	8.4	.0229
Hamilton	75,595	19,657	32.1	35.2	9.3	4.5	.0030
Harlan	30,513	19,209	24.5	28.8	13.0	6.2	.0015
Hayes	10,766	16,857	33.2	25.0	12.2	5.8	.0004
Hitchcock	29,908	17,333	33.2	29.6	8.6	3.2	.0011
Holt	90,552	15,040	34.5	25.2	6.4	2.9	.0045
Hooker	5,516	11,950	39.5	19.0	1.0	.5	.0003
Howard	43,598	15,806	36.7	26.5	7.0	2.1	.0018
Jefferson	86,468	19,990	27.1	31.7	13.5	4.7	.0037
Johnson	39,295	16,491	31.8	27.9	7.7	4.5	.0016
Kearney	68,001	22,603	25.0	33.9	14.9	8.6	.0024
Keith	106,109	25,383	22.4	34.7	18.8	9.4	.0049
Keya Paha	9,095	13,895	36.8	19.4	5.2	5.8	.0003
Kimball	55,160	25,268	23.0	31.9	17.2	12.1	.0022
Knox	79,071	15,649	31.6	25.0	8.2	4.2	.0031
Lincoln	387,551	24,865	21.8	37.0	18.9	7.0	.0157
Logan	6,101	13,000	37.7	16.5	5.8	1.8	.0003
Loup	6,576	18,556	31.0	29.7	10.0	5.3	.0002
McPherson	3,508	14,429	33.5	27.0	1.5	4.5	.0001
Madison	335,604	23,854	23.0	32.7	17.4	9.2	.0139
Merrick	65,184	18,632	30.4	35.8	7.3	2.8	.0027
Morrill	35,990	12,583	34.8	20.2	4.4	1.3	.0016
Nance	33,009	16,364	31.5	27.8	7.3	3.9	.0012
Nemaha	85,394	21,785	23.5	30.2	16.6	8.2	.0030
Nuckolls	48,720	16,745	34.1	28.4	7.2	2.8	.0022

NEW ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Otoe	152,682	22,567	24.8	31.7	15.6	8.2	.0061
Pawnee	24,525	13,545	33.2	22.6	5.7	1.7	.0011
Perkins	41,961	24,586	21.5	28.6	17.9	12.8	.0013
Phelps	102,976	24,667	21.9	30.5	19.7	10.4	.0044
Pierce	57,894	16,161	35.6	28.5	5.3	3.3	.0025
Platte	282,201	24,321	22.2	36.0	17.4	7.4	.0113
Polk	44,792	17,076	32.7	29.2	8.7	2.8	.0019
Red Willow	134,956	23,224	24.9	31.1	17.0	9.6	.0050
Richardson	78,357	14,832	34.6	23.5	7.4	2.6	.0025
Rock	19,764	18,406	33.2	29.2	9.9	5.6	.0008
Saline	126,050	21,630	24.1	33.9	13.9	5.8	.0048
Saunders	164,703	21,234	27.5	34.4	14.0	5.0	.0082
Scotts Bluff	363,671	21,718	26.8	33.0	14.3	7.4	.0157
Seward	165,602	25,106	21.5	35.6	17.3	10.2	.0059
Sheridan	57,370	15,940	28.7	26.8	8.3	4.9	.0026
Sherman	23,069	13,623	36.9	23.0	3.5	1.1	.0010
Sioux	17,351	20,667	28.1	30.8	12.6	8.3	.0006
Stanton	48,007	18,456	30.2	32.8	9.5	2.8	.0017
Thayer	59,995	18,769	28.9	32.9	8.3	5.4	.0026
Thomas	7,996	16,895	37.5	28.7	5.0	4.8	.0004
Thurston	49,385	17,162	31.6	27.6	9.3	4.5	.0021
Valley	40,308	15,177	34.5	24.1	7.0	3.2	.0018
Wayne	68,997	21,845	26.6	29.8	16.1	8.0	.0035
Webster	35,318	15,407	29.3	26.8	7.1	3.1	.0014
Wheeler	8,556	18,471	36.2	31.2	7.8	4.8	.0002
York	145,725	22,233	26.0	33.2	15.2	7.6	.0080
TOTAL METRO COUNTIES	**9,690,738**	**30,884**	**17.7**	**28.6**	**23.0**	**19.2**	**.3474**
TOTAL STATE	**17,538,989**	**24,698**	**22.7**	**28.0**	**17.9**	**13.4**	**.6698**

NEVADA

NEV.

NEW ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**540.4**	**.2367**	**31.2**	**12.3**	**19.0**	**21.1**	**21.7**	**214.7**	**3,839,058**	**612,026**	**396,279**	**485,257**	**228,646**	**703,592**	**156,853**
Clark	540.4	.2267	31.2	12.3	19.0	21.1	21.7	214.7	3,839,058	612,026	396,279	485,257	228,646	703,592	156,853
* Las Vegas	183.5	.0770	31.5	12.0	18.5	20.7	22.8	73.2	1,543,815	306,800	160,158	156,793	98,273	280,594	64,672
North Las Vegas	46.6	.0196	25.0	14.6	17.7	17.6	14.6	15.0	114,525	29,799	14,147	11,424	8,520	8,058	7,456
SUBURBAN TOTAL	356.9	.1497	31.1	12.5	19.3	21.3	21.1	141.5	2,295,243	505,226	246,121	328,464	130,373	422,998	92,181
RENO	**215.0**	**.0903**	**32.1**	**13.1**	**20.7**	**20.6**	**23.5**	**90.3**	**1,825,620**	**360,058**	**159,252**	**282,206**	**81,759**	**322,983**	**57,684**
Washoe	215.0	.0903	32.1	13.1	20.7	20.6	23.5	90.3	1,825,620	360,058	159,252	282,206	81,759	322,983	57,684
* Reno	106.8	.0448	32.8	14.9	21.3	18.9	26.3	48.9	1,286,040	219,245	109,713	204,941	66,234	269,089	32,878
Sparks	49.1	.0206	30.8	12.7	20.9	20.6	20.7	19.3	326,693	92,549	25,935	61,770	9,956	36,574	14,360
SUBURBAN TOTAL	108.2	.0455	31.5	11.3	20.1	22.2	20.7	41.4	539,580	140,813	49,539	77,265	15,525	53,894	24,806
OTHER COUNTIES															
Carson City	35.8	.0150	33.6	10.7	18.4	21.1	26.3	14.4	282,110	65,949	24,390	21,187	11,492	55,193	20,183
Carson City	35.8	.0150	33.6	10.7	18.4	21.1	26.3	14.4	282,110	65,949	24,390	21,187	11,492	55,193	20,183
Churchill	15.2	.0064	32.3	11.9	15.4	18.5	27.4	5.7	84,276	26,876	6,515	1,553	3,452	21,043	173
Douglas	22.9	.0097	33.3	8.3	21.3	22.0	24.4	9.1	90,914	25,194	6,927	71	4,182	4,990	2,148
Elko	19.6	.0082	31.5	9.9	17.1	20.5	23.4	7.7	160,448	34,339	14,738	4,289	4,052	29,059	9,540
Esmeralda	1.1	.0004	35.9	8.9	15.6	17.9	33.3	.3	5,095	73	605	1,136			

1985 MARKET BOOK

LAS VEGAS PERSPECTIVE

Latest demos on the growing Southern Nevada area

LAS VEGAS REVIEW-JOURNAL

Nevada's Largest Newspaper
Over 100,000 Daily

For your copy contact: Trudy Patterson, National Adv. Manager
Las Vegas Review-Journal, P.O. Box 70 Las Vegas, NV 89125 (702) 383-0363
REPRESENTED BY THE PAPERT COMPANIES

12 Million People a Year

That's how many visitors come to Nevada each year, spending over $500 million on indoor recreation. And, they spend an additional $55 million a year on **outdoor** recreation as well. Reach the market where people are ready to spend!

Reno Gazette-Journal For more information call (702) 788-6214

NEV. (cont.)

ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Eureka	1.3	.0006	30.7	11.3	17.7	19.3	23.0	.5
Humboldt	11.5	.0048	30.9	11.1	18.4	19.8	22.7	4.3
Lander	4.9	.0021	27.9	13.8	20.1	19.6	16.1	1.9
Lincoln	3.9	.0016	30.0	8.8	13.8	17.2	25.8	1.4
Lyon	16.2	.0068	34.2	8.5	15.6	19.5	29.2	6.3
Mineral	5.8	.0024	33.6	8.7	15.2	19.2	28.7	2.3
Nye	13.5	.0057	33.1	10.4	15.7	20.4	26.7	5.3
Pershing	3.6	.0015	33.1	11.1	15.8	19.2	27.8	1.4
Storey	1.7	.0007	33.6	11.5	17.9	21.5	26.0	.6
White Pine	8.0	.0033	33.6	7.9	15.9	18.7	29.1	3.2
TOTAL METRO COUNTIES	**755.4**	**.3170**	**31.5**	**12.5**	**19.5**	**21.0**	**22.2**	**305.0**
TOTAL STATE	**920.4**	**.3862**	**31.7**	**12.1**	**19.1**	**20.8**	**22.8**	**369.4**

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Eureka	3,792	1,205	672			313	
Humboldt	103,219	28,146	10,004	1,151	1,603	9,690	
Lander	17,901	5,977	2,656		194	1,474	1,181
Lincoln	8,081	1,764	991	1,839	79	326	283
Lyon	61,212	21,898	4,336	1,454	1,334	8,390	1,310
Mineral	29,789	9,223	1,722	2,497	169	3,366	533
Nye	55,860	17,869	4,741	488	281	8,180	1,715
Pershing	36,567	6,244	3,162	888	114	2,218	146
Storey	4,604	601	1,456		96	133	
White Pine	47,444	14,460	4,023	2,417	1,561	7,129	1,568
TOTAL METRO COUNTIES	**5,664,678**	**1,172,084**	**555,531**	**767,463**	**316,405**	**1,026,575**	**214,537**
TOTAL STATE	**6,655,990**	**1,434,902**	**642,469**	**836,433**	**339,014**	**1,178,079**	**253,317**

NEV.

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**6,051,998**	**24,577**	**24.5**	**32.5**	**17.9**	**10.2**	**.2515**
Clark	6,051,998	24,577	24.5	32.5	17.9	10.2	.2515
* Las Vegas	2,009,262	23,789	24.1	31.4	17.5	9.7	.0901
North Las Vegas	357,420	21,439	28.7	34.9	13.8	5.2	.0135
SUBURBAN TOTAL	4,042,736	24,969	24.7	33.1	18.1	10.5	.1614
RENO	**2,660,670**	**25,536**	**24.2**	**32.1**	**19.1**	**11.6**	**.1119**
Washoe	2,660,670	25,536	24.2	32.1	19.1	11.6	.1119
* Reno	1,345,458	23,105	26.9	31.3	16.3	10.0	.0648
Sparks	564,345	27,320	23.1	33.5	23.5	9.5	.0226
SUBURBAN TOTAL	1,315,212	28,419	21.0	33.2	22.5	13.4	.0471
OTHER COUNTIES							
Carson City	400,849	25,059	23.5	33.4	18.5	9.9	.0173
Carson City	400,849	25,059	23.5	33.4	18.5	9.9	.0173
Churchill	120,096	17,456	32.9	28.1	10.5	3.6	.0056
Douglas	299,224	27,533	20.3	37.3	19.6	12.6	.0098
Elko	210,350	23,686	23.2	32.3	16.2	10.7	.0095
Esmeralda	9,861	30,143	19.3	29.6	19.7	18.0	.0004
Eureka	13,150	22,500	23.4	28.6	13.8	11.6	.0005
Humboldt	92,212	16,626	34.7	27.5	9.4	4.0	.0051
Lander	50,867	25,352	19.9	37.0	19.9	7.1	.0018
Lincoln	28,572	18,279	30.5	30.9	11.1	2.6	.0011
Lyon	144,346	20,082	28.1	32.1	13.1	5.1	.0055
Mineral	61,540	23,429	23.0	34.6	15.9	7.8	.0024
Nye	135,519	23,443	23.2	32.1	19.5	6.2	.0051
Pershing	39,589	23,429	21.6	29.9	14.1	14.6	.0020
Storey	15,238	22,556	26.6	37.7	16.2	2.8	.0005
White Pine	92,415	25,548	20.4	30.8	20.2	11.6	.0035
TOTAL METRO COUNTIES	**8,712,668**	**24,862**	**24.4**	**32.5**	**18.2**	**10.6**	**.3634**
TOTAL STATE	**10,426,496**	**24,526**	**24.5**	**32.4**	**17.9**	**10.3**	**.4335**

NEW HAMPSHIRE

N.H.

ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
MANCHESTER - NASHUA	**295.3**	**.1239**	**31.2**	**11.4**	**18.4**	**19.0**	**24.0**	**106.4**
Hillsborough	295.3	.1239	31.2	11.4	18.4	19.0	24.0	106.4
* Manchester	94.7	.0397	32.5	13.2	17.2	15.8	29.9	37.3
* Nashua	72.5	.0304	31.1	11.9	19.0	19.0	23.7	27.3
SUBURBAN TOTAL	128.1	.0538	30.4	9.7	19.1	21.4	19.8	41.8
PORTSMOUTH - DOVER - ROCHESTER	**302.5**	**.1270**	**30.6**	**13.1**	**18.9**	**19.1**	**22.6**	**108.0**
Rockingham	212.6	.0892	31.0	11.0	19.8	19.9	22.1	76.3
* Portsmouth	28.3	.0119	28.9	16.9	20.1	15.5	22.2	10.5
Strafford	89.9	.0378	29.5	18.1	16.3	17.2	23.8	31.7
* Dover	22.8	.0096	31.5	15.8	16.8	17.1	27.1	8.8

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**2,216,597**	**410,090**	**179,555**	**364,114**	**104,677**	**453,819**	**58,303**
Hillsborough	2,216,597	410,090	179,555	364,114	104,677	453,819	58,303
* Manchester	886,441	122,165	78,745	166,759	43,653	216,621	23,677
* Nashua	672,048	102,831	48,764	97,977	32,828	175,126	15,567
SUBURBAN TOTAL	658,108	185,094	52,046	99,378	28,196	62,072	19,059
PORTSMOUTH - DOVER - ROCHESTER	**2,093,629**	**448,228**	**181,339**	**166,972**	**90,120**	**447,584**	**59,334**
Rockingham	1,615,421	328,819	143,761	141,747	75,754	336,842	45,718
* Portsmouth	429,456	49,402	46,259	18,664	15,913	114,515	7,186
Strafford	478,208	119,409	37,578	25,225	14,366	110,742	13,616
* Dover	179,927	40,413	18,797	7,159	10,436	39,154	5,152

N.H. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Rochester	22.3	.0094	32.6	10.9	16.5	18.2	27.8	8.3	189,291	52,703	8,470	14,724	2,740	41,060	5,617
SUBURBAN TOTAL	229.1	.0961	30.6	12.5	19.2	19.8	21.7	80.4	1,294,955	305,710	107,813	126,425	61,031	252,855	41,379
OTHER COUNTIES															
Belknap	46.3	.0195	33.4	9.7	17.5	17.9	29.2	17.3	394,904	92,113	34,108	21,625	13,691	105,143	9,018
Carroll	31.1	.0130	36.2	8.4	17.0	17.9	33.7	12.8	242,233	53,778	28,351	15,067	10,391	27,914	4,881
Cheshire	64.2	.0270	32.1	12.9	17.0	17.7	27.4	23.0	356,005	70,721	27,356	31,852	8,564	78,642	6,775
Coos	34.1	.0143	34.2	9.7	15.3	17.2	31.7	12.9	204,468	49,615	13,437	15,683	5,249	42,442	6,242
Grafton	68.4	.0287	31.0	16.8	17.3	16.9	26.1	24.7	526,125	158,580	40,835	44,547	21,944	81,305	9,321
Merrimack	102.4	.0434	32.3	11.3	18.3	18.3	26.8	37.4	637,861	161,189	53,375	62,738	14,617	139,841	16,215
Sullivan	37.1	.0155	33.1	9.7	17.2	17.7	29.0	14.4	186,189	43,645	8,967	14,341	5,958	39,045	8,613
TOTAL METRO COUNTIES	**597.8**	**.2509**	**30.9**	**12.2**	**18.7**	**19.0**	**23.3**	**214.4**	**4,310,226**	**858,318**	**360,894**	**531,086**	**194,797**	**901,403**	**117,637**
TOTAL STATE	**982.4**	**.4123**	**31.6**	**12.1**	**18.1**	**18.5**	**25.3**	**356.9**	**6,858,011**	**1,487,959**	**567,323**	**736,939**	**275,211**	**1,415,735**	**178,702**

N.H.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
MANCHESTER - NASHUA	**3,650,730**	**31,169**	**17.6**	**28.9**	**23.7**	**18.9**	**.1469**
Hillsborough	3,650,730	31,169	17.6	28.9	23.7	18.9	.1469
• Manchester	1,092,050	26,110	21.8	30.3	7.8	12.3	.0497
• Nashua	955,311	32,161	16.9	28.6	24.9	19.7	.0402
SUBURBAN TOTAL	1,603,369	35,235	14.5	28.0	26.2	24.2	.0570
PORTSMOUTH - DOVER - ROCHESTER	**3,655,311**	**30,708**	**17.4**	**30.2**	**23.7**	**17.7**	**.1447**
Rockingham	2,701,003	32,415	16.2	29.4	24.9	19.9	.1075
• Portsmouth	317,390	25,181	24.1	33.3	19.1	10.8	.0185
Strafford	954,308	26,868	20.1	32.0	20.7	12.4	.0372
• Dover	256,001	26,211	20.5	31.6	19.4	12.8	.0110
• Rochester	234,874	26,426	20.5	34.0	21.5	9.5	.0108
SUBURBAN TOTAL	2,847,046	32,517	15.8	29.2	25.0	20.0	.1044

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
OTHER COUNTIES							
Belknap	438,062	22,117	26.5	33.9	15.1	6.9	.0216
Carroll	299,134	19,766	31.0	32.2	10.6	6.4	.0140
Cheshire	653,741	25,136	22.9	34.8	18.7	9.0	.0263
Coos	310,526	21,773	25.3	34.3	14.2	6.0	.0136
Grafton	683,983	23,032	25.9	33.3	15.0	9.5	.0312
Merrimack	1,111,562	26,150	22.3	34.2	19.8	10.9	.0451
Sullivan	361,945	22,573	26.3	35.1	15.7	5.8	.0145
TOTAL METRO COUNTIES	**7,306,041**	**30,935**	**17.5**	**29.6**	**23.7**	**18.3**	**.2916**
TOTAL STATE	**11,164,994**	**27,648**	**20.5**	**31.3**	**20.8**	**14.4**	**.4579**

NEW JERSEY

N.J.

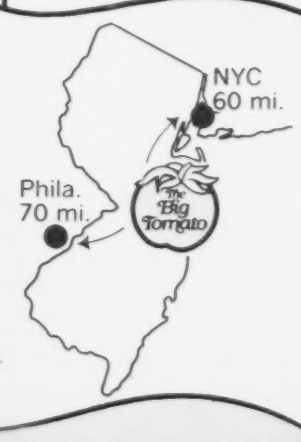
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**302.8**	**.1271**	**35.5**	**11.1**	**15.0**	**16.1**	**34.4**	**117.3**	**2,132,276**	**457,033**	**295,666**	**192,376**	**82,470**	**356,044**	**62,702**
Atlantic	207.9	.0873	34.4	11.3	15.4	16.7	32.3	78.6	1,430,733	278,491	170,273	148,815	62,077	218,401	40,238
• Atlantic City	37.4	.0157	40.2	10.3	12.5	13.9	41.0	15.9	368,316	34,157	57,970	15,539	5,075	49,918	10,057

The book on us is quality.



Monmouth-Ocean, N.J. PMSA

#31 Per Capita EBI

#32 AVG HH EBI

#36 HH with EBI $50,000+

#38 Median HH EBI

#45 Total EBI

S&MM, 1984

The Big Tomato is only #51 in population, but our affluence makes us "top 50" all the way. Put us on your best-seller list.

THE ASBURY PARK PRESS

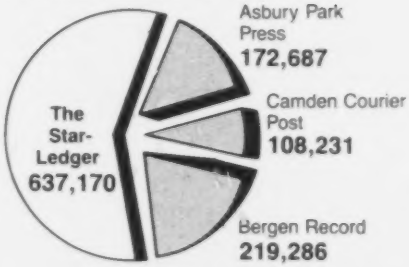
Call the Asbury Park Press at 201-774-7000, or any Sawyer • Ferguson • Walker office.

N.J. (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Merch. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
Cape May	94.9	.0398	38.6	10.4	14.0	15.2	38.8	38.7	701,543	178,542	125,393	43,561	20,393	137,643	22,464
SUBURBAN TOTAL	265.4	.1114	35.0	11.2	15.2	16.5	33.5	101.4	1,763,960	422,876	237,696	176,837	77,395	306,126	52,645
BERGEN - PASSAIC	**1,281.1**	**.5376**	**35.4**	**10.5**	**15.9**	**19.8**	**30.7**	**470.1**	**9,093,022**	**1,745,640**	**796,727**	**1,853,332**	**576,121**	**1,697,132**	**264,968**
Bergen	836.1	.3509	36.7	10.2	15.6	20.5	32.0	311.9	6,476,951	1,315,074	552,154	691,822	421,325	1,290,759	207,703
Passaic	445.0	.1867	33.1	11.1	16.3	18.7	28.2	158.2	2,616,071	430,566	244,573	361,510	154,796	406,373	57,245
Clifton	74.0	.0311	40.6	10.6	15.7	16.3	40.0	29.8	490,269	105,489	58,321	19,045	10,260	97,511	9,463
Passaic	53.0	.0222	31.8	11.1	16.7	17.5	27.2	20.1	186,304	15,517	13,960	4,911	9,468	19,959	6,549
• Paterson	134.6	.0565	29.4	11.7	16.7	17.4	23.3	46.6	420,315	92,695	28,797	24,575	26,999	84,541	15,201
Wayne Township	47.0	.0197	36.1	10.4	13.3	23.3	28.5	15.0	774,801	65,608	70,652	282,086	59,073	83,013	8,917
SUBURBAN TOTAL	1,146.5	.4811	36.2	10.4	15.8	20.0	31.6	423.5	8,672,707	1,652,945	767,930	1,028,757	549,122	1,612,591	249,747
JERSEY CITY	**548.2**	**.2301**	**33.7**	**11.4**	**16.5**	**18.3**	**29.5**	**209.8**	**2,348,748**	**631,485**	**182,202**	**109,256**	**118,226**	**375,015**	**79,810**
Hudson	548.2	.2301	33.7	11.4	16.5	18.3	29.5	209.8	2,348,748	631,485	182,202	109,256	118,226	375,015	79,810
Bayonne	63.0	.0264	37.2	11.0	16.3	16.2	36.3	25.2	254,720	77,860	27,110	1,333	18,384	10,715	13,418
• Hoboken	41.1	.0172	30.1	14.1	19.4	16.9	23.6	15.3	126,018	60,776	16,385	2,775	3,741	3,322	5,746
• Jersey City	217.5	.0913	31.6	11.4	16.7	17.3	27.1	80.5	871,893	199,172	62,881	43,826	35,817	207,249	27,781
North Bergen Township	47.2	.0198	37.7	10.3	16.5	19.3	34.4	19.3	213,907	91,264	16,925	3,434	10,506	26,504	4,812
Union City	56.1	.0235	34.2	11.5	15.5	21.1	27.6	21.5	251,286	44,086	14,234	22,366	12,612	56,857	8,956
SUBURBAN TOTAL	289.6	.1216	36.1	10.9	16.0	19.3	32.2	114.0	1,350,837	371,537	102,936	62,655	78,668	164,444	46,283
MIDDLESEX - SOMERSET - HUNTERDON	**920.0**	**.3861**	**32.7**	**12.2**	**17.1**	**20.7**	**25.4**	**320.1**	**5,808,892**	**1,255,360**	**467,731**	**649,683**	**409,087**	**1,028,398**	**150,694**
Hunterdon	97.7	.0410	33.3	9.1	16.7	23.5	23.6	33.1	553,655	114,889	46,003	23,199	35,091	82,472	11,817
Middlesex	611.2	.2565	32.2	13.4	17.6	19.6	25.4	213.2	3,718,941	789,546	298,628	494,597	291,011	551,906	104,245
Edison Township	75.7	.0318	32.8	11.8	18.2	20.9	25.1	26.7	586,042	69,148	41,027	56,624	97,809	90,228	19,223
• New Brunswick	41.0	.0172	24.9	30.7	16.5	11.6	21.6	13.9	213,324	12,220	17,527	47,906	8,561	40,879	4,409
Old Bridge Township	53.7	.0225	30.5	11.9	18.4	21.6	20.0	15.3	120,941	33,994	11,820	3,260	3,614	29,399	8,339
• Perth Amboy	38.7	.0162	33.4	11.2	15.8	16.4	31.1	14.3	183,330	45,049	15,816	13,760	11,842	48,797	5,085
Piscataway Township	42.8	.0180	27.7	20.7	19.4	19.9	15.9	13.2	61,689	7,823	14,419		5,226	6,152	860
Woodbridge Township	92.3	.0387	34.0	12.4	17.3	19.8	26.4	31.7	876,947	164,027	66,182	197,424	52,950	89,677	17,003
Somerset	211.1	.0886	34.2	10.2	16.6	22.5	26.1	73.8	1,536,296	350,925	123,100	131,887	82,985	394,020	34,632
SUBURBAN TOTAL	840.3	.3527	33.1	11.3	17.3	21.3	25.3	291.9	5,412,238	1,198,091	434,283	588,017	388,684	938,722	141,200
MONMOUTH - OCEAN	**932.2**	**.3912**	**34.9**	**9.1**	**15.6**	**18.6**	**31.2**	**347.2**	**5,515,153**	**1,212,130**	**503,296**	**540,144**	**230,491**	**1,375,675**	**151,212**
Monmouth	532.8	.2236	33.6	9.9	15.8	20.5	27.4	189.7	3,231,051	699,878	316,814	328,846	147,853	763,352	86,437
Middletown Township	68.4	.0287	32.8	9.6	15.2	22.1	24.6	21.7	226,018	72,868	17,256	28,649	14,368	24,263	11,306
Ocean	399.4	.1676	37.1	8.0	15.0	16.1	36.5	157.5	2,284,102	512,252	186,482	211,298	82,638	612,323	64,875
Brick Township	62.1	.0261	33.5	8.8	17.3	18.1	29.3	23.3	306,363	93,567	15,658	36,445	20,866	58,341	5,888

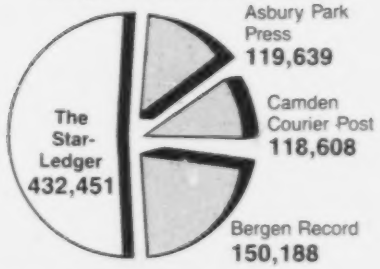
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers combined.

Sunday Circulation



Daily Circulation



For more information about The Star-Ledger's selling power, contact Walter Schwartz, National Advertising Manager, (201) 877-4214.

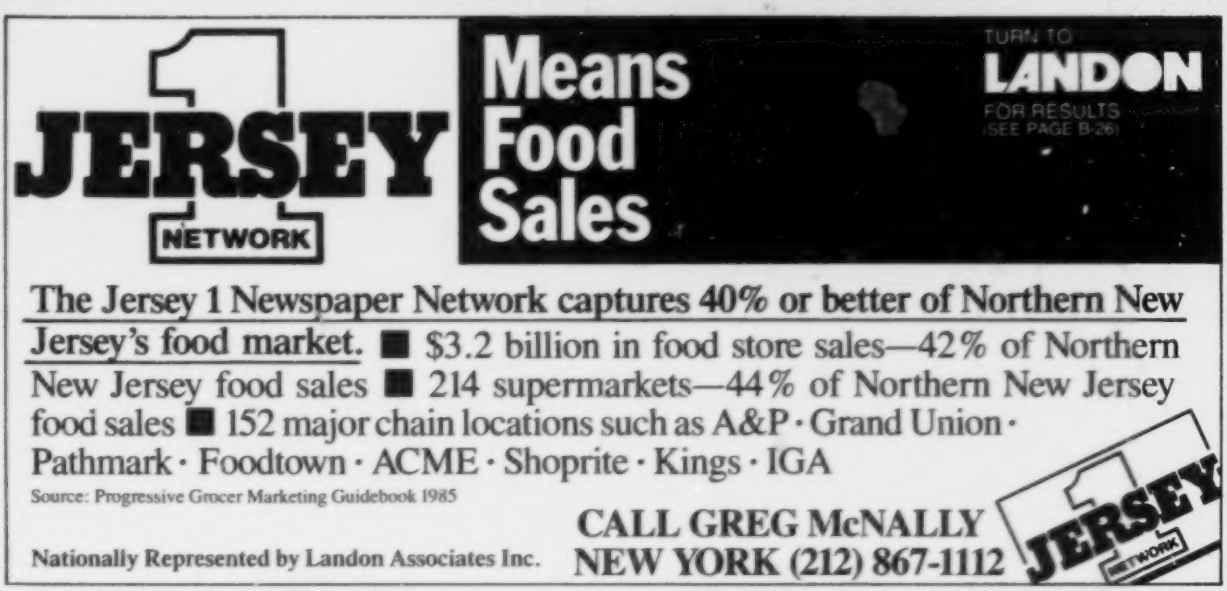
The Star-Ledger

New Jersey's Largest Newspaper

Star-Ledger Plaza, Newark, N.J. 07101

Represented Nationally by Newhouse Newspapers

Source: 1983 Audit



N.J. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Dover Township	73.4	.0308	34.7	8.5	15.0	19.9	29.6	26.9	716,403	120,667	37,987	123,372	29,430	232,332	14,697
SUBURBAN TOTAL	932.2	.3912	34.9	9.1	15.6	18.6	31.2	347.2	5,515,153	1,212,130	503,296	540,144	230,491	1,375,675	151,312
NEWARK	**1,868.4**	**.7842**	**33.6**	**10.3**	**16.5**	**20.1**	**27.5**	**668.9**	**10,115,041**	**2,245,464**	**981,796**	**867,364**	**620,242**	**2,031,927**	**304,804**
Essex	820.8	.3445	33.0	10.8	16.2	19.0	27.7	298.7	4,171,793	918,795	385,407	462,123	265,130	664,145	144,582
Bloomfield Township	46.4	.0195	37.8	10.5	17.2	17.3	36.1	18.6	281,050	66,761	20,167	3,359	8,125	67,722	14,499
East Orange	76.4	.0321	31.1	11.4	18.9	19.2	23.6	29.2	171,158	65,282	16,195	2,248	3,727	18,298	7,280
Irvington Township	61.2	.0257	33.7	10.2	18.7	17.3	30.2	25.3	201,484	44,546	15,305	4,415	10,217	42,891	10,897
• Newark	313.4	.1315	29.0	11.8	15.8	18.4	22.0	108.8	869,271	152,246	123,038	106,803	70,415	58,329	41,599
Morris	421.9	.1771	33.1	10.0	17.2	22.9	23.8	143.8	2,765,050	647,627	234,401	299,369	159,394	553,959	61,675
Parsippany - Troy Hills Township	50.6	.0212	32.0	10.9	21.5	23.1	20.4	18.6	263,604	81,521	28,424	21,056	17,340	45,925	6,030
Sussex	131.8	.0553	30.9	8.4	20.1	21.2	20.6	44.1	484,580	131,024	37,012	22,666	13,661	110,790	13,752
Union	493.9	.2073	36.1	10.4	15.4	19.2	32.2	182.3	2,693,618	548,018	244,976	83,206	182,057	703,033	84,795
• Elizabeth	105.8	.0444	33.8	11.5	16.4	18.3	29.8	40.5	439,212	102,220	41,534	8,198	27,505	89,728	16,460
Plainfield	46.0	.0193	31.0	11.2	17.8	19.2	23.6	16.2	170,916	21,123	11,705	10,529	9,253	46,797	8,768
Union Township	49.7	.0209	42.5	10.5	13.2	17.3	41.6	18.9	460,633	81,762	36,421	4,796	53,274	113,101	12,514
SUBURBAN TOTAL	1,449.2	.6083	34.5	9.9	16.7	20.6	28.5	519.6	8,806,558	1,990,998	737,224	752,363	522,322	1,883,870	246,745
TRENTON	**312.4**	**.1311**	**33.2**	**12.7**	**16.6**	**18.9**	**28.2**	**111.0**	**1,865,274**	**389,856**	**166,470**	**244,903**	**92,486**	**311,133**	**58,628**
Mercer	312.4	.1311	33.2	12.7	16.6	18.9	28.2	111.0	1,865,274	389,856	166,470	244,903	92,486	311,133	58,628
Hamilton Township	84.1	.0353	35.0	10.4	17.1	19.5	30.4	30.8	481,768	164,193	37,637	37,637	12,454	97,443	16,966
• Trenton	91.4	.0384	31.6	11.8	16.9	15.7	28.6	33.4	294,582	27,791	40,832	19,647	30,232	11,603	10,724
SUBURBAN TOTAL	221.0	.0927	33.9	13.1	16.4	20.2	28.1	77.6	1,570,692	362,065	125,638	225,256	62,254	299,530	47,904

Only The Times delivers the East's hottest new market.

The East's hottest new market—Greater Trenton, including the affluent, influential, prime buying audience of Princeton along the dynamic Route 1 corridor.

There's only one way to reach it—with The Times—the newspaper as hot as the market it serves.

The Greater/Princeton market is not overlapped by New York/ Newark or Philadelphia. It's separate, substantial and sizzling, with the figures to prove it.

No other paper—not the Philadelphia Inquirer, not The New York Times, or The Star-Ledger—covers Greater Trenton/Princeton like The Times.

To obtain the Scarborough Research Study, or for more information, please call Jack Dempsey, Advertising Sales Manager, at (609)396-3232.

The Times is represented nationally by Sawyer, Ferguson, Walker Company.

In the Greater Trenton/Princeton Market, *The Times* delivers...*

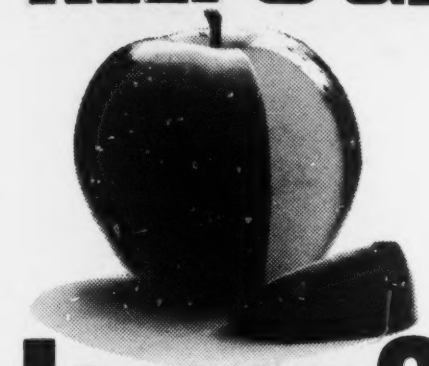
Daily
- ☐ 76% of readers age 25-44
- ☐ 79% of all readers with incomes of $25,000 +
- ☐ 81% of readers who hold professional, executive or managerial positions
- ☐ 80% of all readers who have graduated college or higher

SUNDAY
- ☐ 80% of readers age 25-44
- ☐ 89% of all readers with incomes of $25,000 +
- ☐ 86% of readers who hold professional, executive or managerial positions
- ☐ 90% of all readers who have graduated college or higher

* *Based on the Scarborough Research Study, 1984*

The Times
500 Perry Street, P.O. Box 847, Trenton, New Jersey 08605
A publication of Allbritton Communications Company

THE BEST SLICE OF THE NEW YORK ADI KEEPS GETTING BETTER



Jersey 2

Total retail sales in the Jersey 2 market increased close to $1 billion (19%) in 1984 to $5,808,892,000.* Even better, Jersey 2's $40,875 per household average spendable income is 38% higher than the national average and 12% higher than New Jersey's.

And with that quality you get quantity. Jersey 2 has the highest evening circulation in New Jersey.

*Source: S&MM Survey of Buying Power 1985

Represented by:
- Story and Kelly-Smith, Inc.
- Sawyer-Ferguson-Walker Co.
- Gannett Media Sales

The Courier-News, Bridgewater **The Home News, New Brunswick**
The News Tribune, Woodbridge

N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
VINELAND - MILLVILLE - BRIDGETON	**137.6**	**.0578**	**32.1**	**10.3**	**15.9**	**18.2**	**27.3**	**47.3**
Cumberland	137.6	.0578	32.1	10.3	15.9	18.2	27.3	47.3
• Bridgeton	19.2	.0081	31.2	11.3	14.6	14.8	29.7	7.0
• Millville	25.9	.0109	31.9	10.6	16.7	17.8	27.0	9.8
• Vineland	54.7	.0230	32.2	10.3	16.1	18.6	26.8	18.3
SUBURBAN TOTAL	37.8	.0158	32.7	9.6	15.8	19.6	26.8	12.2
OTHER COUNTIES								
☐ Burlington	387.7	.1627	30.7	12.5	17.5	20.4	22.1	128.9
☐ Camden	484.4	.2033	32.0	10.9	16.9	18.4	26.6	174.5
• Camden	82.4	.0346	27.0	11.9	14.7	14.9	23.4	28.5
Cherry Hill Township	69.5	.0292	35.7	9.1	13.1	24.5	26.9	23.1
Gloucester Township	48.9	.0205	29.6	11.3	21.8	19.1	19.1	17.0
☐ Gloucester	214.3	.0899	30.7	11.9	17.5	18.9	23.5	73.0
☐ Salem	67.5	.0284	32.8	10.0	15.9	18.4	28.1	24.2
☐ Warren	89.2	.0374	33.3	10.1	16.6	19.2	27.9	32.2
TOTAL METRO COUNTIES	**7,545.8**	**3.1669**	**33.6**	**10.8**	**16.4**	**19.4**	**28.3**	**2,724.5**
TOTAL STATE	**7,545.8**	**3.1669**	**33.6**	**10.8**	**16.4**	**19.4**	**28.3**	**2,724.5**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
VINELAND - MILLVILLE - BRIDGETON	**699,080**	**178,654**	**45,101**	**74,476**	**24,309**	**143,909**	**23,474**
Cumberland	699,080	178,654	45,101	74,476	24,309	143,909	23,474
• Bridgeton	133,711	24,279	11,586	2,427	2,446	31,415	7,520
• Millville	123,259	28,078	6,671	1,515	3,348	49,895	3,081
• Vineland	386,795	101,437	24,263	65,828	15,584	57,454	11,791
SUBURBAN TOTAL	55,315	24,860	2,581	4,706	2,931	5,145	1,082
OTHER COUNTIES							
☐ Burlington	1,989,537	343,247	189,620	273,225	78,159	546,144	40,392
☐ Camden	2,799,539	533,618	247,978	312,605	149,843	576,503	92,085
• Camden	181,030	42,972	22,902	6,807	4,282	6,064	15,412
Cherry Hill Township	792,745	82,931	60,669	127,884	51,029	232,823	17,320
Gloucester Township	104,220	37,935	8,663	5,627	1,596	4,390	3,096
☐ Gloucester	1,190,604	253,667	74,106	202,263	31,705	273,584	31,541
☐ Salem	224,698	47,716	19,391	12,544	10,855	51,599	8,079
☐ Warren	481,744	103,217	31,481	23,078	12,169	102,842	14,876
TOTAL METRO COUNTIES	**44,263,608**	**9,397,087**	**3,921,565**	**4,555,249**	**2,436,163**	**8,869,905**	**1,283,345**
TOTAL STATE	**44,263,608**	**9,397,087**	**3,921,565**	**4,555,249**	**2,436,163**	**8,869,905**	**1,283,345**

N.J.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**3,322,516**	**23,791**	**24.3**	**29.2**	**17.3**	**12.1**	**.1391**
Atlantic	2,270,034	24,623	22.9	28.7	18.5	12.7	.0945
• Atlantic City	329,875	15,659	28.9	23.2	9.9	6.0	.0181
Cape May	1,052,482	22,364	27.2	30.2	15.0	10.8	.0446
SUBURBAN TOTAL	2,992,641	25,150	23.6	30.2	18.5	13.0	.1210
BERGEN - PASSAIC	**19,000,417**	**36,140**	**14.2**	**23.7**	**22.6**	**29.3**	**.6868**
Bergen	13,843,528	40,009	12.3	22.0	23.3	34.8	.4888
Passaic	5,156,889	29,216	18.1	26.9	21.2	18.4	.1980
Clifton	1,052,022	32,382	17.0	27.2	23.4	21.6	.0380
Passaic	496,846	20,416	24.0	27.2	14.8	8.9	.0184
• Paterson	1,111,049	20,021	24.6	28.1	13.7	8.2	.0426
Wayne Township	734,825	45,264	7.6	20.0	25.7	42.1	.0361
SUBURBAN TOTAL	17,889,368	38,081	13.1	23.2	23.5	31.6	.6442
JERSEY CITY	**5,677,778**	**23,436**	**21.7**	**27.9**	**17.5**	**11.6**	**.2106**

The best buy in Trenton!
(it's more cost efficient)
Call Jim Keller (Trenton) 609-989-7800
The Trentonian
TURN TO LANDON FOR RESULTS
(SEE PAGE B-26)

N.J. (cont.) SMRB ESTIMATES — EFFECTIVE BUYING INCOME 1984							
METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hudson	5,677,778	23,436	21.7	27.9	17.5	11.6	.2106
Bayonne	780,849	27,628	19.3	27.6	20.3	16.6	.0263
• Hoboken	369,830	19,674	25.1	27.1	13.6	8.4	.0136
• Jersey City	2,019,771	21,173	24.0	27.2	15.6	9.6	.0776
North Bergen Township	567,714	27,057	18.4	28.2	20.7	14.0	.0199
Union City	508,097	20,350	25.7	28.7	14.5	7.6	.0204
SUBURBAN TOTAL	3,288,177	25,714	19.8	28.4	19.3	13.5	.1194
MIDDLESEX - SOMERSET -							
HUNTERDON	**13,084,092**	**38,100**	**12.1**	**24.3**	**26.4**	**29.4**	**.4656**
Hunterdon	1,424,185	39,465	11.3	23.8	25.7	32.3	.0486
Middlesex	8,335,862	36,884	12.8	25.2	26.7	26.8	.2992
Edison Township	1,148,122	40,130	9.1	25.5	28.6	31.4	.0422
• New Brunswick	396,001	22,498	24.6	28.4	15.5	11.5	.0161
Old Bridge Township	717,937	37,937	11.3	25.8	29.8	26.4	.0212
• Perth Amboy	392,611	23,743	21.2	27.3	18.9	11.3	.0151
Piscataway Township	559,365	39,543	10.6	24.6	30.0	29.5	.0159
Woodbridge Township	1,275,418	38,769	11.5	24.2	29.1	28.5	.0528
Somerset	3,324,045	41,363	10.6	22.4	25.3	35.6	.1178
SUBURBAN TOTAL	12,295,480	39,423	11.0	24.0	27.2	31.2	.4344
MONMOUTH - OCEAN	**12,684,336**	**32,393**	**17.7**	**26.2**	**22.2**	**23.4**	**.4520**
Monmouth	7,434,954	34,926	15.4	24.2	22.3	27.6	.2637
Middletown Township	1,016,021	43,554	9.4	19.2	25.4	38.9	.0307
Ocean	5,249,382	29,671	20.7	28.5	22.0	18.3	.1883
Brick Township	835,612	33,877	16.7	27.1	26.7	21.0	.0285
Dover Township	985,050	33,101	18.2	26.0	23.4	23.3	.0419
SUBURBAN TOTAL	12,684,336	32,393	17.7	26.2	22.2	23.4	.4520
NEWARK	**25,557,276**	**33,741**	**15.1**	**23.8**	**21.3**	**26.8**	**.8868**
Essex	9,740,212	26,736	18.8	24.8	17.7	19.4	.3544
Bloomfield Township	643,541	32,208	16.9	28.2	23.9	21.0	.0229
East Orange	774,406	22,437	23.0	27.8	16.3	11.5	.0254
Irvington Township	669,027	23,777	21.1	30.4	18.5	9.9	.0228
• Newark	2,352,173	17,187	24.2	24.5	12.7	6.7	.092
Morris	6,959,518	44,700	8.9	20.4	24.8	41.2	.234
Parsippany - Troy Hills Township	826,606	41,723	8.8	24.8	27.8	34.6	.0264
Sussex	1,739,337	37,134	12.0	26.7	28.2	26.1	.0560
Union	7,118,209	35,172	14.6	24.5	22.7	27.6	.2420
• Elizabeth	1,161,024	25,091	20.9	29.6	18.9	12.2	.0416
Plainfield	536,067	29,904	17.6	27.4	21.8	19.2	.0182
Union Township	718,332	35,984	14.9	24.5	24.5	27.1	.0288
SUBURBAN TOTAL	22,044,079	38,330	12.7	23.3	23.3	32.1	.7531
TRENTON	**4,082,418**	**32,444**	**16.5**	**25.6**	**22.2**	**23.5**	**.1486**
Mercer	4,082,418	32,444	16.5	25.6	22.2	23.5	.1486
Hamilton Township	1,090,962	34,222	14.6	28.2	28.0	20.5	.0394
• Trenton	837,997	21,097	24.1	28.0	14.8	9.6	.0308
SUBURBAN TOTAL	3,244,421	37,698	13.2	24.7	25.4	29.4	.1178
VINELAND - MILLVILLE - BRIDGETON	**1,333,443**	**24,917**	**22.2**	**31.7**	**18.5**	**11.0**	**.0536**
Cumberland	1,333,443	24,917	22.2	31.7	18.5	11.0	.0536
• Bridgeton	162,914	20,152	25.0	30.9	12.5	7.0	.0079
• Millville	277,496	26,325	20.6	33.0	20.0	10.4	.0104
• Vineland	541,983	25,854	22.1	31.5	19.3	12.4	.0241
SUBURBAN TOTAL	351,050	25,614	21.8	31.8	19.4	11.6	.0112
OTHER COUNTIES							
☐ Burlington	4,791,422	33,779	15.5	28.9	25.7	21.8	.1715
☐ Camden	5,679,993	29,156	18.4	27.8	21.3	18.2	.2157
• Camden	540,024	15,276	28.2	24.1	9.9	3.7	.0216
Cherry Hill Township	1,103,443	45,416	9.5	18.4	24.4	42.0	.0456
Gloucester Township	582,131	32,622	15.3	30.9	26.4	18.4	.0178
☐ Gloucester	2,426,821	31,883	16.8	28.9	26.5	16.9	.0926
☐ Salem	873,775	34,521	16.5	22.9	25.6	23.7	.0277
☐ Warren	1,081,191	30,932	17.5	30.4	23.9	17.7	.0396
TOTAL METRO COUNTIES	**99,595,478**	**32,556**	**16.4**	**25.6**	**22.2**	**23.7**	**3.5902**
TOTAL STATE	**99,595,478**	**32,556**	**16.4**	**25.6**	**22.2**	**23.7**	**3.5902**

NEW MEXICO

N.M. SMRB ESTIMATES — POPULATION—12/31/84								
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ALBUQUERQUE	**455.1**	**.1952**	**29.8**	**13.4**	**19.6**	**18.7**	**21.1**	**176.1**
Bernalillo	465.1	.1952	29.8	13.4	19.6	18.7	21.1	176.1
• Albuquerque	358.2	.1503	30.2	13.6	20.1	18.5	21.7	141.1
SUBURBAN TOTAL	106.9	.0449	28.3	13.1	18.0	19.2	18.8	35.0
LAS CRUCES	**110.9**	**.0466**	**26.6**	**16.7**	**16.7**	**17.1**	**18.8**	**37.7**
Dona Ana	110.9	.0466	26.6	16.7	16.7	17.1	18.8	37.7
• Las Cruces	50.2	.0211	28.8	15.8	16.8	17.3	22.2	19.4
SUBURBAN TOTAL	60.7	.0255	24.8	17.4	16.6	16.9	16.1	18.3
SANTA Fe	**102.5**	**.0431**	**31.1**	**9.9**	**19.5**	**21.2**	**21.2**	**38.5**
Los Alamos	18.6	.0078	34.3	6.2	15.8	28.1	20.7	6.9
Santa Fe	83.9	.0353	30.6	10.7	20.2	19.6	21.4	31.6
• Santa Fe	53.7	.0225	31.5	10.6	19.4	19.8	23.4	21.2
SUBURBAN TOTAL	48.8	.0206	30.7	9.0	19.5	22.7	18.9	17.3

RETAIL SALES BY STORE GROUP 1984						
METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**2,694,689**	**568,614**	**282,406**	**321,054**	**175,820**	**555,152**	**83,075**
Bernalillo	2,694,689	568,614	282,406	321,054	175,820	555,152	83,075
• Albuquerque	2,518,684	491,395	262,523	318,528	170,129	548,879	74,049
SUBURBAN TOTAL	176,005	77,219	19,883	2,526	5,691	6,273	9,026
LAS CRUCES	**505,663**	**99,810**	**46,772**	**61,702**	**26,507**	**100,729**	**16,799**
Dona Ana	505,663	99,810	46,772	61,702	26,507	100,729	16,799
• Las Cruces	445,588	92,042	39,201	60,146	25,222	98,685	15,638
SUBURBAN TOTAL	60,075	7,768	7,571	1,556	1,285	2,044	1,161
SANTA Fe	**618,634**	**128,670**	**61,633**	**49,102**	**32,204**	**120,521**	**32,035**
Los Alamos	58,516	18,159	4,944	6,413	1,586	1,825	1,960
Santa Fe	560,118	110,511	56,689	42,689	30,618	118,696	30,075
• Santa Fe	526,369	106,088	51,592	42,165	29,135	113,017	27,209
SUBURBAN TOTAL	92,265	22,582	10,041	6,937	3,069	7,504	4,826

N.M. (cont.) SMRI ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Catron	3.0	.0013	32.6	8.7	15.7	17.8	28.4	1.0	4,563	1,109	418		214	289	
Chaves	57.7	.0242	32.4	10.9	14.5	16.5	29.8	21.4	393,812	86,535	33,042	31,302	20,144	78,136	8,064
Cibola	31.6	.0132	29.7	9.8	16.9	19.6	21.5	10.0	82,671	27,513	8,160	13,133	3,532	9,209	3,514
Colfax	14.1	.0059	31.5	9.9	15.4	16.6	28.0	5.2	81,313	19,288	8,088	6,701	1,566	11,474	2,523
Curry	44.0	.0185	28.0	14.2	16.8	17.1	21.1	15.8	241,737	47,364	18,576	24,555	16,315	64,171	7,316
De Baca	2.4	.0010	41.2	7.0	12.3	17.5	40.0	1.0	8,082	3,318	902		242	887	551
Eddy	52.3	.0219	31.1	10.7	15.6	16.4	27.5	18.4	338,330	80,409	19,501	33,918	16,146	77,355	9,356
Grant	27.1	.0114	29.9	10.4	15.8	17.4	24.6	9.2	98,180	34,260	5,917	6,885	3,015	18,504	4,265
Guadalupe	4.5	.0019	29.8	10.8	14.3	17.4	25.1	1.5	38,909	5,231	4,018	741	360	1,023	335
Harding	1.1	.0004	36.2	8.5	15.0	13.5	37.3	.4	3,407	451	162	179	105	1,554	
Hidalgo	6.2	.0026	27.8	10.2	16.3	16.2	22.1	2.1	31,295	7,177	1,666	498	66	3,283	125
Lea	63.4	.0266	28.5	11.8	16.6	17.6	21.6	22.2	438,672	112,374	34,114	25,548	20,669	97,795	11,217
Lincoln	14.0	.0059	33.5	8.4	17.8	18.7	28.6	5.4	109,016	26,670	12,159	9,703	3,188	17,639	522
Luna	17.1	.0072	35.7	8.5	11.8	15.7	35.1	6.2	71,829	23,106	3,228	6,880	700	10,691	2,408
McKinley	62.3	.0261	23.5	12.8	17.2	16.5	13.7	17.3	313,905	80,727	31,062	35,044	13,134	40,223	7,219
Mora	4.4	.0019	31.4	9.7	13.8	15.1	29.9	1.4	6,289	1,587	194	1,141	711	181	
Otero	48.1	.0202	27.1	15.7	18.0	18.4	17.4	16.1	219,319	40,812	19,226	17,781	13,004	56,916	6,386
Quay	10.3	.0043	34.4	8.4	13.9	17.4	31.7	4.0	75,914	20,585	10,906	8,873	1,423	10,910	1,578
Rio Arriba	31.3	.0131	27.5	11.5	16.4	17.2	20.5	10.1	82,753	25,334	6,843	8,190	1,298	12,370	707
Roosevelt	16.2	.0068	29.0	18.8	14.0	15.2	26.4	6.0	69,812	18,041	7,941	3,925	1,543	21,438	3,741
Sandoval	41.4	.0174	29.7	10.0	17.0	17.4	23.7	12.9	55,524	21,822	6,057	6,020	1,227	1,564	1,050
San Juan	100.6	.0422	25.8	12.8	17.9	17.5	16.1	32.5	496,002	121,528	40,561	44,013	18,005	112,767	9,792
San Miguel	24.1	.0101	29.2	13.2	16.2	16.5	24.2	8.1	85,159	24,319	8,017	10,929	2,278	9,410	2,989
Sierra	9.1	.0038	50.6	6.1	8.5	14.4	50.7	4.0	32,173	9,469	5,671	3,251	363	3,682	2,158
Socorro	13.9	.0058	27.2	14.7	16.2	16.4	21.0	4.4	49,081	13,913	4,390	4,081	859	15,913	724
Taos	20.5	.0086	29.7	9.5	18.1	19.0	21.4	7.2	110,092	32,044	15,219	8,831	2,006	11,768	2,100
Torrance	8.8	.0037	31.6	8.7	15.8	17.4	27.2	3.1	28,830	4,582	1,619	613	247	9,529	802
Union	4.8	.0020	36.1	7.9	12.9	17.9	33.5	1.8	18,317	4,050	2,318	1,390	1,130	1,308	347
Valencia	38.3	.0161	27.3	11.6	17.1	18.0	18.9	13.4	137,874	54,794	6,062	11,684	2,262	38,122	4,002
TOTAL METRO COUNTIES	**678.5**	**.2849**	**29.5**	**13.4**	**19.1**	**18.8**	**20.8**	**252.3**	**3,818,936**	**797,094**	**390,811**	**431,858**	**234,531**	**776,402**	**131,909**
TOTAL STATE	**1,451.1**	**.6090**	**29.1**	**12.6**	**17.7**	**18.0**	**21.7**	**514.4**	**7,541,846**	**1,745,506**	**706,848**	**757,667**	**380,283**	**1,514,513**	**225,700**

N.M. SMRI ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**4,816,953**	**23,532**	**24.7**	**30.5**	**17.2**	**10.6**	**.1948**
Bernalillo	4,816,953	23,532	24.7	30.5	17.2	10.6	.1948
• Albuquerque	3,876,868	23,920	24.1	30.7	17.6	10.8	.1636
SUBURBAN TOTAL	940,085	22,048	26.7	30.1	15.4	9.8	.0312
LAS CRUCES	**876,532**	**18,482**	**28.9**	**27.6**	**11.0**	**7.7**	**.0380**
Dona Ana	876,532	18,482	28.9	27.6	11.0	7.7	.0380
• Las Cruces	459,817	19,867	25.7	28.5	13.1	8.2	.0234
SUBURBAN TOTAL	416,715	17,331	32.2	26.7	8.8	7.2	.0146
SANTA FE	**1,229,524**	**27,589**	**20.5**	**27.9**	**19.5**	**17.5**	**.0468**
Los Alamos	326,155	46,489	7.3	17.8	27.7	43.2	.0092
Santa Fe	903,369	24,319	23.5	30.0	17.7	11.9	.0376
• Santa Fe	610,426	24,607	23.3	28.6	18.6	12.6	.0285
SUBURBAN TOTAL	619,098	31,587	17.0	27.1	20.5	23.5	.0183
OTHER COUNTIES							
Catron	16,141	12,975	33.1	23.4	4.3	1.6	.0008
Chaves	524,790	19,818	28.8	28.5	13.3	7.8	.0241

SMRI ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cibola	251,620	23,346	22.2	34.0	18.0	6.8	.0094
Colfax	108,202	17,608	28.8	29.5	9.7	4.9	.0052
Curry	370,511	18,924	31.4	29.5	11.8	5.7	.0164
De Baca	16,956	13,237	33.6	21.1	5.1	3.8	.0007
Eddy	462,302	22,101	25.1	33.5	14.4	7.3	.0213
Grant	259,015	26,508	19.4	28.9	22.8	10.1	.0095
Guadalupe	23,407	12,727	32.4	21.1	4.2	2.4	.0017
Harding	6,806	14,143	37.7	20.2	5.8	3.8	.0004
Hidalgo	41,033	16,734	31.3	32.3	8.4	1.2	.0020
Lea	658,500	27,801	18.2	33.2	21.3	11.7	.0282
Lincoln	140,517	21,517	26.3	29.8	13.6	9.9	.0065
Luna	102,887	12,857	32.6	21.4	5.7	2.8	.0051
McKinley	296,953	14,267	26.6	25.6	7.7	2.6	.0183
Mora	17,777	9,871	27.9	19.1	1.9	.5	.0008
Otero	430,158	22,522	28.2	32.5	16.4	8.3	.0175
Quay	90,688	19,310	25.5	28.1	13.1	6.9	.0044

99 GRP'S

ONE ORDER, ONE BILL, $20 CPP

While our network affiliates' combined prime-time household rating has dropped over 20% since 1976, the Albany-Schenectady-Troy MSA's #1 newspaper buy is as strong as ever. Only $2,000 buys you a quarter page Sunday and daily combo, delivering 99 GRPS and 60% reach for metro adults.

For details, contact
Chris Cunningham Jr. at
(518) 454-5680

NOBODY COVERS NEW YORK'S CAPITAL LIKE
NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION Mornings and Sunday
Knickerbocker News Evenings
HEARST NEWSPAPERS

N.M. (cont.) — SMSA ESTIMATES — EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rio Arriba	176,554	14,888	29.5	26.5	7.3	2.0	.0079
Roosevelt	107,553	13,206	27.7	22.0	7.5	3.8	.0051
Sandoval	366,719	24,977	23.0	32.2	18.7	11.4	.0118
San Juan	841,032	24,116	19.9	31.8	18.1	8.9	.0364
San Miguel	140,276	13,583	31.7	22.3	7.2	2.3	.0066
Sierra	66,022	13,309	32.5	20.8	6.4	2.4	.0027
Socorro	77,438	14,202	35.2	22.3	6.4	2.6	.0039
Taos	151,385	17,190	29.1	26.0	10.3	5.8	.0071
Torrance	56,280	13,433	34.9	22.3	8.0	3.1	.0025
Union	36,741	15,593	30.0	24.7	6.7	6.7	.0015
Valencia	313,675	20,503	28.0	30.4	15.4	5.5	.0126
TOTAL METRO COUNTIES	**6,923,009**	**23,288**	**24.6**	**29.7**	**16.6**	**11.2**	**.2796**
TOTAL STATE	**13,074,955**	**21,529**	**25.3**	**29.5**	**15.2**	**9.0**	**.5500**

NEW YORK

N.Y. — SMSA ESTIMATES — POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBANY - SCHENECTADY - TROY	**863.5**	**.3622**	**32.9**	**12.0**	**16.7**	**17.5**	**29.0**	**319.5**
Albany	292.0	.1225	32.9	13.7	17.5	16.6	29.8	111.6
* Albany	101.4	.0426	32.1	18.3	17.7	13.2	31.6	41.7
Greene	44.2	.0185	36.1	10.0	14.2	17.7	33.7	16.7
Montgomery	53.8	.0225	36.5	9.1	15.0	15.8	35.8	20.2
Rensselaer	155.6	.0653	31.8	13.3	16.3	17.0	27.7	55.1
* Troy	55.8	.0234	30.1	19.4	15.1	13.6	28.9	20.5
Saratoga	168.4	.0707	30.8	10.7	18.0	19.9	22.6	58.6
Schenectady	149.5	.0627	34.9	10.4	15.9	17.5	32.4	57.4
* Schenectady	67.3	.0282	33.7	13.3	16.9	14.1	33.7	28.2
SUBURBAN TOTAL	639.0	.2680	33.2	10.2	16.8	18.9	28.1	229.2

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**4,651,906**	**1,079,267**	**373,836**	**473,873**	**217,483**	**918,727**	**171,105**
Albany	2,172,391	378,427	183,252	246,714	128,380	479,939	65,015
* Albany	607,075	130,625	67,878	26,870	29,813	181,930	28,437
Greene	192,440	55,979	13,068	10,981	4,087	37,281	6,391
Montgomery	235,105	59,898	14,633	22,145	6,290	33,995	13,450
Rensselaer	536,498	183,914	44,348	28,285	15,392	101,763	29,862
* Troy	217,279	72,335	25,343	5,630	10,962	37,138	19,724
Saratoga	638,339	166,903	61,261	62,755	20,847	114,017	20,237
Schenectady	877,133	234,146	57,274	102,993	42,487	151,732	36,150
* Schenectady	457,569	126,059	34,717	43,734	24,234	94,083	21,965
SUBURBAN TOTAL	3,369,983	750,248	245,856	397,639	152,474	605,576	100,979

When You Need Help To Deliver The Sale

For more than a decade, the Schenectady Gazette has been the number one morning newspaper in upstate New York in ad lineage. With more than 30.5 million lines last year, it shows that buyers have confidence in our ability to deliver an audience that can help them deliver the sales. And we do! More than 144,000 adults each morning, with nearly half earning more than $25,000 annually in household income. That's the buying power of the Gazette. An audience you can reach each day, with results you can take to the bank.

Distinctly Different

SCHENECTADY GAZETTE

Represented by C.W.O. & O. Schenectady, New York 12301

SOURCE: Fact Finders 1984 SMSA Study

YOUR NICKEL GOES FARTHER IN BUFFALO

Buffalo ranks second among the six Great Lakes markets in total retail sales development.
And The Buffalo News is read by more than 68% of CMSA adults daily and more than 77% Sunday.

No one covers Buffalo's $12.8 billion buying public like The News.

Surprising
THE BUFFALO NEWS

Call Hugh Monaghan (716) 849-3422

Source: Scarborough Research, 1983. Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

N.Y. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BINGHAMTON	**268.3**	**.1126**	**32.8**	**12.5**	**15.7**	**18.2**	**28.2**	**97.6**	**1,344,933**	**319,953**	**115,341**	**152,768**	**61,220**	**268,161**	**61,629**
Broome	215.4	.0904	33.2	13.1	15.6	17.6	29.6	79.4	1,204,892	272,403	108,290	144,334	59,241	240,533	57,736
• Binghamton	54.8	.0230	35.3	13.5	15.8	14.0	36.2	22.8	399,746	96,939	40,768	20,207	25,720	103,514	22,665
Tioga	52.9	.0222	31.1	9.8	15.8	20.9	23.0	18.2	140,041	47,550	7,051	8,434	1,979	27,628	3,893
SUBURBAN TOTAL	213.5	.0896	32.1	12.2	15.6	19.3	26.3	74.8	945,187	223,014	74,573	132,561	35,500	164,647	38,964
BUFFALO	**990.2**	**.4156**	**33.5**	**11.8**	**16.0**	**17.7**	**29.8**	**364.6**	**4,822,866**	**1,239,925**	**505,335**	**539,211**	**222,412**	**900,578**	**235,732**
Erie	990.2	.4156	33.5	11.8	16.0	17.7	29.8	364.6	4,822,866	1,239,925	505,335	539,211	222,412	900,578	235,732
• Buffalo	339.1	.1423	33.0	13.5	16.3	14.7	32.0	137.1	1,218,330	390,201	166,037	70,301	51,264	163,936	74,942
SUBURBAN TOTAL	651.1	.2733	33.7	11.0	15.6	19.2	28.8	227.5	3,604,536	849,724	339,298	468,910	171,148	736,642	160,790
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,209.5***	***.5077***	***33.3***	***11.8***	***15.9***	***17.7***	***29.7***	***444.4***	***5,751,681***	***1,487,356***	***594,907***	***664,567***	***252,356***	***1,075,330***	***280,012***
ELMIRA	**96.5**	**.0405**	**32.8**	**11.7**	**15.6**	**17.0**	**29.5**	**34.5**	**491,370**	**96,425**	**40,657**	**91,629**	**18,567**	**98,092**	**21,124**
Chemung	96.5	.0405	32.8	11.7	15.6	17.0	29.5	34.5	491,370	96,425	40,657	91,629	18,567	98,092	21,124
• Elmira	34.5	.0145	30.8	16.6	15.1	13.2	30.4	12.5	202,034	52,550	18,139	7,247	9,155	55,961	12,790
SUBURBAN TOTAL	62.0	.0260	33.8	9.0	15.9	19.1	29.0	22.0	289,336	43,875	22,518	84,382	9,412	42,131	8,334
GLENS FALLS	**115.6**	**.0485**	**32.3**	**10.3**	**15.8**	**17.9**	**27.9**	**40.0**	**624,957**	**155,517**	**57,449**	**63,137**	**15,779**	**116,747**	**26,402**
Warren	58.2	.0244	32.5	10.2	15.9	17.6	28.5	20.8	448,558	98,365	41,646	56,090	13,082	91,657	16,828
• Glens Falls	16.9	.0071	32.2	11.3	17.1	14.5	30.8	6.5	261,526	62,760	12,557	43,445	8,696	66,255	8,698
Washington	57.4	.0241	32.1	10.3	15.6	18.3	27.2	19.2	176,399	57,152	15,803	7,047	2,697	25,090	9,574
SUBURBAN TOTAL	98.7	.0414	32.3	10.1	15.4	18.5	27.4	33.5	363,331	92,757	44,892	19,692	7,083	50,492	17,704
NASSAU - SUFFOLK	**2,686.3**	**1.1274**	**33.3**	**10.6**	**15.4**	**20.7**	**26.8**	**862.3**	**18,013,334**	**3,671,437**	**1,411,664**	**1,912,108**	**1,125,086**	**3,195,924**	**522,461**
Nassau	1,334.3	.5600	35.6	10.8	14.7	19.9	30.8	441.2	10,667,457	2,003,967	873,248	1,169,601	769,391	1,805,585	289,846
Hempstead	42.3	.0178	31.5	11.5	18.2	19.5	24.2	15.1	454,744	52,107	16,730	40,501	36,352	183,636	5,509
Suffolk	1,352.0	.5674	31.4	10.4	16.2	21.4	22.7	421.1	7,345,877	1,667,470	538,416	742,507	355,695	1,390,339	232,615
SUBURBAN TOTAL	2,686.3	1.1274	33.3	10.6	15.4	20.7	26.8	862.3	18,013,334	3,671,437	1,411,664	1,912,108	1,125,086	3,195,924	522,461
NEW YORK	**8,391.1**	**3.5216**	**34.2**	**10.5**	**17.6**	**19.3**	**29.2**	**3,312.1**	**38,784,867**	**7,815,956**	**4,945,191**	**4,431,828**	**2,701,855**	**4,569,065**	**1,365,529**
Bronx	1,122.3	.4710	32.2	11.3	15.9	18.0	27.5	419.5	2,397,864	740,048	183,081	152,286	161,348	321,779	101,524
Kings	2,207.9	.9266	32.4	11.0	16.9	17.7	27.9	844.6	6,380,345	1,662,673	437,724	617,765	440,141	818,171	261,173

We make it EASY

to complete your N.Y. METRO MARKET . . .

*THE NEWS-TIMES
Danbury-Connecticut (Fairfield County plus Litchfield)

*TIMES HERALD-RECORD
Middletown, New York (Orange County plus Sullivan-Ulster)

	TIMES HERALD-RECORD	NEWS-TIMES	TOTAL UNIT
DAILY	76,090	40,581	116,671
SUNDAY	87,476	45,446	132,922

SOURCE: ABC FAS-FAX SEPTEMBER 30, 1984

D.A.M.N.*

WE'RE NOT ONLY GOOD . . . BUT WE GET THE JOB DONE!

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New york State and the individual listings by state. phone National Ad Director Thomas F. Manalio at (914) 343-2181 or contact Branham Newspaper Sales.

Because they believe us, they'll believe you.

The Record delivers 434,500 adult readers daily and 558,600 adult readers on Sunday who are responsive to your classified message.

They trust us to keep them informed on the job market and job openings that can affect their lifestyle.

Talk to the audience that has faith in what they read.

Put your classified ad in The Record. It works.

150 River Street, Hackensack, NJ 07602

©1985, The Bergen Record Corp.
National Representative:
Sawyer-Ferguson-Walker Company

N.Y. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
New York (Manhattan)	1,480.7	.6214	35.6	10.3	22.5	21.3	29.6	744.0	14,827,474	1,824,061	2,943,832	2,059,640	1,267,779	705,921	496,883
• New York City	7,161.4	3.0055	34.1	10.6	18.0	18.9	29.4	2,881.3	31,131,866	6,155,577	4,347,792	3,520,659	2,265,720	3,123,682	1,147,604
Putnam	85.6	.0359	32.0	8.7	17.2	22.9	21.9	28.0	294,320	70,043	16,360	16,202	9,451	66,058	12,589
Queens	1,960.7	.8229	36.3	10.1	16.8	18.8	33.0	743.9	6,257,815	1,609,572	693,829	535,081	333,278	1,063,241	245,619
Richmond	389.8	.1636	32.0	10.3	18.0	20.2	24.4	129.3	1,268,368	319,223	89,326	155,887	63,174	214,570	42,405
Rockland	275.7	.1157	32.4	10.0	15.2	23.5	22.6	85.7	1,310,534	281,589	130,246	154,293	52,038	293,667	48,816
Westchester	868.4	.3645	36.0	9.9	15.5	20.6	30.8	317.1	6,048,147	1,308,747	450,793	740,674	374,646	1,083,658	156,520
Mount Vernon	66.9	.0281	35.3	9.9	16.1	18.7	31.8	26.1	311,014	66,290	11,067	4,952	10,999	55,793	13,105
New Rochelle	71.8	.0301	37.0	10.7	15.6	19.3	33.5	27.0	472,499	69,606	35,028	45,886	33,994	146,314	11,264
• White Plains	45.6	.0191	37.9	9.6	16.8	19.7	34.4	18.9	948,514	120,757	61,051	299,387	63,170	132,341	13,780
Yonkers	191.1	.0802	35.9	10.9	16.6	17.4	33.6	73.7	1,011,428	259,426	61,671	157,563	73,401	147,098	29,560
SUBURBAN TOTAL	1,184.1	.4970	34.7	9.9	15.5	21.4	28.2	411.9	6,704,487	1,539,622	536,348	611,782	372,965	1,313,042	204,145
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,721.3***	***7.4374***	***34.0***	***10.5***	***16.8***	***19.7***	***28.6***	***6,572.0***	***97,023,574***	***20,038,991***	***9,829,929***	***10,412,556***	***6,137,375***	***15,678,425***	***3,029,853***
NIAGARA FALLS	**219.3**	**.0921**	**32.8**	**11.8**	**15.7**	**17.5**	**29.0**	**79.8**	**928,815**	**247,431**	**89,572**	**125,356**	**29,944**	**174,752**	**44,280**
Niagara	219.3	.0921	32.8	11.8	15.7	17.5	29.0	79.8	928,815	247,431	89,572	125,356	29,944	174,752	44,280
• Niagara Falls	66.1	.0277	34.2	12.4	14.9	14.5	34.3	26.0	282,625	84,587	37,691	33,847	7,207	33,084	14,837
SUBURBAN TOTAL	153.2	.0644	32.2	11.5	16.0	18.8	26.8	53.8	646,190	162,844	51,881	91,509	22,737	141,668	29,443
ORANGE COUNTY	**278.9**	**.1171**	**31.4**	**10.9**	**16.7**	**19.5**	**24.5**	**91.3**	**1,470,605**	**349,911**	**93,016**	**183,814**	**70,314**	**275,113**	**43,177**
Orange	278.9	.1171	31.4	10.9	16.7	19.5	24.5	91.3	1,470,605	349,911	93,016	183,814	70,314	275,113	43,177
SUBURBAN TOTAL	278.9	.1171	31.4	10.9	16.7	19.5	24.5	91.3	1,470,605	349,911	93,016	183,814	70,314	275,113	43,177

BUYING POWER!

In America's Top 20 metropolitan markets, Nassau-Suffolk has the highest percent of households earning $50,000 and over.

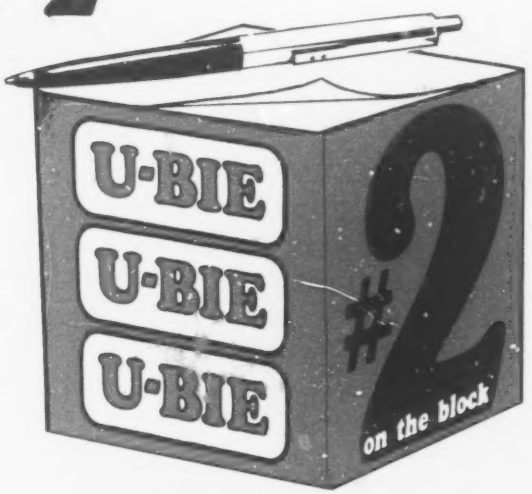
Newsday reaches 65% of them.

Newsday

Source: Survey of Buying Power, 1984

N.Y. (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
POUGHKEEPSIE	**262.0**	**.1099**	**32.6**	**11.4**	**16.8**	**20.7**	**25.3**	**88.6**	**1,300,899**	**314,071**	**97,330**	**140,520**	**51,822**	**253,945**	**41,286**
Dutchess	262.0	.1099	32.6	11.4	16.8	20.7	25.3	88.6	1,300,899	314,071	97,330	140,520	51,822	253,945	41,286
• Poughkeepsie	31.2	.0131	34.1	11.8	16.8	15.5	33.0	13.3	312,079	51,421	23,819	1,155	9,808	79,708	10,484
SUBURBAN TOTAL	230.8	.0968	32.4	11.3	16.9	21.4	24.2	75.3	988,820	262,650	73,511	139,365	42,014	174,237	30,802
ROCHESTER	**998.2**	**.4189**	**31.7**	**12.3**	**17.5**	**18.4**	**25.8**	**362.8**	**5,209,563**	**1,142,245**	**504,140**	**555,510**	**251,854**	**1,177,041**	**219,988**
Livingston	59.8	.0251	29.9	16.1	15.9	17.9	24.1	19.5	214,193	59,855	22,048	11,735	3,982	40,246	5,989
Monroe	713.3	.2994	31.8	12.6	17.8	18.3	25.9	265.6	4,114,710	889,337	407,965	432,004	221,627	963,385	174,620
• Rochester	243.0	.1020	30.8	13.7	19.5	14.3	27.5	98.9	1,142,468	217,062	150,235	73,459	76,162	248,082	59,555
Ontario	95.1	.0399	32.0	11.6	17.3	18.3	26.5	33.0	511,804	96,166	48,335	85,633	16,524	90,467	20,091
Orleans	40.5	.0170	32.2	10.2	15.7	18.2	27.5	14.0	112,967	35,915	10,282	2,544	3,935	19,245	7,211
Wayne	89.5	.0375	31.6	9.7	17.0	19.6	24.6	30.7	255,889	60,972	15,510	23,594	5,786	63,698	12,077
SUBURBAN TOTAL	755.2	.3169	32.0	11.9	16.8	19.7	25.3	263.9	4,067,095	925,183	353,905	482,051	175,692	928,959	160,433
SYRACUSE	**659.2**	**.2766**	**30.9**	**13.6**	**16.7**	**17.5**	**25.6**	**234.1**	**3,297,616**	**808,061**	**304,007**	**328,597**	**158,000**	**694,287**	**153,694**
Madison	68.7	.0288	29.5	15.7	15.2	17.5	24.1	22.3	223,634	60,254	27,695	11,553	5,628	49,736	13,858
Onondaga	466.8	.1959	31.5	13.2	17.1	17.6	26.3	170.5	2,647,603	626,875	240,847	282,494	141,295	562,253	115,661
• Syracuse	164.4	.0690	30.9	17.9	17.3	13.4	29.4	66.3	899,924	209,066	89,004	52,064	76,794	245,836	32,965
Oswego	123.8	.0519	29.2	14.2	16.0	17.2	23.5	41.3	426,379	120,932	35,465	34,550	11,077	82,298	24,175
SUBURBAN TOTAL	494.9	.2076	30.9	12.2	16.8	18.9	24.3	167.8	2,397,692	598,995	215,003	276,533	81,206	448,451	120,729
UTICA - ROME	**322.6**	**.1353**	**33.5**	**11.2**	**15.0**	**17.1**	**30.6**	**114.4**	**1,491,388**	**364,186**	**124,169**	**153,769**	**63,014**	**269,821**	**80,438**
Herkimer	68.3	.0286	33.9	10.4	14.7	17.0	31.3	24.3	243,699	66,298	20,003	33,715	10,380	34,325	14,343
Oneida	254.3	.1067	33.4	11.5	15.0	17.2	30.4	90.1	1,247,689	297,888	104,166	120,054	52,924	235,496	66,095
• Rome	43.7	.0183	31.1	13.0	16.9	16.3	27.2	15.4	230,254	58,515	18,664	29,397	7,551	41,564	14,416
• Utica	72.7	.0305	35.7	12.3	14.7	14.4	36.3	28.4	377,524	103,403	35,354	30,061	15,815	45,164	23,900
SUBURBAN TOTAL	206.2	.0865	33.3	10.5	14.7	18.3	29.2	70.6	883,610	202,268	70,151	94,311	39,638	183,093	42,122
OTHER COUNTIES															
Allegany	54.3	.0228	28.6	18.3	14.0	15.9	25.1	17.8	147,185	49,704	12,939	8,958	3,619	36,198	6,156
Cattaraugus	89.0	.0374	31.6	11.9	15.4	16.7	28.0	30.9	343,790	87,606	35,659	44,035	12,292	67,388	13,348
Cayuga	83.1	.0349	32.3	10.7	16.3	16.8	28.8	28.4	318,682	77,529	23,432	33,236	6,481	75,534	12,291
Chautauqua	149.1	.0626	33.4	11.8	14.8	17.0	30.7	54.6	622,696	164,263	61,752	68,639	23,089	127,077	23,866
Chenango	52.0	.0219	32.3	9.7	15.4	18.1	27.8	18.1	187,670	54,037	12,901	12,603	4,481	45,362	9,465
Clinton	85.7	.0359	28.0	18.3	17.8	17.5	20.0	26.9	389,451	76,328	34,192	38,676	13,248	80,893	14,904
Columbia	64.3	.0270	35.5	8.8	15.5	18.4	32.3	23.5	240,886	67,185	16,598	12,391	7,469	40,068	6,729
Cortland	49.4	.0208	29.1	17.8	15.4	16.5	24.4	16.8	206,595	49,112	24,791	9,750	8,145	48,483	13,887
Delaware	48.4	.0203	34.0	11.8	14.3	17.2	31.3	17.0	222,586	66,278	16,685	16,084	4,462	37,530	10,352
Essex	37.8	.0159	34.2	9.4	15.3	17.8	30.9	13.8	143,480	43,357	16,648	9,561	1,482	19,080	4,316
Franklin	46.4	.0194	31.4	12.2	14.7	16.7	28.0	15.8	192,804	49,630	12,412	12,668	4,637	25,649	12,559
Fulton	57.6	.0242	34.2	9.4	15.1	16.8	31.9	21.3	222,370	55,090	14,286	15,124	6,677	51,655	16,237

We're Number 2 on the block.



Second Largest Upstate New York Market

Second in population, households retail sales, food sales, drug sales and eating/drinking sales

Source: Sales and Marketing Management 1985 Survey of Buying Power.

U-BIE

One Order; One Bill. Extra 15% Discount.
214,642 Circulation (ABC) 82% home delivered.
50% Market area coverage

Utica Press & Observer Dispatch • Binghamton Press & Sun-Bulletin • Ithaca Journal • Elmira Star Gazette

99 GRP'S

ONE ORDER, ONE BILL,
$20 CPP

While our network affiliates' combined prime-time household rating has dropped over 20% since 1976, the Albany-Schenectady-Troy MSA's #1 newspaper buy is as strong as ever. Only $2,000 buys you a quarter page Sunday and daily combo, delivering 99 GRPS and 60% reach for metro adults.

For details, contact
Chris Cunningham Jr. at
(518) 454-5680

NOBODY COVERS NEW YORK'S CAPITAL LIKE
NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION Mornings and Sunday
Knickerbocker News Evenings
HEARST NEWSPAPERS

N.Y. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Genesee	61.2	.0257	32.1	10.5	15.9	18.2	27.2	20.9	232,816	57,399	24,892	16,716	13,486	43,906	11,134
Hamilton	5.3	.0023	39.0	7.5	12.4	18.8	36.6	1.9	14,119	4,363	2,545	1,147	406	1,590	
Jefferson	92.4	.0388	32.1	10.6	15.4	16.9	28.6	32.4	465,381	99,331	39,259	51,825	17,475	93,383	27,089
Lewis	26.3	.0111	30.4	10.5	15.1	16.9	26.2	8.8	61,193	18,964	5,933	4,314	1,669	12,647	3,870
Otsego	61.6	.0259	31.8	17.5	14.2	15.9	29.6	21.5	251,723	61,250	23,723	21,303	3,848	64,124	11,418
St. Lawrence	117.1	.0491	28.9	17.0	14.3	16.4	24.9	37.6	422,832	104,535	39,219	28,831	15,738	92,830	32,693
Schoharie	32.0	.0135	31.8	15.1	14.3	17.1	28.3	10.7	108,556	33,044	6,838	6,908	3,002	18,556	4,052
Schuyler	18.7	.0078	32.7	9.7	15.4	18.3	28.2	6.4	44,481	12,223	3,639	210	457	13,188	2,262
Seneca	34.7	.0146	33.3	11.3	15.4	18.1	29.4	11.9	114,407	33,419	9,084	5,088	3,730	28,865	6,657
Steuben	101.9	.0428	33.1	9.7	15.4	18.0	29.0	36.8	385,019	97,279	35,514	35,529	12,002	70,436	21,373
Sullivan	72.1	.0302	35.1	10.0	15.7	17.9	32.2	26.3	327,066	87,265	26,806	33,156	4,765	58,809	8,850
Tompkins	91.1	.0383	26.6	26.7	19.4	14.7	19.0	31.4	415,234	96,622	45,812	39,941	22,074	78,605	15,787
Ulster	167.5	.0703	33.2	11.4	16.9	19.0	28.0	60.8	784,948	183,976	70,797	81,101	18,658	134,344	22,650
Wyoming	42.0	.0176	31.4	10.5	17.6	18.4	25.2	13.7	135,325	37,049	13,348	5,602	5,036	35,641	5,495
Yates	22.7	.0095	33.7	10.8	15.1	17.0	31.0	8.6	63,972	16,022	8,574	3,290	1,047	12,443	3,036
TOTAL METRO COUNTIES	**16,151.8**	**6.7783**	**33.5**	**11.0**	**16.9**	**19.1**	**28.3**	**6,001.7**	**82,433,119**	**17,604,385**	**8,661,707**	**9,152,120**	**4,987,340**	**12,912,253**	**2,986,845**
TOTAL STATE	**17,915.5**	**7.5188**	**33.3**	**11.2**	**16.8**	**18.9**	**28.3**	**6,616.3**	**89,498,386**	**19,387,255**	**9,299,985**	**9,768,806**	**5,206,815**	**14,326,537**	**3,307,321**

N.Y.
ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**9,708,812**	**27,262**	**20.8**	**30.4**	**21.1**	**13.7**	**.3685**
Albany	3,568,317	28,184	20.1	28.9	21.2	16.4	.1441
• Albany	1,116,028	21,314	26.1	27.4	14.8	10.9	.0442
Greene	395,899	20,823	27.3	31.8	14.2	6.1	.0158
Montgomery	525,430	23,294	24.6	32.8	17.7	7.6	.0202
Rensselaer	1,621,915	26,673	20.8	30.4	21.3	12.1	.0568
• Troy	514,225	20,421	26.0	27.8	15.4	7.7	.0197
Saratoga	1,875,832	30,022	18.6	31.4	24.8	14.8	.0653
Schenectady	1,721,419	26,909	21.1	30.9	20.3	13.5	.0663
• Schenectady	693,131	21,235	26.6	30.8	15.0	7.1	.0297

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	7,385,428	29,743	18.6	31.2	23.5	15.6	.2749
BINGHAMTON	**2,969,457**	**27,131**	**21.9**	**30.5**	**20.6**	**14.1**	**.1114**
Broome	2,277,887	26,608	22.2	31.0	20.5	13.0	.0921
• Binghamton	573,220	20,367	26.7	28.0	14.4	8.4	.0250
Tioga	591,770	29,588	20.3	28.9	21.4	18.6	.0193
SUBURBAN TOTAL	2,396,437	29,209	19.8	31.3	22.5	15.8	.0864
BUFFALO	**10,521,929**	**26,389**	**20.5**	**30.4**	**21.0**	**11.5**	**.3989**
Erie	10,521,929	26,389	20.5	30.4	21.0	11.5	.3989
• Buffalo	3,085,170	18,400	26.2	27.4	13.1	5.9	.1165
SUBURBAN TOTAL	7,436,759	30,904	17.1	32.2	25.7	14.9	.2824

TURN TO
LANDON
FOR RESULTS

(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

N.Y. (cont.)

EBI ESTIMATES — $S EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	**12,846,678**	**26,570**	**20.3**	**30.7**	**21.3**	**11.4**	**.4839**
ELMIRA	**911,297**	**23,600**	**24.8**	**33.1**	**17.6**	**8.1**	**.0372**
Chemung	911,297	23,600	24.8	33.1	17.6	8.1	.0372
• Elmira	278,114	19,102	27.7	30.9	12.4	4.4	.0130
SUBURBAN TOTAL	633,183	26,232	23.1	34.4	20.5	10.2	.0242
GLENS FALLS	**1,095,912**	**24,552**	**23.9**	**32.7**	**18.8**	**9.3**	**.0454**
Warren	563,650	23,756	24.6	32.4	17.3	9.6	.0262
• Glens Falls	161,394	21,956	25.2	32.3	15.8	6.7	.0106
Washington	532,262	25,466	23.0	33.1	20.5	8.9	.0192
SUBURBAN TOTAL	934,518	25,054	23.7	32.8	19.4	9.7	.0348
NASSAU - SUFFOLK	**38,468,030**	**41,279**	**11.3**	**21.1**	**25.3**	**35.5**	**1.3887**
Nassau	21,381,572	44,634	9.8	18.7	23.9	41.6	.7737
Hempstead	520,604	30,156	17.7	26.6	20.3	22.5	.0242
Suffolk	17,086,458	38,273	12.8	23.7	26.9	29.2	.6150
SUBURBAN TOTAL	38,468,030	41,279	11.3	21.1	25.3	35.5	1.3887
NEW YORK	**98,930,844**	**24,354**	**21.0**	**26.0**	**16.8**	**15.6**	**3.5216**
Bronx	8,709,880	16,671	26.2	25.2	11.3	5.5	.3186
Kings	20,328,624	19,873	24.5	26.5	14.3	8.9	.7274
New York (Manhattan)	23,739,627	23,505	21.0	25.2	14.0	17.6	.9280
• New York City	80,271,633	22,712	22.1	26.6	16.0	13.0	2.8791
Putnam	1,108,153	38,541	12.8	22.9	29.9	27.2	.0355
Queens	22,647,294	27,352	19.9	29.2	20.7	15.1	.7489
Richmond	4,846,208	35,958	13.5	24.0	26.4	25.4	.1561
Rockland	3,835,057	42,530	10.9	19.7	24.7	37.9	.1280
Westchester	13,716,001	37,356	13.9	22.6	21.0	32.6	.4791
Mount Vernon	803,134	26,592	20.6	25.7	18.8	17.8	.0284
New Rochelle	1,100,994	34,014	15.7	24.2	19.6	28.8	.0383
• White Plains	752,384	33,044	15.9	24.9	19.2	28.0	.0404
Yonkers	2,526,582	31,003	17.4	26.1	21.7	21.4	.0885
SUBURBAN TOTAL	7,906,827	38,787	13.1	21.9	22.4	33.6	.6021
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	**229,868,329**	**29,969**	**17.7**	**24.8**	**19.8**	**22.2**	**8.1933**
NIAGARA FALLS	**2,334,749**	**27,321**	**19.6**	**32.1**	**22.6**	**10.9**	**.0850**
Niagara	2,324,749	27,321	19.6	32.1	22.6	10.9	.0850
• Niagara Falls	660,955	23,239	22.9	30.7	18.0	7.8	.0249
SUBURBAN TOTAL	1,663,794	29,215	18.0	32.7	24.9	12.4	.0601
ORANGE COUNTY	**2,932,966**	**29,293**	**18.4**	**30.1**	**23.7**	**14.7**	**.1143**
Orange	2,932,966	29,293	18.4	30.1	23.7	14.7	.1143
SUBURBAN TOTAL	2,932,966	29,293	18.4	30.1	23.7	14.7	.1143
POUGHKEEPSIE	**3,175,456**	**33,099**	**16.5**	**26.9**	**25.0**	**21.4**	**.1137**
Dutchess	3,175,456	33,099	16.5	26.9	25.0	21.4	.1137
• Poughkeepsie	351,293	21,316	25.2	25.7	15.7	11.3	.0167
SUBURBAN TOTAL	2,824,163	34,890	14.9	27.2	26.6	23.2	.0970
ROCHESTER	**11,961,156**	**30,404**	**17.7**	**28.7**	**23.6**	**17.6**	**.4364**
Livingston	602,224	28,064	19.9	32.5	23.0	12.5	.0215
Monroe	8,994,805	31,289	16.9	27.4	23.8	19.4	.3297
• Rochester	2,491,914	21,777	23.7	29.1	16.6	8.1	.0952
Ontario	989,662	27,797	20.6	34.0	22.5	11.0	.0391
Orleans	405,736	27,081	22.2	30.7	23.3	10.6	.0139
Wayne	968,729	29,569	18.9	30.6	24.1	14.7	.0322
SUBURBAN TOTAL	9,469,242	33,684	15.5	28.5	26.2	21.1	.3412
SYRACUSE	**7,470,879**	**28,852**	**19.4**	**29.3**	**22.3**	**15.9**	**.5765**
Madison	622,997	24,779	23.7	33.6	18.7	8.9	.0230
Onondaga	5,399,986	28,733	19.3	29.4	22.5	15.4	.2051
• Syracuse	1,670,336	20,781	26.1	28.3	15.3	8.2	.0670
Oswego	1,447,896	32,255	16.8	26.9	23.7	21.5	.0484
SUBURBAN TOTAL	5,800,543	32,035	16.7	29.6	25.2	18.9	.2095
UTICA - ROME	**3,112,371**	**24,494**	**23.1**	**33.1**	**18.4**	**9.0**	**.1222**
Herkimer	639,363	23,895	24.0	34.4	17.1	8.0	.0239
Oneida	2,473,008	24,547	22.9	32.6	18.7	9.3	.0983
• Rome	411,713	23,232	25.0	33.7	17.2	8.0	.0170
• Utica	656,385	19,694	26.5	29.6	13.8	5.8	.0276
SUBURBAN TOTAL	2,044,273	26,535	21.4	34.1	20.5	10.6	.0776
OTHER COUNTIES							
Allegany	370,053	18,048	31.8	33.0	9.1	2.0	.0151
Cattaraugus	786,593	22,741	25.3	33.1	16.8	6.7	.0308
Cayuga	723,640	23,326	24.6	33.9	18.1	6.0	.0283
Chautauqua	1,473,781	24,241	23.9	32.5	18.1	9.0	.0555
Chenango	468,867	23,020	27.1	33.6	18.1	6.3	.0178
Clinton	705,897	22,109	27.4	32.6	16.1	6.8	.0299
Columbia	652,780	24,473	25.2	32.2	18.0	9.9	.0236
Cortland	428,029	22,390	25.7	33.3	15.6	7.0	.0173
Delaware	424,403	21,890	27.1	34.3	14.3	6.7	.0174
Essex	326,107	20,718	28.1	32.6	13.7	5.6	.0129
Franklin	363,007	18,961	30.6	29.1	13.1	5.0	.0153
Fulton	522,958	21,941	26.0	34.4	14.6	6.1	.0202
Genesee	533,074	23,752	24.4	36.8	17.2	5.7	.0209
Hamilton	36,874	17,101	37.3	29.7	7.9	2.2	.0014
Jefferson	787,051	21,352	26.8	32.3	15.2	6.1	.0338
Lewis	215,370	22,291	25.8	36.1	14.3	5.7	.0079
Otsego	580,638	22,753	26.5	31.7	16.4	8.7	.0223
St. Lawrence	1,014,127	22,890	24.6	29.6	17.8	9.0	.0392
Schoharie	264,957	21,612	27.5	33.8	15.1	5.3	.0103
Schuyler	167,615	23,970	26.5	35.9	18.2	6.4	.0059
Seneca	388,072	29,401	19.9	31.5	23.8	14.8	.0131
Steuben	961,281	23,132	25.1	33.4	16.8	8.0	.0361
Sullivan	692,457	21,729	27.1	30.9	15.1	8.0	.0270
Tompkins	1,047,771	27,211	21.1	28.4	19.2	17.6	.0375
Ulster	1,894,581	27,264	21.3	28.8	20.3	15.8	.0690
Wyoming	401,497	27,003	20.2	34.8	21.3	10.7	.0144
Yates	205,426	20,741	27.7	32.7	13.1	6.2	.0074
TOTAL METRO COUNTIES	**193,584,058**	**27,683**	**19.2**	**26.6**	**19.6**	**18.6**	**7.8198**
TOTAL STATE	**210,020,964**	**27,161**	**19.8**	**27.5**	**19.3**	**17.3**	**7.6501**

This coupon entitles you to thousands of free consumers in Syracuse

Why? Because your ads reach so much extra spending power in Syracuse that it's like getting thousands of extra consumers free. For example, Syracusans spend twice the average amount per household on scotch,* 28% more than average on food.** And their median income is $3,164 over average.** Let us show you why the Syracuse Newspapers are the best way to reach this profitable audience. Send this coupon today.

*1983 Liquor Marketing Handbook
**1984 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to Promotion Dept., Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2095

Name

Address

City

State Zip

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

REACH FOR THE CAROLINAS EVERY MORNING

Our morning and evening newspapers have been combined to bring you 200,000 readers every morning in a single newspaper.

We serve the Winston-Salem/Greensboro/High Point MSA. To reach our market, simply order the Journal today.

WINSTON-SALEM JOURNAL

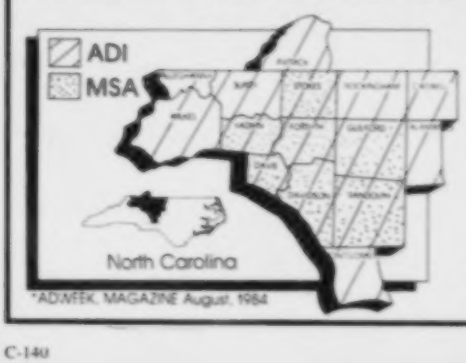
P.O. Box 3159, Winston-Salem, N.C. 27102 (919) 727-7418
Represented Nationally by Sawyer-Ferguson-Walker Company

NORTH CAROLINA

N.C. ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**166.7**	**.0700**	**34.6**	**10.0**	**16.7**	**19.1**	**30.2**	**64.8**	**1,114,944**	**213,195**	**97,343**	**138,367**	**48,119**	**264,396**	**42,939**
Buncombe	166.7	.0700	34.6	10.0	16.7	19.1	30.2	64.8	1,114,944	213,195	97,343	138,367	48,119	268,296	42,939
• Asheville	58.7	.0246	37.8	9.5	15.9	16.4	36.9	24.7	782,146	127,884	73,886	123,687	32,541	166,735	30,007
SUBURBAN TOTAL	108.0	.0454	33.4	10.2	17.2	20.7	26.5	40.1	332,798	85,311	23,357	14,680	16,578	101,561	12,932
BURLINGTON	**99.5**	**.0418**	**34.0**	**11.3**	**16.1**	**19.7**	**28.6**	**37.4**	**708,998**	**137,335**	**56,724**	**65,642**	**39,459**	**109,605**	**23,060**
Alamance	99.5	.0418	34.0	11.3	16.1	19.7	28.6	37.4	708,998	137,335	56,724	65,642	39,459	109,605	23,060
• Burlington	37.1	.0156	35.1	10.4	16.0	18.8	31.4	14.8	506,191	75,381	39,921	60,351	28,651	156,049	15,633
SUBURBAN TOTAL	62.4	.0262	33.3	11.9	16.0	20.4	26.9	22.6	202,807	61,954	16,803	5,291	10,808	33,556	7,427
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**.4329**	**31.5**	**11.7**	**18.1**	**19.7**	**26.1**	**376.6**	**6,117,975**	**1,394,390**	**588,340**	**622,586**	**308,698**	**1,570,180**	**183,640**
Cabarrus	91.5	.0384	33.6	10.4	16.1	19.8	28.0	33.2	501,810	116,098	32,821	57,393	25,895	137,660	16,125
• Kannapolis	32.2	.0135	34.9	10.8	14.7	17.5	32.3	12.3	195,494	44,010	12,364	38,901	11,678	37,628	6,253
Gaston	167.5	.0703	31.9	10.8	17.1	19.4	25.3	59.4	829,828	216,408	63,471	125,481	29,750	184,912	33,652
• Gastonia	47.8	.0201	33.2	10.3	16.4	17.9	29.1	17.7	527,939	108,351	37,785	108,912	20,196	127,993	19,398
Lincoln	46.8	.0196	32.1	10.3	17.3	20.6	24.3	16.8	152,292	41,840	11,304	13,004	5,982	35,066	7,273
Mecklenburg	429.6	.1803	30.9	12.5	19.7	19.9	22.0	163.2	3,218,314	574,414	293,948	323,970	194,856	889,131	79,166
• Charlotte	333.8	.1401	30.8	12.4	20.4	19.0	22.4	130.1	2,857,812	445,761	261,453	295,701	178,919	856,881	70,205
Rowan	102.1	.0429	34.4	11.1	15.6	18.5	30.6	38.2	557,896	206,288	32,575	33,555	19,674	115,956	17,037
Union	77.6	.0324	30.3	11.6	17.2	20.1	21.8	25.7	308,597	82,150	17,100	35,546	9,311	79,440	8,565
York, S. C.	*116.7*	*.0490*	*30.2*	*12.6*	*17.3*	*19.3*	*22.4*	*40.1*	*549,238*	*157,187*	*48,121*	*43,329*	*23,222*	*126,007*	*20,624*
• Rock Hill	*38.4*	*.0161*	*29.0*	*16.9*	*16.8*	*15.4*	*24.3*	*13.4*	*335,010*	*-84,391*	*32,631*	*38,736*	*16,782*	*53,491*	*13,382*
SUBURBAN TOTAL	579.4	.2431	31.9	11.2	17.1	20.5	24.2	203.1	2,201,720	711,880	156,107	150,035	81,123	494,187	73,402
FAYETTEVILLE	**263.4**	**.1105**	**25.1**	**20.5**	**19.5**	**17.1**	**13.6**	**82.9**	**1,246,365**	**240,351**	**111,925**	**191,050**	**103,180**	**307,059**	**26,637**
Cumberland	263.4	.1105	25.1	20.5	19.5	17.1	13.6	82.9	1,246,365	240,351	111,925	191,050	103,180	307,059	26,637
• Fayetteville	70.0	.0294	29.9	15.0	16.5	18.0	23.4	26.3	829,467	129,306	73,953	168,248	45,291	223,939	21,057
SUBURBAN TOTAL	193.4	.0811	24.2	22.4	20.4	16.8	10.1	56.6	416,878	111,045	37,972	22,802	57,889	83,120	5,580
GREENSBORO - WINSTON-SALEM - HIGH POINT	**891.6**	**.3742**	**32.2**	**11.9**	**17.6**	**20.0**	**25.1**	**346.0**	**5,098,907**	**994,641**	**471,419**	**576,784**	**282,907**	**1,231,227**	**160,564**
Davidson	119.9	.0503	32.5	10.5	17.0	20.8	24.9	43.6	445,986	104,623	36,639	26,444	24,641	105,866	17,762
Davie	26.6	.0112	32.9	9.2	17.9	21.0	25.2	9.7	70,862	18,382	4,543	2,254	9,673	11,718	3,040
Forsyth	254.4	.1067	32.3	12.4	18.0	19.8	25.3	98.1	1,783,427	331,214	170,010	215,834	88,389	476,130	55,579
• Winston-Salem	142.4	.0598	32.1	14.5	16.9	17.2	27.8	56.6	1,429,695	230,218	138,736	207,832	70,370	383,210	42,183
Guilford	326.5	.1370	31.7	13.3	17.8	19.3	24.8	122.6	2,280,910	413,492	218,025	290,611	159,895	521,594	62,948
• Greensboro	159.8	.0671	30.5	15.9	18.9	17.3	24.3	60.7	1,570,716	271,093	156,198	225,990	95,776	363,498	39,378
• High Point	66.8	.0280	32.4	11.6	16.7	17.6	28.1	25.2	569,913	106,986	43,378	62,947	58,338	136,719	17,533

Reach The 10th Hottest Retail Market In The USA*



*ADWEEK MAGAZINE August, 1984

In North Carolina, the Greensboro News & Record delivers to 111,705 households daily and to 124,319 households on Sunday. It reaches the quality market you've been looking for.

Rated 51st MSA and 51st ADI.

Represented by Branham Newspaper Sales.

Greensboro News & Record

200 East Market Street • Greensboro, North Carolina 27401 • (919) 373-7111

N.C. (cont.) ESTIMATES	POPULATION--12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	97.8	.0411	32.8	10.2	17.5	21.2	25.0	36.2	347,856	81,738	27,577	37,107	12,438	71,270	13,569
Stokes	36.6	.0154	31.8	10.0	17.9	21.1	23.2	12.8	68,543	15,293	6,511	860	3,900	19,417	3,409
Yadkin	29.8	.0125	34.6	9.8	16.2	20.7	28.7	11.0	101,343	29,899	8,114	3,674	4,001	25,232	4,257
SUBURBAN TOTAL	522.6	.2193	32.8	10.1	17.7	21.9	24.1	191.5	1,528,583	386,344	133,107	80,015	78,453	347,800	61,470
HICKORY	**214.7**	**.0901**	**32.2**	**10.7**	**17.5**	**20.8**	**24.3**	**78.0**	**1,089,298**	**248,534**	**93,411**	**101,294**	**52,362**	**244,838**	**43,583**
Alexander	27.2	.0114	31.5	10.8	17.7	21.6	22.3	9.5	65,308	19,027	5,825	2,896	3,073	13,264	2,856
Burke	76.4	.0321	32.7	10.4	17.0	21.1	24.9	27.7	243,547	75,578	22,207	15,755	8,963	36,173	11,186
Catawba	111.1	.0466	32.0	11.0	17.6	20.4	24.4	40.8	780,433	153,929	65,379	82,643	40,326	195,401	29,541
*Hickory	24.3	.0102	33.5	14.2	15.8	17.8	29.9	9.9	445,272	78,211	39,562	54,146	25,827	101,607	16,387
SUBURBAN TOTAL	190.4	.0799	32.0	10.3	17.6	21.2	23.6	68.1	644,016	170,323	53,849	47,148	26,533	143,231	27,196
JACKSONVILLE	**120.9**	**.0508**	**23.3**	**32.2**	**17.0**	**14.0**	**10.9**	**34.1**	**524,926**	**101,712**	**46,763**	**78,668**	**36,752**	**153,854**	**12,399**
Onslow	120.9	.0508	23.3	32.2	17.0	14.0	10.9	34.1	524,926	101,712	46,763	78,668	36,752	153,854	12,399
*Jacksonville	26.3	.0110	27.6	17.0	20.0	17.7	17.5	9.3	396,146	67,230	33,351	76,197	31,046	110,177	8,053
SUBURBAN TOTAL	94.6	.0398	22.8	36.3	16.2	13.0	9.2	24.8	128,780	34,482	13,412	2,471	5,706	43,677	4,346
RALEIGH - DURHAM	**617.0**	**.2588**	**29.9**	**16.5**	**20.6**	**18.6**	**20.9**	**229.3**	**3,665,341**	**735,296**	**346,086**	**471,476**	**209,568**	**868,724**	**130,688**
Durham	159.7	.0670	30.5	15.4	20.0	17.2	23.8	60.7	989,697	188,401	87,701	140,522	54,910	241,612	38,858
*Durham	102.0	.0428	29.7	18.9	19.7	13.8	25.8	40.2	847,075	178,712	76,587	140,218	40,111	168,562	35,916
Franklin	31.9	.0134	32.7	11.6	16.0	17.5	28.8	11.0	74,360	23,115	5,265	5,668	1,681	12,382	3,945
Orange	83.8	.0351	27.4	25.5	21.4	15.8	17.9	31.0	390,001	112,966	52,053	25,020	17,839	50,548	13,548
*Chapel Hill	34.0	.0143	24.4	39.1	18.8	13.2	14.5	11.0	243,092	56,619	39,702	20,515	11,225	34,071	9,945
Wake	341.6	.1433	30.0	15.2	21.0	20.1	19.5	126.6	2,211,283	410,814	201,067	300,266	135,138	564,182	74,337
*Raleigh	170.9	.0717	29.5	19.9	20.9	17.8	20.8	65.4	1,497,856	217,760	148,815	222,397	71,653	467,293	42,449
SUBURBAN TOTAL	310.1	.1300	30.8	11.4	20.6	21.3	20.0	112.7	1,077,318	282,205	80,982	88,346	86,579	198,798	42,378
WILMINGTON	**111.5**	**.0468**	**31.6**	**12.0**	**18.4**	**18.8**	**24.9**	**42.1**	**811,617**	**147,696**	**73,833**	**118,154**	**41,092**	**201,214**	**22,888**
New Hanover	111.5	.0468	31.6	12.0	18.4	18.8	24.9	42.1	811,617	147,696	73,833	118,154	41,092	201,214	22,888
*Wilmington	45.0	.0189	32.1	14.3	16.6	14.4	30.8	18.5	616,238	103,114	50,969	92,421	39,207	149,014	20,776
SUBURBAN TOTAL	66.5	.0279	31.3	10.5	19.6	21.8	20.9	23.6	195,379	44,582	22,864	25,733	1,885	52,200	2,112
OTHER COUNTIES															
Alleghany	10.1	.0043	35.8	9.1	15.4	19.1	32.0	3.8	30,980	6,288	1,936	1,484	771	6,188	1,657
Anson	26.3	.0110	31.5	10.1	15.8	15.8	28.6	8.7	71,509	20,555	4,492	3,094	4,131	17,159	3,363
Ashe	23.2	.0097	34.9	9.4	15.7	19.7	30.2	8.9	84,465	18,666	4,480	6,428	3,207	22,418	2,616
Avery	15.0	.0063	31.6	13.2	16.5	18.5	26.0	5.2	60,479	17,615	3,661	4,696	1,156	8,731	2,412
Beaufort	42.2	.0177	32.7	10.0	15.8	17.9	28.5	15.3	189,019	50,527	11,014	20,277	6,611	45,130	7,356
Bertie	21.2	.0089	31.7	10.9	13.9	16.2	29.2	7.3	48,255	15,852	1,871	1,334	1,655	14,767	1,428
Bladen	31.5	.0133	31.2	10.5	16.6	17.5	26.3	10.9	84,223	26,579	3,086	6,384	2,445	20,077	3,986
Brunswick	43.8	.0183	32.1	10.1	16.4	18.8	26.4	15.6	158,635	58,771	21,040	11,688	3,135	16,962	5,422

RALEIGH DURHAM WINS BIG

"Hottest retail market in the Southeast; 8th top retail growth market in the entire nation," says ADWEEK magazine of the Raleigh/Durham Metro.

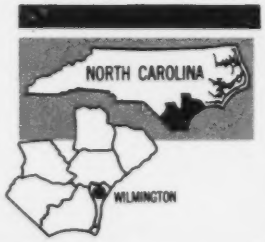
Reach this *quality people-quality products* market with the largest daily newspaper buy in the Carolinas...

The News and Observer
The Raleigh Times
Durham Morning Herald
THE DURHAM SUN

With one rate one bill via
Bradshaw
NEWSPAPER SALES

N.C. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Caldwell	71.3	.0299	31.9	10.8	16.8	21.1	23.7	25.3	301,807	78,049	17,383	21,579	26,263	84,415	12,061
Camden	6.0	.0025	33.0	11.0	14.0	19.3	27.9	2.0	14,674	3,891	870	491	489	904	108
Carteret	46.7	.0196	32.9	11.8	17.1	18.6	27.8	18.0	261,251	46,247	27,707	25,846	14,864	52,583	7,661
Caswell	21.8	.0092	31.5	11.3	17.0	18.8	25.3	6.9	23,882	8,956	389	2,217	928	5,723	1,485
Chatham	35.5	.0149	32.9	10.2	19.5	19.1	26.7	13.2	110,727	31,590	7,789	7,514	3,320	31,190	2,656
Cherokee	20.0	.0084	35.4	8.8	14.6	19.0	31.6	7.5	90,287	27,760	7,150	7,295	7,608	9,053	3,235
Chowan	13.2	.0055	33.6	9.8	15.4	16.5	31.4	4.9	57,608	16,917	3,118	8,752	1,680	11,489	2,176
Clay	7.3	.0031	36.0	8.7	16.2	16.8	34.6	2.7	22,005	3,079	234	665	1,001	8,598	1,011
Cleveland	87.1	.0365	32.0	10.7	16.4	19.3	25.8	30.5	342,151	97,494	30,695	33,549	15,589	75,900	15,627
Columbus	52.2	.0219	31.8	10.5	15.9	19.1	25.8	18.2	229,594	53,313	12,583	18,070	7,915	55,066	10,288
Craven	75.7	.0318	27.3	17.6	18.1	16.4	19.8	26.1	408,833	98,064	29,308	48,372	19,776	119,737	9,952
Currituck	13.3	.0056	32.9	10.7	15.9	18.6	28.1	4.9	27,473	13,025	2,058	452	1,092	594	429
Dare	16.9	.0071	34.5	10.7	18.6	17.7	31.4	6.8	140,399	39,129	27,649	8,754	4,825	11,003	1,320
Duplin	41.6	.0175	32.2	10.5	15.4	18.5	27.3	14.7	135,967	43,199	8,887	7,828	8,156	30,492	3,279
Edgecombe	57.6	.0242	30.3	11.2	17.0	17.0	24.9	19.4	198,779	59,197	11,221	19,170	10,569	39,893	8,308
Gates	9.3	.0039	33.6	10.8	15.1	17.3	30.6	3.0	18,126	5,727	1,090	607	132	6,493	1,042
Graham	7.5	.0032	33.0	9.6	16.0	18.7	28.1	2.5	13,665	4,880	1,044	989	492	745	685
Granville	34.9	.0146	32.8	10.7	16.4	19.6	26.8	11.3	105,796	32,939	6,276	8,270	3,071	22,215	8,049
Greene	16.3	.0069	30.0	12.2	16.8	17.1	24.5	5.4	20,725	4,698	1,414	1,484	1,259	4,360	430
Halifax	55.4	.0232	31.8	10.6	15.3	16.9	28.3	19.1	287,039	61,405	19,547	40,876	24,322	47,572	10,426
Harnett	62.7	.0263	29.9	15.0	16.1	17.6	24.2	21.8	221,007	56,768	18,485	21,615	9,557	31,464	12,101
Haywood	48.0	.0202	35.9	9.4	15.2	20.3	30.9	18.2	271,145	56,199	19,688	11,271	9,941	80,929	10,589
Henderson	66.4	.0279	37.1	8.5	15.0	18.5	34.3	26.4	416,565	77,880	29,719	21,559	13,287	135,135	13,039
Hertford	23.0	.0096	31.3	12.9	14.7	16.6	28.0	7.7	97,963	26,391	8,616	13,322	5,760	17,425	3,854
Hoke	22.0	.0092	27.1	13.5	16.7	16.7	20.1	6.7	30,389	11,818	1,975	3,396	1,649	5,267	1,636
Hyde	5.9	.0025	32.6	11.2	14.7	16.0	30.4	2.1	12,884	5,346	1,958	1,340	430	596	292
Iredell	86.8	.0364	33.0	10.3	16.2	19.7	27.2	31.5	413,310	105,319	36,353	40,789	18,173	91,102	17,716
Jackson	27.2	.0115	29.4	20.9	15.3	17.3	24.1	9.2	112,558	31,925	11,259	10,789	4,388	23,857	6,281
Johnston	74.9	.0314	32.7	10.1	16.8	19.6	26.6	27.5	376,301	80,997	27,201	17,762	28,355	77,264	13,138
Jones	9.7	.0041	31.4	11.3	15.4	16.8	27.8	3.2	21,182	2,918	777	3,133	476	5,794	216
Lee	39.9	.0167	31.7	11.1	17.2	19.5	24.9	14.1	240,775	67,764	17,195	16,793	7,312	63,869	7,377
Lenoir	61.4	.0258	31.8	10.9	16.5	18.7	26.0	21.9	321,007	72,209	22,602	39,372	16,174	75,012	11,402
McDowell	36.3	.0153	33.0	10.0	16.2	19.8	26.9	13.0	144,983	38,359	11,369	11,698	4,424	37,111	6,002
Macon	22.6	.0094	38.6	8.2	14.4	18.7	36.2	9.0	117,644	25,480	9,576	12,244	5,195	9,653	4,689
Madison	17.1	.0072	33.6	13.5	15.0	18.2	29.7	6.1	32,355	6,053	1,962	1,288	1,412	7,824	1,757
Martin	26.8	.0113	31.9	10.5	15.9	17.8	27.2	9.0	90,675	25,244	9,611	12,345	4,326	16,378	3,099
Mitchell	14.7	.0061	36.3	9.8	15.2	19.9	31.8	5.2	48,061	8,524	3,641	1,190	3,389	17,979	2,262
Montgomery	23.6	.0099	32.3	10.7	16.3	17.6	28.0	8.3	69,663	18,577	5,847	2,999	3,452	14,734	3,752
Moore	56.0	.0235	34.5	10.5	15.1	17.3	32.0	21.6	224,638	60,650	17,455	12,233	8,329	65,136	8,082
Nash	70.6	.0297	31.7	10.8	17.4	18.4	25.9	25.6	450,469	94,684	48,079	54,386	18,831	92,490	14,915
Rocky Mount	46.5	.0195	32.1	10.0	17.5	17.0	28.0	17.7	411,678	90,291	40,323	52,646	19,415	77,077	15,879
Northampton	22.3	.0093	32.9	11.2	14.6	16.7	30.2	7.4	41,442	14,131	2,804	940	279	5,822	1,172
Pamlico	10.9	.0046	33.9	10.1	15.1	17.7	30.6	3.8	37,938	9,270	2,467	1,145	382	15,713	762
Pasquotank	29.7	.0125	30.7	15.1	15.6	16.5	26.9	10.6	204,418	29,588	13,435	22,530	11,441	50,352	8,358
Pender	24.4	.0102	32.6	9.5	16.2	18.0	28.1	8.4	56,157	24,729	2,653	2,111	797	7,158	2,003
Perquimans	10.0	.0042	35.0	10.5	13.6	17.1	32.9	3.7	21,336	3,677	1,865	841	388	8,202	343
Person	30.0	.0126	32.3	11.0	16.7	18.1	27.3	10.6	118,288	30,506	6,296	7,015	5,727	33,215	5,816
Pitt	93.7	.0393	28.0	20.1	17.9	16.1	21.4	35.0	516,722	96,327	48,142	51,691	29,690	139,416	11,917
Polk	13.8	.0058	40.1	8.2	13.6	17.6	38.9	5.4	37,938	9,019	2,938	1,137	1,199	9,834	2,253
Richmond	47.4	.0199	32.2	10.6	15.8	17.5	28.1	17.1	197,303	49,703	14,227	19,248	10,568	47,348	9,115
Robeson	107.1	.0449	28.3	11.8	16.4	16.7	22.3	33.8	415,812	88,029	27,700	23,180	24,742	78,256	13,589
Rockingham	86.8	.0364	32.9	10.5	16.4	18.9	27.8	31.8	371,496	111,770	30,033	36,130	28,441	52,326	16,675
Rutherford	55.9	.0234	34.0	9.6	15.4	18.8	29.7	20.7	272,794	65,506	18,534	20,895	13,506	75,451	11,411
Sampson	51.4	.0216	32.4	10.4	15.7	18.4	27.5	18.0	164,670	39,772	8,709	17,965	10,501	35,970	7,179
Scotland	34.3	.0144	29.0	12.2	17.2	17.2	22.4	11.3	161,357	51,641	12,399	20,150	6,558	32,680	3,931
Stanly	51.0	.0214	33.9	10.7	15.8	19.1	29.2	18.7	203,815	50,358	14,465	13,892	8,365	49,956	9,557
Surry	62.0	.0260	33.9	10.1	16.0	19.7	28.4	22.8	364,266	73,994	20,637	25,970	17,353	85,026	16,133
Swain	10.7	.0045	33.6	10.3	14.7	18.4	29.6	3.9	49,178	14,552	7,962	2,416	1,300	6,003	1,369
Transylvania	25.0	.0105	33.6	11.4	15.4	19.4	28.5	9.1	91,587	26,600	6,977	7,255	2,687	18,264	4,193
Tyrrell	4.0	.0017	34.1	10.6	13.2	16.2	32.5	1.4	6,474	1,370	138	156	58	780	

TAP THE POWER OF THE *Morning Star*



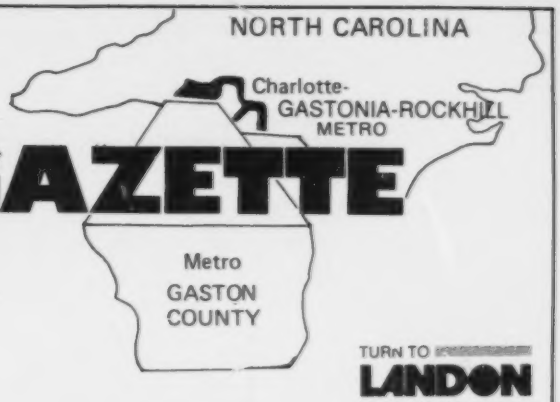
SHINING BRIGHTLY OVER SOUTHEASTERN NORTH CAROLINA, THE WILMINGTON **MORNING STAR** ENLIGHTENS THE LIVES OF OVER 140,000 READERS IN A 7-COUNTY AREA. IN THE WILMINGTON METRO, TAP A MARKET THAT RANKS #1 PER HOUSEHOLD IN TOTAL RETAIL SALES, LIQUOR SALES AND EATING & DRINKING SALES.

Source: Sales & Marketing Management, 1985 Survey of Buying Power; Scarborough Research Corp.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Brankam/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708
Charlotte 704-527-4435

It takes the GASTONIA GAZETTE to sell the whole 'Metro' market!



TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.) — POPULATION—12/31/84 — RETAIL SALES BY STORE GROUP 1984

SMRB ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Vance	38.2	.0161	31.6	10.4	16.4	17.3	27.1	13.2	188,946	40,745	13,402	21,945	9,717	43,779	6,146
Warren	16.5	.0070	33.4	10.4	14.2	15.4	32.3	5.5	40,207	14,398	1,685	2,136	3,421	6,298	1,782
Washington	15.1	.0063	30.1	11.1	16.6	17.4	24.4	5.0	37,602	12,376	2,769	3,230	2,253	7,372	1,748
Watauga	33.8	.0142	27.4	26.2	15.9	16.3	21.7	12.0	220,815	46,064	24,271	13,307	13,018	47,689	7,225
Wayne	100.6	.0422	29.6	13.7	17.5	18.8	21.8	34.9	465,814	87,405	32,290	57,679	22,288	127,460	13,535
Wilkes	61.9	.0260	32.3	10.8	17.4	20.3	24.9	22.5	252,228	52,613	14,413	19,242	5,352	62,312	8,710
Wilson	64.9	.0272	31.0	12.3	16.9	18.0	25.2	23.1	359,450	69,871	27,502	47,072	14,382	91,740	12,959
Yancey	15.8	.0067	34.3	9.2	16.6	18.9	29.9	5.6	37,556	12,816	2,470	2,358	476	6,520	2,307
TOTAL METRO COUNTIES	**3,400.2**	**1.4269**	**30.7**	**13.9**	**18.4**	**19.2**	**23.0**	**1,239.1**	**19,829,123**	**4,055,966**	**1,748,623**	**2,330,397**	**1,119,945**	**4,906,990**	**624,594**
TOTAL STATE	**6,215.9**	**2.6088**	**31.2**	**12.9**	**17.3**	**18.8**	**24.7**	**2,240.6**	**32,016,659**	**7,000,252**	**2,683,168**	**3,399,717**	**1,706,726**	**7,690,488**	**1,077,449**

N.C. — EFFECTIVE BUYING INCOME 1984

SMRB ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
ASHEVILLE	**1,580,128**	**21,212**	**26.6**	**32.4**	**14.4**	**6.4**	**.0705**
Buncombe	1,580,128	21,212	26.6	32.4	14.4	6.4	.0705
• Asheville	567,565	18,763	28.4	28.3	12.0	6.4	.0340
SUBURBAN TOTAL	1,012,563	22,653	25.6	35.0	15.8	6.4	.0365
BURLINGTON	**958,490**	**23,191**	**24.8**	**34.0**	**17.1**	**6.8**	**.0434**
Alamance	958,490	23,191	24.8	34.0	17.1	6.8	.0434
• Burlington	379,950	22,547	25.0	32.1	16.0	8.0	.0222
SUBURBAN TOTAL	578,540	23,602	24.7	35.3	17.7	6.0	.0212
CHARLOTTE - GASTONIA - ROCK HILL	**10,635,731**	**25,356**	**22.4**	**33.5**	**19.5**	**9.8**	**.4348**
Cabarrus	932,141	25,832	22.6	33.3	20.5	9.2	.0375
• Kannapolis	309,608	23,178	25.2	35.1	16.9	6.0	.0132
Gaston	1,640,837	25,259	22.2	34.8	19.5	8.6	.0652
• Gastonia	482,405	23,533	24.1	30.7	16.6	10.5	.0256
Lincoln	451,069	24,959	21.7	37.6	18.8	7.4	.0163
Mecklenburg	4,834,014	26,128	21.9	31.4	20.3	12.2	.2043
• Charlotte	3,740,866	25,021	23.0	31.7	18.6	11.6	.1667
Rowan	999,206	23,803	24.3	36.1	17.1	6.6	.0409
Union	665,207	23,558	24.1	36.4	16.2	6.7	.0265
York, S. C.	*1,113,257*	*25,365*	*21.8*	*34.0*	*19.9*	*8.8*	*.0441*
• *Rock Hill*	*330,938*	*21,650*	*25.8*	*32.4*	*16.2*	*5.5*	*.0174*
SUBURBAN TOTAL	5,771,914	26,067	21.4	34.9	20.6	9.2	.2119
FAYETTEVILLE	**2,257,946**	**21,338**	**29.0**	**32.4**	**15.0**	**6.3**	**.0947**

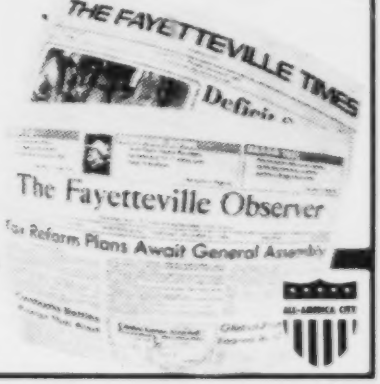
On The Grow

OVER 180,000 READERS DAILY IN NORTH CAROLINA'S 4th LARGEST SMSA.

How can The Fayetteville Observer/Times show an increase of nearly 10,000 new readers in just one year? Quality.

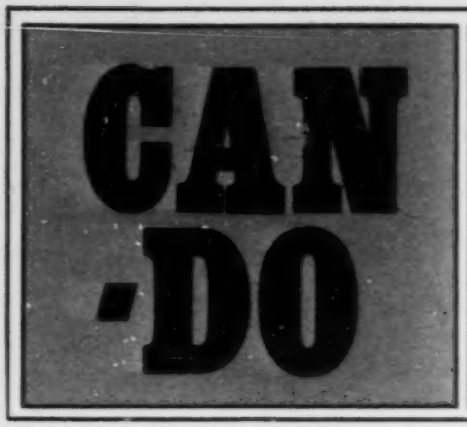
A solid market dominated by government payrolls served by a newspaper noted by Time Magazine as one of the top Mid-Size newspapers in the country. No wonder Fayetteville is getting more attention.

You just can't reach the Carolina market without The Observer and Times.



FOR MORE INFORMATION CONTACT DICK FOX % FAYETTEVILLE PUBLISHING CO. PO BOX 849, FAYETTEVILLE, NC 28302 OR PHONE 919-323-4848

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)



CHARLOTTE AREA NEWSPAPER DAILIES ORGANIZATION*

provides 22% coverage of nation's 32nd ranking ADI (A must! to supplement Charlotte, N.C. newspapers coverage of 31%)

147,989 circulation

18.8% group discount

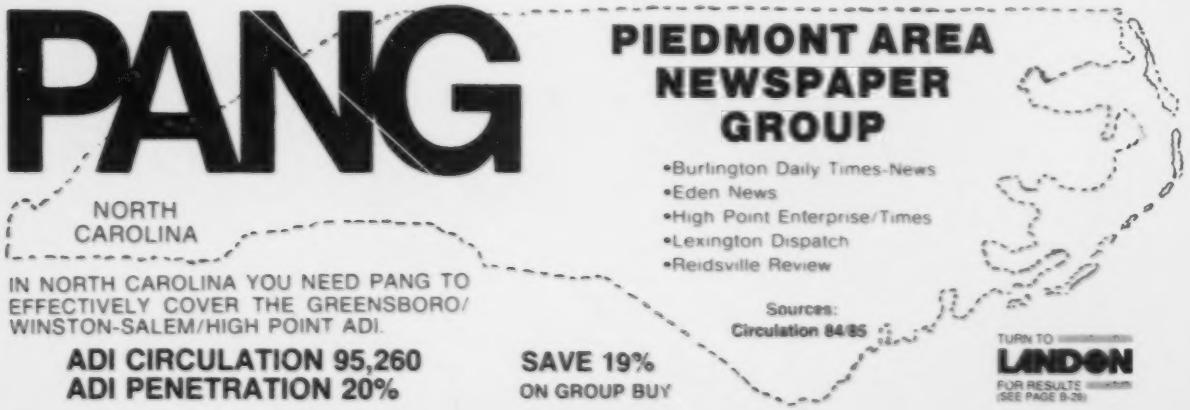
Concord/Kannapolis Newspapers/Lenoir News-Topic/Enquirer-Journal/ Morganton News Herald/Rock Hill Evening Herald/Salisbury Post/ Shelby Star Statesville Record & Landmark

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.)

SRDS ESTIMATES — SS EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hshld. EBI	% of Hshlds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
Cumberland	2,257,966	21,338	29.0	32.4	15.0	6.3	.0947
• Fayetteville	666,133	20,446	25.8	26.4	14.7	9.9	.0380
SUBURBAN TOTAL	1,591,833	21,657	30.5	35.3	15.1	4.6	.0567
GREENSBORO - WINSTON-SALEM - HIGH POINT	**9,247,114**	**24,256**	**23.6**	**32.5**	**17.8**	**9.8**	**.3722**
Davidson	1,117,272	23,185	25.1	35.5	16.2	6.8	.0419
Davie	260,412	24,134	23.2	33.1	17.9	8.6	.0091
Forsyth	2,866,627	25,650	21.8	30.3	19.6	12.2	.1184
• Winston-Salem	1,559,876	22,113	24.5	28.6	14.8	11.5	.0753
Guilford	3,538,176	24,678	23.6	31.4	18.3	11.2	.1487
• Greensboro	1,748,749	24,054	24.2	31.0	17.0	11.7	.0837
• High Point	648,612	21,145	27.4	30.1	14.3	8.4	.0314
Randolph	861,640	21,883	27.4	37.3	13.4	4.9	.0330
Stokes	335,332	24,964	21.5	34.8	19.5	6.9	.0112
Yadkin	267,655	21,841	24.9	31.1	16.3	6.5	.0099
SUBURBAN TOTAL	5,289,877	25,291	22.6	34.5	19.4	8.9	.1818
HICKORY	**2,032,586**	**23,357**	**25.9**	**36.9**	**15.8**	**6.4**	**.0825**
Alexander	235,572	22,870	26.0	37.1	15.7	5.1	.0084
Burke	678,589	21,607	28.5	36.6	13.7	4.5	.0251
Catawba	1,118,425	24,766	24.3	37.0	17.3	8.0	.0490
• Hickory	272,536	21,732	27.5	31.1	11.9	11.4	.0176
SUBURBAN TOTAL	1,760,050	23,563	25.7	37.7	16.4	5.7	.0649
JACKSONVILLE	**836,284**	**16,356**	**39.3**	**28.0**	**7.5**	**2.1**	**.0385**
Onslow	836,284	16,356	39.3	28.0	7.5	2.1	.0385
• Jacksonville	204,373	19,590	32.9	33.8	12.1	2.8	.0154
SUBURBAN TOTAL	631,911	15,338	41.7	25.9	5.8	1.8	.0231
RALEIGH - DURHAM	**6,826,664**	**26,028**	**21.8**	**30.3**	**19.8**	**12.9**	**.3690**
Durham	1,801,757	25,565	21.8	28.7	19.7	13.4	.0713
• Durham	1,077,288	21,679	25.4	29.0	15.1	10.0	.0491
Franklin	234,781	18,361	27.8	29.3	12.0	4.6	.0088
Orange	836,990	21,678	26.5	29.5	14.2	10.4	.0323
• Chapel Hill	352,602	23,027	25.5	24.8	14.0	17.8	.0153
Wake	3,953,136	28,171	20.1	31.3	21.9	14.0	.1566
• Raleigh	2,003,451	25,961	22.5	29.9	19.0	14.2	.0879
SUBURBAN TOTAL	3,393,323	27,997	19.7	31.5	22.5	12.7	.1167
WILMINGTON	**1,027,167**	**21,387**	**34.8**	**31.5**	**14.6**	**6.8**	**.0482**
New Hanover	1,027,167	21,387	34.8	31.5	14.6	6.8	.0482
• Wilmington	368,817	15,259	29.1	23.9	8.5	5.3	.0252
SUBURBAN TOTAL	658,350	25,776	21.5	38.0	19.4	8.0	.0230
OTHER COUNTIES							
Alleghany	72,542	16,176	33.0	28.6	5.3	4.1	.0029
Anson	169,099	17,077	29.9	30.1	8.6	2.8	.0070
Ashe	174,678	16,713	31.2	29.6	7.9	3.3	.0074
Avery	100,365	16,114	35.7	27.1	8.1	2.5	.0046
Beaufort	321,968	17,976	28.3	29.3	10.8	4.5	.0142
Bertie	149,800	16,466	28.9	27.5	9.4	4.5	.0057
Bladen	204,741	15,861	31.0	26.2	8.2	3.1	.0086
Brunswick	350,874	19,958	25.1	31.7	13.3	4.9	.0142
Caldwell	605,290	22,032	27.3	38.2	12.9	4.6	.0246
Camden	45,500	21,619	22.0	35.2	12.7	5.6	.0018
Carteret	426,207	20,700	28.0	31.9	14.7	5.3	.0182
Caswell	128,323	16,644	31.0	31.0	7.0	1.9	.0049
Chatham	312,251	21,910	26.2	36.3	14.6	4.5	.0117
Cherokee	141,007	15,500	34.8	25.6	8.0	2.9	.0065
Chowan	107,645	17,937	30.2	28.2	10.9	5.3	.0045
Clay	49,216	15,429	34.8	23.9	7.0	3.4	.0021
Cleveland	770,982	23,116	23.9	34.7	17.0	6.0	.0301
Columbus	386,499	17,401	28.5	26.6	11.5	5.4	.0172
Craven	622,807	19,263	28.9	30.0	12.9	5.1	.0279
Currituck	106,264	19,201	27.1	30.7	11.9	5.1	.0040
Dare	167,561	20,601	31.4	32.1	12.5	7.0	.0079
Duplin	278,286	16,233	29.9	28.1	8.0	3.0	.0120



PIEDMONT AREA NEWSPAPER GROUP

- Burlington Daily Times-News
- Eden News
- High Point Enterprise/Times
- Lexington Dispatch
- Reidsville Review

Sources: Circulation 84/85

IN NORTH CAROLINA YOU NEED PANG TO EFFECTIVELY COVER THE GREENSBORO/ WINSTON-SALEM/HIGH POINT ADI.

ADI CIRCULATION 95,260
ADI PENETRATION 20%

SAVE 19% ON GROUP BUY

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

EASTERN NORTH CAROLINA

IS THE GREENVILLE – NEW BERN – WASHINGTON ADI
COVERED BY THE

EASTERN NORTH CAROLINA NEWSPAPER NETWORK

JACKSONVILLE NEWS • KINSTON FREE PRESS • NEW BERN SUN JOURNAL
• WASHINGTON NEWS • WILSON TIMES

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.) — $ EFFECTIVE BUYING INCOME 1984 — S&MM ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Edgecombe	436,955	20,244	25.2	32.4	13.6	4.6	.0178
Gates	60,348	18,178	26.5	33.2	10.5	1.7	.0023
Graham	44,229	15,711	33.3	29.3	5.0	1.7	.0018
Granville	270,219	20,803	25.8	32.7	14.4	5.0	.0106
Greene	116,244	17,833	30.3	28.8	10.5	5.1	.0042
Halifax	383,650	16,183	27.2	26.7	9.3	4.7	.0189
Harnett	458,750	17,890	31.2	30.3	10.4	3.2	.0192
Haywood	459,177	22,157	25.0	30.2	17.7	7.4	.0193
Henderson	680,191	22,817	24.6	32.6	16.4	8.2	.0283
Hertford	169,957	18,653	26.5	28.8	12.2	5.7	.0076
Hoke	153,705	20,045	27.6	32.0	13.6	4.5	.0055
Hyde	35,966	13,973	32.3	24.6	5.5	2.4	.0015
Iredell	798,309	22,947	25.2	35.0	16.8	6.0	.0323
Jackson	198,569	17,244	31.5	28.7	9.0	4.1	.0087
Johnston	545,684	17,425	29.3	31.3	8.2	3.3	.0256
Jones	57,259	15,495	32.2	27.8	6.0	2.9	.0024
Lee	352,295	21,523	27.1	32.5	13.9	7.3	.0158
Lenoir	491,399	19,429	27.9	31.2	12.4	5.0	.0221
McDowell	298,419	21,284	26.8	36.7	13.1	3.8	.0121
Macon	180,785	16,531	34.0	27.4	7.7	3.8	.0081
Madison	127,225	16,182	30.3	26.7	8.8	3.9	.0047
Martin	188,059	17,960	29.0	29.4	11.1	4.1	.0080
Mitchell	111,579	19,245	28.7	30.9	14.1	2.9	.0045
Montgomery	181,839	19,952	27.7	34.7	11.4	3.8	.0072
Moore	544,561	21,501	26.1	32.9	12.6	8.3	.0204
Nash	596,558	19,779	26.4	30.4	13.4	5.7	.0279
Rocky Mount	411,682	19,808	25.4	29.7	13.5	6.3	.0214
Northampton	141,482	14,843	31.7	24.1	7.5	3.7	.0055
Pamlico	70,872	16,204	27.8	28.9	8.1	2.8	.0032
Pasquotank	221,096	17,654	29.1	28.9	11.1	3.6	.0115
Pender	153,500	15,387	30.9	27.4	7.2	2.9	.0063
Perquimans	59,878	13,908	33.9	23.8	5.5	1.0	.0025
Person	230,013	19,498	28.0	33.5	12.1	3.0	.0097
Pitt	750,752	17,668	27.9	28.1	11.0	4.8	.0344
Polk	140,425	21,681	26.9	27.9	15.6	10.2	.0048
Richmond	379,493	19,787	26.8	32.7	12.3	4.4	.0159
Robeson	719,937	17,981	29.5	30.4	10.1	4.0	.0326
Rockingham	823,848	23,285	23.7	32.4	17.6	7.8	.0318
Rutherford	489,729	21,190	26.0	33.1	14.7	5.3	.0205
Sampson	343,995	16,384	31.7	28.4	8.6	2.5	.0148
Scotland	281,349	22,004	24.0	31.4	17.3	5.7	.0121
Stanly	475,050	23,068	24.1	35.7	16.1	6.3	.9182
Surry	533,175	20,465	27.8	32.7	13.5	5.0	.0240
Swain	58,062	12,956	38.3	18.6	3.8	1.1	.0021
Transylvania	249,305	25,335	20.3	33.3	19.4	9.0	.0090
Tyrrell	24,115	15,791	29.2	28.5	7.6	1.3	.0010
Vance	301,065	19,241	28.6	30.7	12.1	5.3	.0135
Warren	97,960	14,693	30.9	26.5	5.9	2.3	.0042
Washington	117,737	20,509	24.1	29.3	14.8	7.0	.0044
Watauga	264,697	16,970	28.9	26.7	9.6	6.0	.0131
Wayne	760,118	18,581	30.1	30.9	11.2	3.9	.0339
Wilkes	532,219	20,767	27.7	34.8	11.8	5.6	.0214
Wilson	544,830	20,182	27.0	30.9	14.2	5.4	.0243
Yancey	96,564	15,244	34.6	27.4	4.4	1.9	.0042
TOTAL METRO COUNTIES	**34,288,873**	**23,984**	**24.1**	**32.5**	**17.7**	**9.4**	**1.4097**
TOTAL STATE	**56,783,975**	**21,823**	**25.8**	**31.8**	**15.3**	**7.4**	**2.3644**

TURN TO LANDON FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

NORTH DAKOTA

N.D.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**90.1**	**.0377**	**29.0**	**13.4**	**19.1**	**17.3**	**21.2**	**31.6**	**577,254**	**89,632**	**47,238**	**87,493**	**25,000**	**164,550**	**16,569**
Burleigh	62.0	.0260	28.8	14.3	19.9	17.7	20.0	22.0	456,340	67,259	37,227	86,584	21,924	119,926	15,243
• Bismarck	49.8	.0209	29.1	14.6	20.0	17.3	20.8	18.5	448,958	65,516	36,238	86,410	21,524	119,546	15,211
Morton	28.1	.0117	29.4	11.5	17.4	16.4	23.8	9.6	120,914	22,373	10,011	909	3,076	44,624	1,326
SUBURBAN TOTAL	40.3	.0168	28.8	12.0	18.1	17.2	21.6	13.1	128,296	24,116	11,000	1,083	3,476	45,004	1,358
FARGO - MOORHEAD	**145.9**	**.0613**	**28.4**	**19.1**	**18.9**	**15.7**	**21.7**	**53.1**	**973,638**	**143,721**	**84,873**	**122,092**	**41,327**	**264,026**	**19,852**
Cass	96.6	.0406	28.7	17.8	20.8	15.8	21.2	36.0	737,792	82,468	61,434	112,171	26,441	223,319	12,418
• Fargo	66.5	.0279	28.5	21.0	20.7	14.8	21.7	25.8	669,496	70,772	54,861	111,273	25,501	209,293	11,423
Clay, Minn.	*49.3*	*.0207*	*27.4*	*21.8*	*15.5*	*15.4*	*22.8*	*17.1*	*235,846*	*61,253*	*23,439*	*9,921*	*14,886*	*40,707*	*7,434*
• *Moorhead*	*29.4*	*.0123*	*25.0*	*29.6*	*14.9*	*13.5*	*21.5*	*10.1*	*184,036*	*53,509*	*18,580*	*7,663*	*12,962*	*31,657*	*6,715*
SUBURBAN TOTAL	50.0	.0211	29.8	10.4	18.9	18.1	22.0	17.2	120,106	19,440	11,432	3,156	2,864	23,076	1,714
GRAND FORKS	**70.0**	**.0294**	**25.8**	**22.2**	**20.0**	**14.2**	**17.4**	**23.4**	**448,258**	**55,457**	**28,913**	**94,139**	**26,062**	**130,803**	**6,135**
Grand Forks	70.0	.0294	25.8	22.2	20.0	14.2	17.4	23.4	448,258	55,457	28,913	94,139	26,062	130,803	6,135
• Grand Forks	44.9	.0188	26.1	24.6	19.2	14.2	18.7	16.0	419,695	50,711	26,410	93,263	25,738	120,614	5,383
SUBURBAN TOTAL	25.1	.0106	25.2	18.1	21.0	14.3	15.2	7.4	28,563	4,746	2,503	876	324	10,189	752
OTHER COUNTIES															
Adams	3.6	.0015	34.7	9.1	15.0	16.9	32.7	1.3	19,623	7,256	1,627	1,848		2,680	1,194
Barnes	13.8	.0058	33.5	13.6	14.1	14.8	33.1	5.1	80,368	13,617	4,721	5,762	2,217	26,527	2,766
Benson	8.1	.0034	30.7	9.0	12.9	14.8	29.6	2.5	8,081	2,462	1,230	125	224	705	152
Billings	1.1	.0004	29.8	10.6	14.6	17.5	24.9	.4	1,697	517	713				
Bottineau	9.3	.0039	34.4	10.7	13.7	15.7	33.6	3.2	39,338	5,951	3,258	1,005	1,855	11,489	1,134
Bowman	4.4	.0019	31.6	10.1	14.8	17.1	27.8	1.6	21,209	5,042	2,051	804	579	6,768	1,211
Burke	3.7	.0015	40.4	7.0	11.9	16.8	39.4	1.4	12,777	1,931	1,293	344	321	3,605	320
Cavalier	7.3	.0030	35.6	8.3	13.4	17.2	33.5	2.5	28,585	6,404	1,895	476	1,587	6,536	1,078
Dickey	7.4	.0032	33.9	10.3	14.0	15.6	32.9	2.5	30,902	6,538	3,159	927	1,033	8,322	1,831
Divide	3.1	.0013	41.7	7.2	12.2	15.7	41.4	1.1	10,893	2,386	886	541		2,566	276
Dunn	4.8	.0020	31.2	10.6	14.6	16.8	27.6	1.6	11,922	3,151	888		56	5,835	176
Eddy	3.2	.0013	38.8	8.2	12.6	14.8	39.0	1.3	13,798	2,690	620	144	225	4,240	402
Emmons	5.7	.0024	36.0	7.4	10.6	17.1	34.1	2.0	23,389	5,908	1,212	514	388	7,349	477
Foster	4.6	.0019	34.0	9.5	13.2	16.1	32.6	1.6	31,520	4,755	1,804	603	404	11,231	905
Golden Valley	2.5	.0011	34.3	8.3	13.5	15.6	33.4	.9	19,252	2,501	1,401	139	390	7,600	117
Grant	4.1	.0017	34.7	7.6	13.6	16.6	32.9	1.5	12,802	2,313	749		68	5,409	455
Griggs	3.7	.0015	39.4	7.6	14.3	14.5	39.9	1.4	9,458	3,519	602	386		1,979	274
Hettinger	4.2	.0018	35.9	8.4	13.1	16.8	34.1	1.5	17,845	4,351	1,270	455	62	8,550	885
Kidder	3.8	.0016	35.0	8.1	12.5	17.6	32.4	1.4	5,689	888	338		81	766	144
La Moure	6.4	.0027	36.8	8.3	12.5	15.8	36.1	2.3	16,074	3,941	1,528	254	69	4,067	505
Logan	3.3	.0014	39.3	7.6	10.1	17.7	37.3	1.2	14,716	2,320	553		306	7,941	239
McHenry	7.5	.0031	36.6	8.0	12.7	16.5	35.4	2.7	16,662	3,519	1,528	52	192	3,951	658
McIntosh	4.4	.0019	45.3	6.9	9.6	17.4	44.3	1.8	20,867	5,758	1,566	133	418	7,342	681
McKenzie	8.0	.0033	29.4	11.4	16.4	16.4	24.4	2.6	33,665	10,075	3,646		460	5,668	1,282
McLean	13.4	.0056	32.6	8.9	15.8	16.1	30.1	4.6	46,665	12,864	3,480	430	1,091	6,763	1,181
Mercer	14.1	.0060	29.9	11.4	18.7	17.2	23.3	5.0	50,429	12,132	5,704	1,263	1,398	12,139	1,986
Mountrail	7.9	.0034	33.6	8.6	14.2	16.1	32.0	2.8	32,154	8,112	2,687	683	545	10,075	1,752
Nelson	5.3	.0022	42.7	6.8	11.5	16.3	42.5	2.0	32,432	5,115	2,155	946	148	5,476	688
Oliver	2.7	.0011	29.4	10.3	17.5	17.8	22.5	.8	1,731	535	474				
Pembina	10.5	.0044	34.5	8.4	15.2	16.1	33.1	3.7	43,136	9,315	3,242	517	371	16,716	1,426
Pierce	6.2	.0026	34.9	9.1	11.8	16.8	33.1	2.0	41,236	6,730	2,802	2,159	792	16,044	969
Ramsey	13.4	.0057	32.9	10.9	14.9	15.4	31.5	4.9	99,012	16,813	7,726	4,857	3,577	29,747	4,189
Ransom	6.7	.0028	36.4	7.6	14.2	15.4	36.2	2.4	26,958	5,942	3,144	257	1,114	5,472	1,306
Renville	3.6	.0015	35.5	7.6	13.6	17.7	32.8	1.3	11,458	2,898	517		130	1,147	411
Richland	20.2	.0085	29.9	19.0	14.3	13.8	28.8	6.8	85,258	15,775	4,200	8,231	6,863	20,645	1,511
Rolette	13.2	.0055	25.6	10.9	14.0	15.6	21.3	3.7	39,356	12,199	1,542	759	492	12,604	1,038

FARGO: Great Market in the Great Northern Tier

Seven ADIs stretch over the 1400 miles between Minneapolis and Spokane, and in all this territory, no other market rivals Fargo, N.D.

The Fargo ADI accounts for $3 of every $11 in retail sales in this Great Northern Tier. And from Minneapolis to Spokane, $1 in every $11 in retail sales is spent in the two-county Fargo/Moorhead metro area.

Daily and Sunday, The Forum newspaper delivers this vital market. The Forum reaches 3 in 5 homes in the metro area every day of the week, and 1 in 4 homes in the Fargo ADI daily and Sunday.

The Forum

For more information, contact Tim Larson, National Advertising Manager, (701) 235-7311

Represented nationally by Story & Kelly-Smith

N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Sargent	5.4	.0023	33.2	9.1	15.1	16.1	31.2	2.0
Sheridan	2.9	.0012	39.2	7.7	11.8	18.5	36.7	1.0
Sioux	3.7	.0015	22.7	11.2	14.7	16.3	15.3	.9
Slope	1.1	.0005	31.5	10.2	13.9	16.3	28.9	.4
Stark	27.0	.0113	27.4	16.1	17.5	14.9	21.8	9.1
Steele	2.9	.0012	36.9	7.8	13.4	17.8	34.4	1.1
Stutsman	25.0	.0105	32.0	12.2	16.8	16.6	28.3	9.0
Towner	4.2	.0018	38.1	8.7	12.6	15.3	37.9	1.6
Traill	9.8	.0041	35.2	12.7	12.7	14.8	35.5	3.4
Walsh	15.5	.0065	34.9	8.8	15.1	16.7	33.2	5.5
Ward	60.6	.0255	27.4	16.3	18.9	16.1	19.6	20.8
Wells	7.0	.0030	38.5	7.8	11.9	16.4	37.6	2.6
Williams	25.2	.0105	29.4	14.1	17.8	15.9	24.2	9.4
TOTAL METRO COUNTIES	**256.7**	**.1077**	**28.0**	**17.5**	**20.0**	**15.8**	**20.2**	**91.0**
TOTAL STATE	**692.4**	**.2905**	**30.1**	**13.8**	**17.1**	**15.9**	**25.6**	**243.2**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sargent	11,770	2,751	1,453	865	185	1,668	289
Sheridan	3,988	537	226		178	1,213	121
Sioux	5,446	1,612	348	743		92	
Slope	1,367	92	782				
Stark	234,643	33,798	13,087	12,648	10,478	90,212	5,896
Steele	8,242	403	431	700		5,797	
Stutsman	152,560	26,209	13,248	7,586	6,402	45,002	4,058
Towner	18,066	3,383	1,377	195		7,764	909
Traill	34,423	4,160	3,354	323	702	15,691	1,719
Walsh	87,449	15,190	4,114	7,632	2,657	31,862	1,900
Ward	418,949	54,037	28,502	60,655	27,672	124,883	9,833
Wells	36,873	7,691	2,877	1,405	1,067	13,928	1,232
Williams	220,468	40,752	13,455	10,547	15,839	63,263	8,431
TOTAL METRO COUNTIES	**1,763,304**	**227,557**	**137,585**	**293,803**	**77,503**	**518,672**	**35,122**
TOTAL STATE	**4,008,505**	**634,395**	**297,050**	**431,716**	**170,139**	**1,208,021**	**103,128**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BISMARCK	**1,061,428**	**29,998**	**18.4**	**28.0**	**22.9**	**18.1**	**.0415**
Burleigh	817,253	33,937	16.6	25.5	24.9	23.2	.0317
• Bismarck	690,893	34,393	16.4	25.1	25.1	23.9	.0280
Morton	244,175	23,439	22.8	33.7	18.1	6.4	.0098
SUBURBAN TOTAL	370,535	25,269	21.3	32.2	19.8	9.9	.0135
FARGO - MOORHEAD	**1,668,174**	**27,359**	**20.5**	**30.2**	**21.5**	**13.7**	**.0670**
Cass	1,221,263	30,083	18.7	28.4	23.7	17.0	.0489
• Fargo	870,703	29,264	19.8	27.7	23.1	16.6	.0380
Clay, Minn.	*446,911*	*22,961*	*24.3*	*34.2*	*16.7*	*6.7*	*.0181*
• *Moorhead*	*271,275*	*22,813*	*24.8*	*33.1*	*17.0*	*7.0*	*.0120*
SUBURBAN TOTAL	526,196	27,907	19.1	32.3	21.7	13.2	.0170
GRAND FORKS	**949,940**	**33,492**	**16.5**	**26.6**	**21.2**	**26.3**	**.0347**
Grand Forks	949,940	33,492	16.5	26.6	21.2	26.3	.0347
• Grand Forks	654,210	34,684	16.5	23.4	20.9	28.6	.0262
SUBURBAN TOTAL	295,730	31,556	16.2	33.8	21.9	21.1	.0085
OTHER COUNTIES							
Adams	31,135	21,714	22.5	33.9	14.2	5.4	.0014
Barnes	139,868	23,446	23.5	30.9	16.4	10.5	.0056
Benson	63,944	22,266	24.6	32.5	15.2	8.1	.0022
Billings	14,397	31,333	23.0	23.7	18.0	24.3	.0005
Bottineau	96,443	24,957	23.8	29.2	17.5	14.6	.0035
Bowman	52,395	27,536	21.2	25.8	19.2	19.3	.0020
Burke	38,433	23,903	23.6	28.0	18.6	11.9	.0012
Cavalier	70,578	24,615	23.9	31.0	17.0	11.2	.0025
Dickey	63,922	20,603	27.0	28.5	14.0	8.9	.0027
Divide	34,341	27,409	18.3	30.7	18.8	16.9	.0011
Dunn	40,668	20,522	31.7	27.0	14.7	9.8	.0015
Eddy	29,922	20,075	27.9	32.8	12.6	4.8	.0011
Emmons	41,123	16,633	27.9	26.4	8.6	5.6	.0018
Foster	49,714	25,778	25.5	33.8	14.7	13.8	.0022
Golden Valley	26,690	25,118	23.8	27.3	19.6	13.8	.0011
Grant	23,585	12,436	31.1	21.4	4.6	2.3	.0011
Griggs	38,166	24,027	23.0	30.9	19.3	10.0	.0012

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hettinger	33,469	18,600	31.4	29.6	9.7	6.5	.0015
Kidder	24,651	14,538	32.9	22.6	5.0	4.7	.0008
La Moure	57,708	21,590	25.6	31.6	14.7	8.2	.0022
Logan	23,686	15,878	32.0	24.4	8.7	5.0	.0010
McHenry	64,133	20,938	22.4	30.0	14.8	7.4	.0023
McIntosh	32,070	14,088	30.9	22.3	8.3	3.2	.0014
McKenzie	96,974	32,750	16.6	26.9	21.1	25.2	.0034
McLean	153,802	29,760	19.8	25.3	23.0	18.8	.0052
Mercer	180,614	34,484	14.3	24.8	27.0	22.1	.0059
Mountrail	84,551	26,286	22.0	28.7	19.2	15.0	.0030
Nelson	48,522	20,591	25.0	29.0	14.9	7.4	.0022
Oliver	20,308	24,062	23.1	32.5	20.1	5.6	.0007
Pembina	107,212	24,839	22.1	31.2	18.1	12.3	.0040
Pierce	47,311	19,302	31.5	28.8	12.5	6.9	.0023
Ramsey	150,573	26,875	21.1	29.0	20.4	14.8	.0063
Ransom	69,377	25,460	23.2	30.5	21.1	10.8	.0025
Renville	38,789	26,071	21.9	31.3	19.0	13.7	.0014
Richland	220,502	27,797	21.1	31.5	19.2	15.4	.0080
Rolette	97,714	21,174	25.6	26.5	16.0	9.9	.0039
Sargent	51,030	22,904	24.9	33.9	16.8	7.1	.0018
Sheridan	26,522	23,414	20.4	33.3	15.9	9.9	.0008
Sioux	19,397	17,526	29.3	27.2	11.6	5.4	.0008
Slope	7,978	17,100	29.8	26.2	10.3	5.5	.0002
Stark	316,664	31,191	16.6	27.2	21.8	21.6	.0139
Steele	29,286	23,806	21.7	33.5	14.6	11.5	.0009
Stutsman	272,437	26,316	19.7	30.9	20.2	13.4	.0110
Towner	42,481	23,657	21.9	31.3	17.9	9.0	.0016
Traill	100,996	25,921	21.0	31.2	19.0	12.9	.0036
Walsh	157,823	24,716	21.3	30.1	17.1	13.0	.0064
Ward	680,020	27,847	21.9	30.4	21.3	15.3	.0280
Wells	70,646	23,109	24.1	28.4	16.7	11.6	.0028
Williams	356,791	35,283	14.9	24.6	26.0	24.6	.0141
TOTAL METRO COUNTIES	**3,232,631**	**30,874**	**18.1**	**27.7**	**22.8**	**19.8**	**.1251**
TOTAL STATE	**7,771,992**	**27,398**	**20.6**	**28.5**	**20.2**	**16.1**	**.3017**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

OHIO

OHIO
■ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**649.6**	**.2726**	**31.5**	**12.9**	**17.2**	**18.0**	**26.1**	**241.0**	**3,373,453**	**757,408**	**333,289**	**424,484**	**110,905**	**659,044**	**120,454**
Portage	139.4	.0585	28.1	17.2	18.0	18.2	19.4	47.6	518,603	121,050	50,727	41,852	10,591	130,574	14,702
• Kent	28.4	.0119	24.0	38.6	19.6	10.4	14.4	9.9	180,386	30,758	21,560	25,768	3,048	60,600	3,083
Summit	510.2	.2141	32.5	11.7	17.1	17.9	27.8	193.4	2,854,850	636,358	282,562	382,632	100,314	528,470	105,752
• Akron	225.2	.0945	32.0	13.2	17.3	15.0	29.7	90.2	1,331,873	260,003	136,697	252,201	48,929	229,971	47,817
• Barberton	28.2	.0118	32.7	11.9	16.7	15.3	30.9	11.1	127,844	31,944	14,457	16,371	1,927	24,918	6,079
Cuyahoga Falls	42.2	.0177	32.8	11.7	18.8	16.3	29.6	16.8	231,231	55,442	25,700	10,395	7,143	62,042	12,986
SUBURBAN TOTAL	367.8	.1544	32.0	10.7	17.0	20.6	24.3	129.8	1,733,350	434,703	160,575	130,144	57,001	343,555	63,475
CANTON	**407.7**	**.1711**	**32.4**	**10.9**	**16.9**	**18.3**	**27.3**	**147.3**	**2,069,983**	**478,300**	**185,610**	**259,153**	**80,496**	**418,171**	**67,759**
Carroll	27.3	.0114	31.3	10.1	17.0	18.0	25.6	9.4	78,786	16,236	4,285	6,952	1,912	26,278	750
Stark	380.4	.1597	32.5	11.0	16.7	18.4	27.4	137.9	1,991,197	462,064	181,325	252,201	78,584	391,893	67,009
• Canton	89.4	.0375	32.5	12.2	16.6	14.8	31.1	35.9	581,294	107,879	46,813	74,399	19,412	138,654	20,141
• Massillon	31.1	.0131	33.4	11.7	15.5	16.4	31.1	11.9	223,584	68,775	12,546	14,996	5,315	58,876	7,611
SUBURBAN TOTAL	287.2	.1205	32.2	10.4	17.0	19.7	25.7	99.5	1,265,105	301,646	136,251	169,758	55,769	220,641	40,007

Some of the smartest media buyers buy the Beacon Journal

Talk to somebody who really understands the Cleveland ADI, Jim Pockmire, Senior VP Media, Wyse Advertising, Cleveland:

"The Cleveland ADI is unusual because it consists of several sizeable cities — Cleveland, Lorain, Canton and Akron. The Cleveland television stations cover the ADI.

"But there's no single newspaper that blankets the area. If you're using newspapers, the typical approach of thinking in terms of one paper per market just won't work. While the Cleveland paper gets 35% coverage of the ADI, it's very lopsided coverage — it gets 62% of the Cleveland metropolitan area and only 5% of the balance of the ADI. By buying the Akron Beacon Journal, you pick up a substantial part of the balance, because it has 60% coverage daily and 77% on Sunday in the Akron MSA.* And you're not paying for duplication of readership, either."

Look At What You're Missing Without the Beacon Journal

There are 570,000 adults in the Akron Newspaper Designated Area. That's a lot of buying power. The Beacon Journal can deliver the Akron market with little or no duplication. Write us for details.

Akron Beacon Journal

44 East Exchange St. Akron, Ohio 44328 *ABC, 3/31/84

OHIO (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CINCINNATI	**1,403.5**	**.5891**	**31.1**	**12.1**	**17.2**	**17.9**	**25.4**	**519.0**	**7,814,994**	**1,620,362**	**800,798**	**1,258,367**	**345,145**	**1,488,904**	**304,627**
Clermont	137.8	.0579	28.9	11.5	18.7	19.5	19.1	47.3	592,060	133,936	37,760	106,976	24,477	141,700	15,694
Hamilton	853.5	.3582	31.9	12.4	16.9	17.4	27.3	328.8	5,323,919	1,024,125	574,760	865,078	254,446	1,072,142	200,414
• Cincinnati	368.1	.1545	31.3	14.9	18.1	14.2	29.1	157.4	2,124,612	382,982	269,641	313,309	85,554	425,649	90,157
Warren	104.7	.0439	29.9	11.9	18.5	20.6	19.9	35.1	367,901	98,529	37,584	51,768	12,049	47,714	16,159
Dearborn, Ind.	*37.0*	*.0155*	*31.4*	*9.8*	*16.3*	*18.9*	*25.2*	*12.6*	*133,314*	*33,877*	*9,964*	*12,886*	*4,860*	*26,368*	*9,340*
Boone, Ky.	*50.8*	*.0213*	*29.1*	*10.9*	*19.1*	*20.0*	*18.8*	*17.1*	*447,107*	*70,039*	*42,660*	*106,777*	*9,573*	*69,865*	*13,234*
Campbell, Ky.	*81.2*	*.0341*	*31.5*	*11.9*	*15.6*	*16.9*	*27.6*	*28.4*	*327,953*	*90,982*	*33,369*	*28,582*	*12,459*	*51,462*	*20,840*
Kenton, Ky.	*138.5*	*.0582*	*30.7*	*11.7*	*17.4*	*17.0*	*25.5*	*49.7*	*622,740*	*168,874*	*64,701*	*86,300*	*27,279*	*79,653*	*28,946*
Covington	*46.7*	*.0196*	*31.5*	*12.2*	*16.0*	*14.4*	*30.0*	*18.1*	*266,392*	*69,548*	*34,661*	*22,220*	*13,478*	*70,198*	*12,755*
SUBURBAN TOTAL	1,035.4	.4346	31.1	11.1	16.8	19.3	24.1	361.6	5,690,382	1,237,380	531,157	945,058	259,589	1,063,255	214,470
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,675.4***	***.7033***	***30.9***	***12.5***	***17.2***	***18.1***	***24.9***	***614.9***	***8,895,774***	***1,887,954***	***906,589***	***1,335,523***	***380,096***	***1,736,844***	***345,221***
CLEVELAND	**1,859.1**	**.7803**	**33.2**	**11.1**	**16.6**	**18.3**	**28.7**	**707.0**	**10,695,324**	**2,236,298**	**985,155**	**1,520,798**	**511,607**	**2,034,665**	**505,226**
Cuyahoga	1,439.6	.6042	33.9	11.3	16.5	17.5	30.6	564.3	8,626,049	1,769,332	828,040	1,255,651	452,497	1,545,477	434,951
• Cleveland	541.3	.2272	32.0	12.6	16.1	15.7	29.5	214.7	2,350,865	557,579	294,616	295,278	120,449	305,732	164,250
Cleveland Heights	56.3	.0236	32.2	10.5	21.8	17.2	26.6	21.7	302,005	66,160	20,315	35,148	7,624	77,450	15,048
Euclid	57.1	.0240	38.0	11.0	17.0	15.6	37.7	25.3	325,433	55,177	23,408	44,793	25,231	85,078	11,141
Lakewood	59.7	.0251	33.0	11.8	20.5	15.8	30.1	27.1	252,540	59,280	27,669	4,846	4,601	95,323	12,676
Parma	91.0	.0382	36.1	11.4	15.4	17.3	34.0	34.2	607,119	124,044	50,209	128,420	23,434	121,981	14,256

CINCINNATI

A • MARKET • OF • OPPORTUNITY

Cincinnati has a large and diverse economic base, features a stable population base, has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only twenty-two markets to be named a Consolidated Metropolitan Area.

The one million plus adults in the 8-county Cincinnati CMSA enjoy nearly $17 billion in effective buying income and generated more than $8 billion in retail sales.*

CINCINNATI NEWSPAPERS

Cincinnati daily newspapers deliver significant shares of most market segments. The Enquirer and The Post are particularly adept at reaching the adults who can and do buy more of everything.

Cincinnati CMSA Net Unduplicated Readers of The Daily Enquirer and The Daily Post**

	Average Issue Reach	Five Issue Reach
TOTAL ADULTS (1,226,700)	670,900 54.7%	924,800 75.4%
Household Income $35,000 or More (300,900)	183,000 60.8%	244,200 81.2%
College Graduates (223,100)	148,400 66.5%	191,900 86.0%
Professional, Technical Managerial, Administrative (234,800)	140,900 60.0%	183,800 78.3%

Sources *Sales and Marketing Management Survey of Buying Power 1984
**Cincinnati Prospectus 1984 85

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales.

The Enquirer and The Post / Gannett Media Sales
617 Vine Street, Cincinnati, Ohio 45202 (513)721-2700 / Sunday MAG/NET

OHIO (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Geauga	78.1	.0328	31.4	9.2	15.8	22.3	21.9	25.1	255,594	71,635	18,123	17,418	5,678	47,261	13,198
Lake	218.0	.0915	31.4	10.9	17.9	20.1	23.4	77.4	1,333,720	274,154	104,576	212,910	39,330	337,223	31,338
Mentor	43.4	.0182	30.8	9.4	19.0	22.3	19.7	14.7	502,443	68,081	34,596	133,434	21,162	99,599	9,302
Medina	123.4	.0518	30.0	9.7	18.4	21.7	19.2	40.2	479,961	121,177	34,416	34,819	14,102	104,704	25,739
SUBURBAN TOTAL	1,317.8	.5531	33.7	10.4	16.9	19.4	28.3	492.3	8,344,459	1,678,719	690,539	1,225,520	391,158	1,728,933	340,976
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,783.1***	***1.1681***	***32.4***	***11.6***	***16.8***	***18.2***	***27.5***	***1,043.2***	***15,240,320***	***3,276,571***	***1,412,575***	***2,107,012***	***662,176***	***2,955,441***	***673,986***
COLUMBUS	**1,281.2**	**.5379**	**30.3**	**13.9**	**18.8**	**18.6**	**22.5**	**483.9**	**7,263,121**	**1,451,236**	**716,689**	**965,994**	**366,315**	**1,589,744**	**222,147**
Delaware	58.9	.0247	30.6	12.5	17.2	20.6	21.9	20.0	198,679	44,776	15,971	9,623	3,203	34,148	6,814
Fairfield	100.7	.0423	31.8	9.4	16.7	21.1	23.4	34.9	363,430	94,442	34,824	33,703	14,094	75,632	10,862
• Lancaster	36.3	.0152	32.7	11.2	16.7	17.3	28.9	14.2	275,487	69,770	26,950	26,990	13,139	52,843	8,995
Franklin	886.0	.3719	29.8	15.1	19.6	17.8	22.1	346.7	5,811,882	1,106,484	569,029	836,370	313,882	1,281,183	172,752
• Columbus	564.1	.2367	28.9	17.5	20.9	15.7	21.6	228.3	3,822,662	639,589	416,226	599,179	227,231	814,254	104,309
Licking	125.0	.0525	31.6	11.7	16.4	20.1	24.4	45.6	499,630	112,687	47,136	53,900	26,136	94,870	16,449
• Newark	41.5	.0174	32.7	12.0	16.9	16.4	29.7	17.0	294,595	80,796	23,908	48,101	8,287	46,449	11,233
Madison	34.4	.0144	30.7	11.5	19.6	18.9	22.7	11.4	129,165	30,180	9,923	9,318	2,580	32,611	5,517
Pickaway	44.7	.0188	31.7	11.0	17.0	21.3	23.1	14.6	174,276	41,222	13,835	10,572	4,823	33,276	6,985
Union	31.5	.0133	31.5	10.7	17.1	19.6	24.4	10.7	86,059	21,445	5,971	12,508	1,597	18,024	2,768
SUBURBAN TOTAL	639.3	.2686	31.4	10.9	17.2	21.4	22.4	224.4	2,870,377	661,081	249,605	291,724	117,658	676,198	97,610
DAYTON - SPRINGFIELD	**926.9**	**.3890**	**31.7**	**11.9**	**17.2**	**19.3**	**25.0**	**351.6**	**4,912,873**	**1,027,433**	**462,196**	**693,545**	**232,891**	**999,252**	**148,890**
Clark	145.7	.0611	32.1	11.5	16.1	18.4	26.9	54.2	642,244	142,856	55,066	111,612	19,579	120,941	21,443
• Springfield	69.1	.0290	31.6	13.5	16.1	14.8	29.7	27.4	357,212	82,857	40,606	33,840	13,817	71,519	15,572
Greene	130.1	.0546	30.1	14.0	17.6	21.2	20.1	45.2	544,710	121,378	40,859	39,856	10,325	185,177	12,323
Miami	91.0	.0382	32.4	10.1	16.3	20.2	25.6	33.3	412,823	89,411	25,715	42,661	12,096	87,649	11,924
Montgomery	560.1	.2351	31.9	11.9	17.5	19.0	25.5	218.9	3,313,096	673,788	340,556	499,416	190,891	605,485	103,200
• Dayton	179.8	.0755	31.0	14.6	16.9	15.1	28.2	76.3	1,030,864	171,521	102,869	131,216	63,409	230,678	36,091
Kettering	59.7	.0251	35.6	10.9	16.2	19.1	31.7	25.0	349,888	101,924	38,407	43,653	15,322	31,474	14,570
SUBURBAN TOTAL	678.0	.2845	31.9	11.1	17.3	20.9	23.7	247.9	3,524,797	773,055	318,721	528,489	155,665	697,055	97,227
HAMILTON - MIDDLETOWN	**271.9**	**.1142**	**29.8**	**14.9**	**16.9**	**18.8**	**22.4**	**95.9**	**1,080,780**	**267,592**	**105,791**	**127,156**	**34,953**	**247,940**	**40,594**
Butler	271.9	.1142	29.8	14.9	16.9	18.8	22.4	95.9	1,080,780	267,592	105,791	127,156	34,953	247,940	40,594
• Hamilton	63.9	.0268	31.5	12.3	16.6	15.7	28.5	25.0	336,667	94,429	37,459	45,391	16,008	45,012	14,576
• Middletown	44.0	.0185	32.8	11.7	16.1	16.8	29.6	17.7	246,220	60,255	24,641	52,722	9,355	37,677	7,724
SUBURBAN TOTAL	164.0	.0689	28.4	16.7	17.3	20.5	18.1	53.2	497,893	112,908	43,691	29,043	9,590	165,251	18,294
LIMA	**157.9**	**.0663**	**31.1**	**11.3**	**16.4**	**16.9**	**26.7**	**56.3**	**853,064**	**166,548**	**74,545**	**149,086**	**28,796**	**161,261**	**27,338**
Allen	113.9	.0478	31.1	11.5	16.5	17.0	26.6	40.8	675,820	125,054	58,704	135,433	21,289	128,549	21,135
• Lima	48.0	.0201	30.2	12.3	16.6	14.2	27.8	18.2	248,331	64,981	16,460	15,266	8,337	51,079	14,221
Auglaize	44.0	.0185	31.2	10.8	16.5	16.7	26.9	15.5	177,244	41,494	15,841	13,653	7,507	32,712	6,203
SUBURBAN TOTAL	109.9	.0462	31.5	10.9	16.3	18.1	26.2	38.1	604,733	101,567	58,085	133,820	20,459	110,182	13,117
LORAIN - ELYRIA	**274.4**	**.1152**	**29.8**	**11.9**	**17.3**	**18.4**	**22.5**	**95.2**	**1,171,543**	**282,865**	**94,131**	**161,730**	**39,664**	**261,732**	**48,306**
Lorain	274.4	.1152	29.8	11.9	17.3	18.4	22.5	95.2	1,171,543	282,865	94,131	161,730	39,664	261,732	48,306
• Elyria	57.9	.0243	29.3	12.9	18.6	16.6	22.9	21.8	364,231	53,079	26,794	105,327	16,735	63,858	13,450
• Lorain	73.4	.0308	30.0	12.1	16.6	16.0	25.7	26.6	272,574	74,199	23,633	30,712	9,652	55,559	14,426
SUBURBAN TOTAL	143.1	.0601	29.8	11.4	17.2	20.3	20.7	46.8	534,738	155,587	43,704	25,691	13,277	142,315	20,430
MANSFIELD	**130.2**	**.0546**	**31.7**	**11.4**	**16.8**	**19.2**	**25.3**	**48.1**	**718,201**	**130,646**	**57,046**	**135,345**	**21,117**	**151,718**	**20,481**
Richland	130.2	.0546	31.7	11.4	16.8	19.2	25.3	48.1	718,201	130,646	57,046	135,345	21,117	151,718	20,481
• Mansfield	52.2	.0219	31.8	13.7	17.0	15.6	29.0	20.9	420,135	75,018	35,327	56,500	15,434	113,776	12,053
SUBURBAN TOTAL	78.0	.0327	31.7	9.9	16.4	21.6	23.0	27.2	298,066	55,628	21,719	78,845	5,683	37,942	8,428
PARKERSBURG - MARIETTA	**159.0**	**.0667**	**32.2**	**11.1**	**16.4**	**18.9**	**26.6**	**58.6**	**847,806**	**170,259**	**69,568**	**134,384**	**35,396**	**187,692**	**35,651**
Washington	66.1	.0277	31.6	11.8	16.2	18.7	25.8	23.5	304,559	67,626	26,830	31,158	11,343	56,909	20,331
• Marietta	16.8	.0071	32.1	17.0	15.4	14.9	30.6	6.5	180,923	36,933	20,098	26,838	7,089	24,020	16,298

there's something you oughta know . . .

you're only **HALF COVERED**

in Ohio's 9th Largest S.M.S.A.

LORAIN-ELYRIA

Unless your schedule includes the

Elyria Chronicle-Telegram

just ask **Branham** for details

OHIO (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wood, W. Va.	*92.9*	*.0390*	*32.7*	*10.6*	*16.5*	*19.1*	*27.1*	*35.1*	*543,247*	*102,633*	*42,738*	*103,226*	*24,053*	*130,783*	*15,320*
• *Parkersburg*	*39.3*	*.0165*	*35.3*	*10.6*	*15.2*	*16.6*	*33.9*	*16.4*	*373,808*	*81,875*	*30,522*	*56,211*	*12,838*	*105,606*	*12,931*
SUBURBAN TOTAL	102.9	.0431	31.2	10.3	16.9	20.5	23.1	35.7	293,075	51,451	18,948	51,335	15,469	58,066	6,422
STEUBENVILLE - WEIRTON	**156.4**	**.0657**	**33.5**	**11.1**	**15.8**	**17.8**	**29.8**	**57.7**	**624,683**	**172,327**	**51,332**	**80,273**	**22,822**	**114,145**	**25,530**
Jefferson	87.3	.0366	34.1	10.7	15.5	17.5	31.1	32.5	369,612	88,965	23,963	56,332	13,712	76,702	13,348
• Steubenville	24.1	.0101	38.2	11.8	14.0	15.1	38.2	9.6	205,447	33,544	13,792	43,939	9,934	38,701	9,948
Brooke, W. Va.	*29.8*	*.0126*	*32.4*	*12.7*	*15.9*	*18.0*	*27.9*	*10.6*	*93,499*	*27,709*	*11,143*	*6,763*	*4,891*	*13,552*	*4,579*
Hancock, W. Va.	*39.3*	*.0165*	*33.0*	*10.8*	*16.2*	*18.1*	*28.7*	*14.6*	*161,572*	*55,653*	*16,226*	*17,178*	*4,219*	*23,891*	*7,603*
• *Weirton*	*23.6*	*.0099*	*35.8*	*11.2*	*15.1*	*17.7*	*33.2*	*9.2*	*152,655*	*44,034*	*16,030*	*18,617*	*4,379*	*27,085*	*7,102*
SUBURBAN TOTAL	108.7	.0457	32.3	11.0	16.2	18.3	27.3	38.9	266,581	94,749	21,510	17,717	8,509	48,359	8,480
TOLEDO	**618.4**	**.2595**	**30.5**	**13.7**	**17.2**	**16.7**	**25.6**	**229.0**	**3,901,290**	**786,774**	**379,316**	**654,599**	**166,660**	**773,553**	**160,924**
Fulton	39.5	.0166	30.2	10.6	16.9	18.0	24.0	13.6	177,387	38,921	9,479	11,117	10,469	52,813	7,305
Lucas	464.5	.1949	31.3	12.2	17.3	16.6	26.9	176.6	3,106,469	614,168	313,101	561,609	126,095	618,740	126,452
• Toledo	343.7	.1442	31.2	12.8	17.4	15.4	28.0	134.3	2,113,952	455,139	238,504	459,209	73,771	221,766	100,258
Wood	114.4	.0480	27.4	20.8	17.1	16.3	20.8	38.8	617,434	133,685	56,736	81,873	30,096	102,000	27,167
• Bowling Green	25.7	.0108	23.0	52.3	13.4	9.4	12.4	7.3	173,575	36,816	18,540	19,565	5,871	38,167	6,881
SUBURBAN TOTAL	249.0	.1045	30.8	11.0	17.4	19.2	23.5	87.4	1,613,763	294,819	122,272	175,825	87,018	513,620	53,785
YOUNGSTOWN - WARREN	**518.5**	**.2176**	**33.0**	**11.0**	**16.3**	**17.8**	**28.9**	**190.7**	**2,538,737**	**537,095**	**218,219**	**413,739**	**105,369**	**455,485**	**89,657**
Mahoning	278.2	.1168	33.6	11.2	15.8	17.0	30.8	103.0	1,408,264	310,974	113,871	217,742	66,232	249,376	51,351
• Youngstown	107.2	.0450	33.5	12.2	15.3	14.2	33.5	40.7	503,085	143,503	37,228	33,769	14,768	114,404	24,017
Trumbull	240.3	.1008	32.3	10.7	16.7	18.7	26.8	87.7	1,130,463	226,121	104,348	195,997	39,137	206,109	38,306
• Warren	54.2	.0227	32.8	11.6	15.8	16.1	30.4	21.2	366,012	84,011	39,815	13,348	16,037	110,085	16,353
SUBURBAN TOTAL	357.1	.1499	32.9	10.5	16.5	19.1	27.4	128.8	1,669,630	309,581	141,176	366,622	74,564	230,996	49,287
OTHER COUNTIES															
Adams	25.9	.0109	31.3	10.5	14.5	17.5	27.2	9.0	67,093	16,102	2,671	4,766	1,228	22,248	3,419
Ashland	46.8	.0197	31.5	12.6	15.5	18.2	26.5	16.5	190,827	50,308	17,579	12,379	6,511	45,231	6,834
Ashtabula	104.4	.0438	32.0	10.2	16.1	17.6	27.5	37.2	462,003	123,961	34,609	55,624	12,204	98,751	13,195
Athens	55.9	.0234	26.5	23.5	16.3	14.7	21.5	18.8	220,448	55,376	21,076	21,037	9,135	39,320	5,537
☐ Belmont	82.5	.0346	34.1	10.3	16.0	16.6	31.9	31.6	450,351	102,068	29,554	119,702	13,304	59,809	14,349
Brown	33.9	.0142	31.2	10.2	15.4	18.0	26.2	11.8	67,698	24,648	6,420	1,385	1,028	9,323	2,084
Champaign	34.7	.0146	32.2	10.5	16.0	19.1	26.4	12.6	109,188	38,774	6,305	6,541	2,786	16,193	4,466
Clinton	35.6	.0149	31.3	11.9	16.2	17.8	26.2	13.1	159,812	41,886	10,696	7,700	5,744	44,067	5,013
Columbiana	113.0	.0474	32.5	10.5	16.1	17.7	28.3	41.3	456,175	125,049	29,789	43,560	15,411	109,331	15,259
Coshocton	36.9	.0155	33.0	9.9	15.6	18.3	28.7	13.7	120,909	35,473	10,586	11,777	3,771	16,503	5,185
Crawford	49.3	.0207	32.5	10.5	15.9	18.7	27.3	18.3	167,699	46,208	14,791	12,452	4,668	30,584	8,320
Darke	56.6	.0237	31.7	10.3	15.8	17.9	26.8	20.1	197,021	42,761	14,968	14,747	5,334	57,269	5,885

TOLEDO

CUME

The Blade coverage of MSA adults

1 daily issue 67%
5 daily issues 86%
1 Sun. issue 82%
4 Sun. issues 92%

Source: Belden CMS 1984

TEST

A recommended test market

- S&MM Standard Markets
- Audits & Surveys
- Market Audits

Toledo qualifications: geographic isolation, minimum media spill-in, favorable demographics, single newspaper penetration . . . Call for test-market brochure.

BELDEN

New Belden CMS market/readership

MSA and ADI sections on demographics and Blade readership; leisure activities, travel, media, store traffic and more; photo section on market development.

Also available: Fortune 500 corporate headquarters folder, shopping-center guide, census tract map. Additional Belden data on request.

THE BLADE
One Of America's Great Newspapers
541 Superior St., Toledo, Ohio 43660

150 YEARS

Call collect:
419/245-6400
General Ad Dept.
Les Roby, Manager

sau™
newsplan

OHIO (cont.)

NEW ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Defiance	40.4	.0170	29.2	12.3	15.8	17.8	22.5	13.8	173,137	39,999	11,712	19,254	6,170	36,977	5,609
Erie	81.0	.0340	31.9	10.9	16.4	18.6	26.4	29.4	421,587	78,930	43,464	74,170	15,017	83,254	13,034
Fayette	27.6	.0115	32.5	10.2	16.3	18.3	27.6	10.0	124,000	31,575	10,657	8,344	2,563	14,844	5,140
Gallia	30.9	.0129	31.8	12.1	16.1	19.0	25.9	10.8	143,213	32,804	11,715	15,460	6,584	27,163	5,858
Guernsey	43.4	.0182	32.7	10.3	15.9	17.2	29.2	15.7	166,855	39,853	18,950	22,442	5,495	24,705	3,970
Hancock	64.9	.0273	31.3	11.6	16.7	18.2	25.6	24.4	313,655	63,585	30,792	42,876	11,600	79,058	10,428
Hardin	32.7	.0137	29.9	15.7	15.6	16.6	25.4	11.7	97,666	33,477	8,772	7,807	3,604	13,724	4,814
Harrison	17.6	.0074	33.3	9.8	15.5	16.8	30.7	6.3	38,816	12,630	1,843	681	1,141	12,661	1,415
Henry	28.5	.0119	31.4	11.1	15.8	17.5	26.8	10.2	122,120	27,985	7,597	9,175	3,667	28,444	5,018
Highland	35.4	.0149	33.3	9.8	14.7	17.6	29.9	13.1	115,203	37,279	3,752	8,744	3,033	21,137	7,992
Hocking	25.5	.0107	32.1	10.7	15.7	18.6	26.8	9.6	84,053	19,276	5,021	8,698	1,346	16,876	3,114
Holmes	31.3	.0131	27.2	11.0	15.6	16.0	21.8	8.8	83,991	18,267	6,065	2,397	3,817	15,529	1,313
Huron	56.2	.0236	30.3	10.9	16.7	17.8	24.4	20.0	220,073	51,772	18,482	20,879	9,527	58,147	9,815
Jackson	31.2	.0131	32.2	10.4	15.5	17.3	28.4	11.2	104,740	23,948	7,215	10,685	2,980	18,547	9,100
Knox	47.6	.0200	32.0	13.8	15.2	18.1	27.4	17.1	172,785	46,731	14,730	19,166	4,819	35,986	7,556
Lawrence	61.1	.0273	32.0	10.1	15.8	18.8	26.4	23.5	166,421	47,658	12,503	14,120	9,116	24,079	11,369
Logan	40.5	.0170	32.7	9.9	15.9	16.9	29.4	15.1	134,929	31,741	9,667	9,880	5,621	31,021	6,576
Marion	67.0	.0281	31.2	11.0	18.2	18.8	24.2	24.1	299,410	64,754	24,229	51,801	9,655	61,729	9,014
Meigs	24.1	.0101	32.7	9.9	15.9	17.7	28.6	8.8	65,562	20,301	3,767	3,057	5,355	11,452	3,949
Mercer	39.1	.0164	29.5	11.7	15.8	15.8	25.6	12.9	130,182	31,169	11,896	17,058	4,777	24,489	4,313
Monroe	17.1	.0072	32.4	10.1	15.9	18.0	27.8	6.3	42,264	15,321	1,295	2,724	701	10,638	1,795
Morgan	14.6	.0061	32.8	9.4	15.0	17.0	29.7	5.2	31,810	10,080	2,114	1,226	1,258	6,948	1,481
Morrow	27.9	.0117	30.7	9.9	16.3	20.0	23.1	9.7	54,805	14,420	4,599	2,541	936	10,266	1,608
Muskingum	84.5	.0355	31.7	11.5	15.6	17.6	27.3	31.2	391,658	87,319	35,556	57,151	12,885	74,636	13,556
Noble	11.5	.0048	32.4	10.4	15.0	16.2	29.9	4.2	38,133	9,858	1,631	517	1,403	13,049	1,231
Ottawa	40.6	.0170	33.3	10.0	15.4	18.5	28.9	14.9	208,263	46,128	29,516	7,802	4,872	46,733	5,296
Paulding	21.6	.0091	29.3	11.1	16.5	17.9	22.8	7.3	42,604	11,916	3,039	441	3,178	10,968	2,066
Perry	32.7	.0137	30.4	11.0	15.7	16.7	26.2	11.4	64,547	21,896	4,261	4,058	1,161	15,140	2,337
Pike	24.5	.0103	31.8	10.4	15.1	18.1	27.0	8.7	85,899	22,794	6,176	4,322	1,943	15,348	5,119
Preble	39.7	.0166	32.0	10.1	16.4	19.3	25.7	14.1	90,677	27,527	9,760	1,463	1,529	13,195	3,414
Putnam	33.5	.0141	28.5	12.3	15.4	16.0	24.0	10.8	99,230	27,608	9,264	1,412	3,266	24,145	5,976
Ross	67.0	.0281	32.9	10.5	16.3	19.7	26.9	23.6	251,256	59,260	22,588	43,524	9,079	37,149	9,760
Sandusky	64.6	.0272	30.7	11.2	16.3	17.5	25.4	23.1	285,969	76,654	22,393	20,097	9,844	63,376	12,241
Scioto	86.3	.0362	32.6	10.4	15.7	17.4	28.8	31.0	378,636	83,533	30,425	59,894	18,139	79,785	10,476
Seneca	61.9	.0259	30.3	12.1	16.2	16.6	25.8	21.4	240,782	60,741	18,543	20,656	10,098	31,386	9,928
Shelby	44.5	.0187	29.8	11.1	16.8	17.5	23.7	15.2	137,015	39,636	14,658	9,128	3,536	26,692	5,122
Tuscarawas	86.5	.0363	33.0	10.6	16.2	17.8	28.9	32.6	382,622	83,556	29,279	42,718	17,030	88,311	12,484
Van Wert	30.8	.0129	32.5	10.5	16.2	17.0	28.9	11.3	105,804	25,302	8,344	6,821	1,950	31,634	4,699
Vinton	12.3	.0052	31.1	10.8	15.7	17.2	26.7	4.3	16,838	4,400	1,028	368	573	3,454	575
Wayne	101.1	.0425	30.0	12.7	17.5	18.3	22.9	34.6	401,484	103,978	29,361	37,442	15,150	102,082	10,360
Williams	37.2	.0156	31.5	11.0	16.2	17.9	26.4	13.6	148,116	35,172	12,336	12,154	1,717	26,605	5,261
Wyandot	22.7	.0095	32.2	11.0	15.2	17.6	28.1	8.0	84,509	17,773	7,705	3,699	4,781	19,817	2,837
TOTAL METRO COUNTIES	**8,492.8**	**3.5645**	**31.6**	**12.2**	**17.2**	**18.2**	**26.0**	**3,168.3**	**46,153,182**	**9,685,102**	**4,354,941**	**6,750,763**	**2,037,220**	**9,231,620**	**1,743,410**
TOTAL STATE	**10,813.8**	**4.5384**	**31.6**	**12.0**	**16.9**	**18.1**	**26.1**	**3,996.2**	**54,967,153**	**11,876,596**	**5,083,628**	**7,635,663**	**2,334,340**	**11,087,540**	**2,064,287**

Cover the Big 5 County Market Betweeen Pittsburgh and Cleveland with . . .

THE HOMETOWN CONNECTION

- More Consumers than the Metro area.
- More Consumers than TV's A.D.I.
- A retail market worth almost 4 billion

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull and Mercer Counties)	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Columbiana, Mercer and Lawrence Co.)
Population	518,500	647,200	866,300
Households	190,700	237,500	317,600
EBI	5,434,756	6,644,976	8,966,847
Retail Sales	2,538,727	3,095,385	3,961,490
Food Sales	537,095	659,438	899,057
Gen. Mdse. Sales	413,739	492,603	581,041
Automotive Sales	455,485	586,026	773,463

Source: 1985 Sales Management Survey of Buying Power.

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make The Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

Daily 100,821
Sunday 153,575
ABC Audit Report
Dec. 31, 1984

The Vindicator Youngstown, Ohio

Represented by STORY and KELLY-SMITH, Inc.

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

OHIO

SMRM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
AKRON	**6,[illegible]099**	**26,831**	**20.7**	**32.6**	**20.1**	**10.5**	**.3699**
Portage	1,429,009	27,623	18.9	34.6	21.6	11.2	.0514
• Kent	256,928	21,004	24.1	29.3	16.3	6.7	.0115
Summit	5,451,090	25,602	21.2	32.1	19.7	10.4	.2145
• Akron	2,155,881	20,699	25.1	31.0	14.2	6.4	.0916
• Barberton	257,901	20,681	27.3	32.2	13.8	5.7	.0103
Cuyahoga Falls	472,618	26,934	20.8	37.2	22.0	7.8	.0181
SUBURBAN TOTAL	4,209,389	30,445	17.0	33.9	25.0	14.2	.1525
CANTON	**4,061,216**	**25,812**	**20.9**	**34.8**	**20.0**	**8.4**	**.1610**
Carroll	232,268	23,042	24.4	36.6	13.6	5.7	.0087
Stark	3,828,948	26,013	20.7	34.7	20.3	8.6	.1523
• Canton	818,194	19,793	25.3	31.2	12.5	5.9	.0368
• Massillon	289,534	21,961	25.2	31.8	17.2	5.7	.0134
SUBURBAN TOTAL	2,953,486	28,252	18.8	36.5	23.1	9.6	.1108
CINCINNATI	**15,554,298**	**26,864**	**19.7**	**30.4**	**21.8**	**12.8**	**.6087**
Clermont	1,330,739	27,038	19.4	37.6	22.4	7.7	.0512
Hamilton	9,943,997	26,255	19.9	28.8	19.7	14.1	.3878
• Cincinnati	3,823,766	19,752	24.8	28.1	13.4	7.9	.1543
Warren	1,166,282	31,736	16.3	31.2	27.6	14.9	.0399
Dearborn, Ind.	*340,779*	*25,641*	*20.8*	*34.9*	*19.5*	*8.3*	*.0128*
Boone, Ky.	*514,584*	*28,812*	*18.0*	*35.6*	*25.7*	*9.3*	*.0247*
Campbell, Ky.	*837,194*	*27,142*	*20.3*	*30.0*	*22.7*	*11.9*	*.0307*
Kenton, Ky.	*1,420,713*	*26,202*	*21.1*	*31.2*	*20.9*	*10.8*	*.0536*
Covington	*402,061*	*18,711*	*27.0*	*28.3*	*13.1*	*5.6*	*.0184*
SUBURBAN TOTAL	11,730,522	29,995	17.5	31.6	24.3	14.9	.4464
CINCINNATI - HAMILTON CONSOLIDATED AREA	***18,328,794***	***26,899***	***19.7***	***30.7***	***21.1***	***12.5***	***.7024***
CLEVELAND	**31,010,803**	**26,917**	**19.2**	**33.4**	**20.7**	**12.9**	**.8111**
Cuyahoga	16,219,967	25,468	20.1	29.7	19.1	12.3	.6350
• Cleveland	4,517,404	17,863	23.9	27.9	12.6	4.7	.1875
Cleveland Heights	724,201	29,376	18.1	30.5	21.5	17.7	.0258
Euclid	709,044	25,638	21.7	32.4	20.0	10.4	.0261
Lakewood	756,172	24,473	24.7	33.2	17.3	10.4	.0255
Parma	1,078,455	30,223	18.3	34.7	25.3	13.0	.0426
Geauga	919,888	33,426	14.0	31.2	26.6	20.0	.0303
Lake	2,536,568	31,144	16.5	34.2	26.2	14.3	.0984
Mentor	540,482	34,819	11.1	33.7	29.8	19.8	.0258
Medina	1,334,380	31,785	15.3	34.2	27.0	14.7	.0474
SUBURBAN TOTAL	16,491,399	30,700	17.2	31.5	24.2	16.5	.6236
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***30,754,729***	***26,908***	***19.4***	***31.3***	***20.8***	***12.3***	***1.1839***
COLUMBUS	**13,826,530**	**25,405**	**21.8**	**32.1**	**19.4**	**10.7**	**.5436**
Delaware	644,818	29,628	18.4	32.4	23.8	14.3	.0221
Fairfield	960,191	25,501	22.2	35.6	19.6	7.9	.0355
• Lancaster	350,249	21,485	26.2	34.8	13.4	5.7	.0162
Franklin	9,961,773	25,227	21.8	31.4	19.2	11.2	.4022
• Columbus	5,792,239	22,104	24.5	31.1	16.4	7.6	.2482
Licking	1,297,153	26,198	21.5	32.7	21.3	9.4	.0472
• Newark	427,528	21,917	25.2	31.9	15.6	7.1	.0186
Madison	272,524	21,979	27.1	36.4	13.6	5.0	.0111
Pickaway	396,213	24,582	22.7	35.6	18.4	7.7	.0154
Union	293,858	25,233	20.5	36.4	18.6	9.4	.0103
SUBURBAN TOTAL	7,256,514	29,453	18.5	33.1	23.2	14.3	.2608
DAYTON - SPRINGFIELD	**10,344,921**	**26,393**	**20.7**	**31.5**	**20.6**	**11.6**	**.3981**
Clark	1,484,732	25,101	21.2	33.0	19.5	8.8	.0558
• Springfield	655,700	20,601	24.2	31.0	14.2	6.1	.0268
Greene	1,518,717	31,152	16.3	29.7	24.7	17.7	.0529
Miami	951,438	26,367	21.1	34.1	21.2	9.7	.0357
Montgomery	6,290,034	25,637	21.4	31.1	19.9	11.3	.2457
• Dayton	1,636,974	18,066	26.6	28.5	12.4	4.3	.0707
Kettering	831,117	29,630	21.0	30.2	23.3	16.1	.0292
SUBURBAN TOTAL	7,952,247	29,521	18.5	32.5	23.9	14.4	.2926
HAMILTON - MIDDLETOWN	**2,774,476**	**27,074**	**19.4**	**32.2**	**22.0**	**10.6**	**.1017**
Butler	2,774,476	27,074	19.4	32.2	22.0	10.6	.1017
• Hamilton	596,130	21,371	24.0	32.4	14.1	6.5	.0247
• Middletown	457,907	23,080	22.0	30.2	17.6	8.8	.0183
SUBURBAN TOTAL	1,720,439	30,974	16.4	32.8	27.1	13.1	.0587
LIMA	**1,495,867**	**24,373**	**23.0**	**34.5**	**18.4**	**7.6**	**.0630**
Allen	1,101,357	24,648	22.1	33.1	19.1	8.4	.0465
• Lima	419,162	20,289	25.3	30.9	14.5	5.2	.0179
Auglaize	394,510	23,793	25.1	38.4	16.5	5.6	.0155
SUBURBAN TOTAL	1,076,705	26,195	21.9	36.2	20.3	8.8	.0441
LORAIN - ELYRIA	**2,863,827**	**28,937**	**17.0**	**33.9**	**24.0**	**11.5**	**.1058**
Lorain	2,863,827	28,937	17.0	33.9	24.0	11.5	.1058
• Elyria	604,209	26,088	19.8	35.1	20.4	9.1	.0250
• Lorain	725,683	25,944	19.0	31.3	21.1	9.4	.0266
SUBURBAN TOTAL	1,533,935	31,610	14.5	34.8	27.3	13.8	.0542
MANSFIELD	**1,281,602**	**24,408**	**23.4**	**34.8**	**18.5**	**7.2**	**.0534**
Richland	1,281,602	24,408	23.4	34.8	18.5	7.2	.0524
• Mansfield	496,834	19,936	27.8	30.7	13.3	5.8	.0237
SUBURBAN TOTAL	784,768	27,684	20.1	38.0	22.4	8.2	.0287
PARKERSBURG - MARIETTA	**1,491,970**	**23,095**	**23.7**	**34.4**	**16.7**	**6.6**	**.0619**
Washington	589,859	22,732	24.5	35.3	16.3	5.7	.0240
• Marietta	150,581	19,264	28.5	30.4	11.7	5.9	.0085
Wood, W. Va.	*902,111*	*23,376*	*23.2*	*33.6*	*17.0*	*7.3*	*.0379*
• *Parkersburg*	*377,253*	*19,857*	*26.3*	*31.1*	*12.8*	*5.8*	*.0193*
SUBURBAN TOTAL	964,136	25,160	21.6	36.5	19.4	7.2	.0341
STEUBENVILLE - WEIRTON	**1,461,523**	**24,083**	**21.7**	**34.2**	**18.5**	**6.8**	**.0557**
Jefferson	823,429	23,706	21.7	32.9	18.4	6.5	.0318
• Steubenville	237,411	20,667	22.3	27.0	16.4	8.0	.0114
Brooke, W. Va.	*262,107*	*24,234*	*22.6*	*37.7*	*17.1*	*4.5*	*.0096*
Hancock, W. Va.	*375,987*	*24,743*	*20.9*	*34.8*	*19.8*	*6.0*	*.0143*
• *Weirton*	*249,297*	*26,323*	*19.6*	*33.4*	*21.6*	*7.9*	*.0104*
SUBURBAN TOTAL	974,815	24,346	22.1	36.2	18.3	5.1	.0339
TOLEDO	**6,563,002**	**25,763**	**20.7**	**30.7**	**20.3**	**11.0**	**.3694**
Fulton	405,586	27,817	19.1	33.7	22.4	11.4	.0152

BUY THE GROUP... SAVE 21%!

LAKE COUNTY

LORAIN ELYRIA

Cleveland

IS YOUR CLEVELAND ADI BUY COMPLETE?

Horvitz NEWSPAPERS, INC. OHIO

MANSFIELD

DOVER NEW-PHILADELPHIA

5533 Canal Road, Valley View, Ohio 44125 Phone (216)574-0900

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost your best buy is A.D.I.5— A.D.I. BUY CLEVELAND (Horvitz Group plus Elyria Chronicle)

Journal, and the Canton Repository.

Horvitz

THE JOURNAL LORAIN
NEWS JOURNAL MANSFIELD
NEWS HERALD LAKE COUNTY
TIMES REPORTER DOVER NEW PHILA.

SAU Represented by Branham Newspaper Sales

● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

OHIO (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hshld. EBI	% of Hshlds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hshld. EBI	% of Hshlds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Lucas	4,993,609	25,336	20.9	30.1	19.8	10.9	.2078	Hocking	200,915	19,209	29.5	35.1	10.0	2.5	.0078
• Toledo	3,486,574	23,221	22.3	30.1	18.1	8.6	.1454	Holmes	223,727	22,097	26.7	32.6	15.9	7.1	.0090
Wood	1,163,807	26,763	20.3	32.5	21.4	11.3	.0464	Huron	509,191	23,798	24.1	37.3	16.6	5.7	.0197
• Bowling Green	204,252	19,819	26.9	25.7	15.1	8.7	.0101	Jackson	228,167	17,723	27.5	30.5	10.3	3.3	.0095
SUBURBAN TOTAL	2,872,176	29,861	17.8	32.0	24.0	14.9	.1139	Knox	405,803	20,856	28.0	34.4	12.5	5.5	.0159
YOUNGSTOWN - WARREN	**5,434,756**	**26,195**	**19.8**	**32.2**	**19.9**	**11.1**	**.3879**	☐ Lawrence	570,594	22,385	22.7	32.0	16.9	6.1	.0203
Mahoning	2,552,870	23,093	22.0	35.1	16.0	6.3	.1055	Logan	350,061	20,692	27.8	33.8	13.5	4.7	.0123
• Youngstown	849,699	18,001	25.2	29.9	11.4	4.1	.0371	Marion	606,548	23,453	22.8	37.1	15.9	6.0	.0243
Trumbull	2,881,886	30,682	17.1	28.8	24.5	16.8	.1024	Medina	170,112	17,112	27.7	31.4	8.8	2.6	.0068
• Warren	622,956	26,282	19.0	27.2	20.6	13.4	.0251	Mercer	387,468	27,614	19.5	35.2	21.1	11.3	.0138
SUBURBAN TOTAL	3,902,101	28,627	18.2	33.6	22.5	13.0	.1457	Miami	137,651	20,425	24.1	34.8	12.9	3.2	.0051
OTHER COUNTIES								Monroe	111,119	19,246	27.9	33.2	11.1	3.8	.0042
Adams	157,883	14,360	29.5	25.4	7.8	2.1	.0068	Morgan	209,437	20,160	30.3	37.4	10.7	2.4	.0075
Ashland	431,501	23,901	24.6	36.3	17.0	6.7	.0169	Muskingum	720,044	20,292	27.4	32.2	13.8	4.8	.0302
Ashtabula	1,016,789	25,514	21.7	33.9	20.7	8.0	.0390	Noble	96,341	21,000	25.3	32.7	14.9	4.7	.0038
Athens	485,303	20,102	27.3	27.3	14.4	8.0	.0192	Ottawa	448,109	27,874	20.0	32.9	23.5	11.8	.0169
☐ Belmont	772,163	23,054	22.7	34.3	17.5	5.4	.0323	Paulding	188,932	25,355	21.6	39.1	19.0	5.6	.0084
Brown	282,239	21,857	24.4	33.5	15.1	5.5	.0099	Perry	249,450	19,757	29.6	33.6	12.4	3.3	.0092
Champaign	322,934	23,695	24.5	37.4	16.0	6.4	.0116	Pike	201,703	19,492	28.1	28.2	14.1	6.3	.0080
Clinton	331,060	22,443	25.2	32.6	16.4	7.2	.0131	Preble	389,621	25,835	21.6	34.1	20.9	8.6	.0120
Columbiana	999,062	22,600	24.0	35.3	16.3	4.8	.0395	Putnam	261,301	22,809	26.2	38.9	14.1	4.6	.0101
Coshocton	336,048	22,214	26.0	32.9	16.1	6.2	.0124	Ross	636,895	24,133	23.1	33.1	17.8	8.6	.0239
Crawford	452,462	22,633	25.3	34.9	16.1	5.7	.0168	Sandusky	633,923	25,645	21.0	36.6	20.6	7.5	.0243
Darke	491,406	22,230	26.5	36.9	12.8	5.7	.0190	Scioto	694,781	18,878	27.3	28.2	13.7	5.3	.0295
Defiance	405,332	27,520	20.3	35.1	21.7	10.1	.0152	Seneca	578,593	25,361	22.5	36.8	19.8	6.8	.0220
Erie	794,515	24,968	21.4	35.6	18.8	8.0	.0320	Shelby	436,117	26,519	20.0	36.6	21.1	8.5	.0156
Fayette	193,421	17,080	31.6	31.1	7.5	2.7	.0089	Tuscarawas	788,678	22,376	25.6	36.1	15.0	5.0	.0314
Gallia	260,662	20,842	25.4	30.4	15.4	6.1	.0110	Van Wert	329,240	27,776	19.2	34.7	23.1	9.9	.0115
Guernsey	384,865	21,715	25.3	32.3	15.9	6.1	.0151	Vinton	88,335	17,789	28.8	30.2	10.7	3.4	.0031
Hancock	739,922	27,885	19.4	33.7	22.0	12.2	.0270	Wayne	1,033,157	27,208	20.2	34.7	21.8	10.8	.0378
Hardin	268,242	20,771	25.6	34.3	13.6	4.3	.0102	Williams	352,692	24,413	23.0	37.6	17.3	6.3	.0135
Harrison	147,753	21,256	25.9	32.8	15.7	4.7	.0053	Wyandot	187,177	21,436	28.1	36.5	13.7	3.8	.0076
Henry	278,637	25,473	22.7	36.3	19.7	7.9	.0106	**TOTAL METRO COUNTIES**	**91,634,182**	**26,198**	**20.4**	**31.6**	**20.3**	**11.3**	**3.5584**
Highland	275,269	18,321	29.6	31.0	10.1	4.3	.0111	**TOTAL STATE**	**112,543,983**	**25,630**	**21.2**	**32.2**	**19.5**	**10.3**	**4.3608**

OKLAHOMA

OKLA. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**66.1**	**.0277**	**31.8**	**13.3**	**17.3**	**17.5**	**27.1**	**25.5**	**406,103**	**86,700**	**42,352**	**37,029**	**25,923**	**92,697**	**15,094**
Garfield	66.1	.0277	31.8	12.3	17.3	17.5	27.1	25.5	406,103	86,700	42,352	37,029	25,923	92,697	15,094
• Enid	53.1	.0223	31.6	13.1	17.9	16.7	27.2	20.8	367,886	81,179	41,509	35,610	25,475	85,029	14,854
SUBURBAN TOTAL	13.0	.0054	32.9	8.9	15.1	20.4	26.5	4.7	18,217	5,521	843	1,379	448	7,668	240
LAWTON	**116.9**	**.0490**	**25.6**	**20.3**	**18.0**	**16.2**	**16.8**	**37.3**	**577,571**	**128,943**	**62,134**	**99,599**	**31,947**	**124,619**	**9,645**
Comanche	116.9	.0490	25.6	20.3	18.0	16.2	16.8	37.3	577,571	128,943	62,134	99,599	31,947	124,619	9,645
• Lawton	83.9	.0352	27.2	16.1	18.7	17.1	18.2	30.0	547,621	114,713	59,560	99,422	31,638	122,361	8,717
SUBURBAN TOTAL	33.0	.0138	23.5	30.8	16.5	14.0	13.0	7.3	29,950	14,230	2,574	177	309	2,258	928
OKLAHOMA CITY	**971.8**	**.4079**	**30.7**	**13.0**	**18.4**	**18.7**	**23.3**	**369.7**	**7,095,775**	**1,269,856**	**792,566**	**834,120**	**404,556**	**1,739,931**	**131,166**
Canadian	72.9	.0306	30.0	9.4	19.5	21.5	18.8	24.4	359,044	72,203	27,838	37,173	11,345	133,389	3,985
Cleveland	160.2	.0672	27.7	17.5	21.1	19.2	15.3	56.9	1,041,727	156,800	95,649	118,170	34,517	375,818	17,340
• Norman	77.3	.0324	27.2	23.8	21.4	15.9	17.4	29.3	788,846	90,472	70,679	93,869	23,755	335,164	11,815
Logan	31.7	.0133	32.0	12.2	15.2	17.4	28.0	11.0	94,940	29,162	7,590	8,693	1,061	26,541	3,130
McClain	25.1	.0105	33.0	9.2	14.8	22.0	25.1	8.6	100,349	28,913	7,993	13,943	2,096	25,992	2,199
Oklahoma	617.9	.2594	31.3	12.6	18.4	18.3	24.9	245.4	5,179,008	900,666	608,736	637,624	342,902	1,126,538	96,500
Midwest City	52.9	.0222	30.0	13.5	18.4	18.1	22.6	20.1	427,544	112,038	45,031	100,064	9,175	63,851	7,961
• Oklahoma City	440.1	.1847	31.6	12.3	18.8	18.0	25.6	178.3	3,911,886	555,124	475,447	480,290	289,538	863,979	65,665
Pottawatomie	64.0	.0269	33.4	11.2	14.5	18.7	28.9	23.4	320,707	82,112	44,759	38,517	12,635	51,653	8,012
• Shawnee	28.9	.0121	34.5	13.8	14.0	16.1	33.2	11.4	269,428	66,321	34,382	34,946	10,452	46,986	7,490
SUBURBAN TOTAL	425.5	.1787	30.2	11.7	18.1	20.2	21.2	150.2	2,125,615	557,739	212,057	245,015	81,311	493,802	46,196
TULSA	**738.4**	**.3098**	**31.4**	**11.6**	**18.4**	**19.5**	**23.8**	**281.0**	**4,223,559**	**882,989**	**483,135**	**483,660**	**260,470**	**952,142**	**77,661**
Creek	71.8	.0301	32.4	9.4	16.0	19.9	25.9	25.3	263,980	67,904	20,249	32,877	9,481	61,580	5,313
Osage	44.8	.0188	33.6	9.3	16.2	19.6	28.0	16.3	73,147	23,362	5,795	2,111	1,177	14,271	3,320
Rogers	57.2	.0240	31.7	9.4	16.2	23.1	21.5	19.4	159,624	47,668	14,099	13,791	3,058	32,793	1,807
Tulsa	509.7	.2139	31.1	12.4	19.3	18.8	23.8	201.9	3,655,158	697,543	407,228	419,905	224,873	838,584	66,034
• Tulsa	374.1	.1570	31.7	13.2	19.1	18.1	25.5	155.2	3,032,536	535,021	346,931	341,904	204,751	709,183	50,504
Wagoner	54.9	.0230	30.3	8.7	17.6	21.1	20.6	18.1	71,650	26,432	5,764	14,776	4,881	4,914	1,179
SUBURBAN TOTAL	364.3	.1528	31.0	9.6	17.8	20.8	22.1	125.8	1,191,023	347,968	106,204	141,556	38,719	242,959	27,157

OKLA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adair	21.0	.0088	31.7	9.7	14.0	17.4	28.0	6.7	35,366	10,774	2,747	5,873	1,163	6,856	914
Alfalfa	7.3	.0031	41.6	7.4	11.4	15.8	41.7	2.8	32,580	17,004	1,591	1,284	548	2,320	1,598
Atoka	13.9	.0058	34.4	9.6	15.8	18.4	30.7	4.8	52,998	13,786	2,547	8,618	674	9,779	1,730
Beaver	7.3	.0031	34.5	7.8	15.0	18.5	30.8	2.9	12,970	4,639	1,547		128	1,411	554
Beckham	24.5	.0103	34.1	10.8	14.9	15.7	32.9	9.4	229,980	50,653	17,427	35,301	9,826	39,556	4,966
Blaine	14.3	.0060	35.3	9.8	13.3	16.5	34.0	5.5	65,693	15,318	4,573	6,967	1,443	13,746	1,978
Bryan	33.6	.0141	33.9	12.5	14.3	16.5	32.0	12.7	122,346	26,720	12,133	10,717	6,496	29,982	4,816
Caddo	33.4	.0140	34.0	9.7	13.4	16.7	32.0	12.3	161,702	42,755	8,565	18,153	6,612	48,533	3,377
Carter	47.8	.0201	34.1	9.8	14.9	17.4	31.2	17.9	267,672	57,579	25,399	30,309	11,343	53,628	5,822
Cherokee	34.5	.0144	30.5	14.3	14.4	17.3	26.3	12.0	105,734	32,344	7,061	16,620	2,973	16,127	2,867
Choctaw	17.8	.0075	34.8	8.8	13.2	16.3	33.5	6.3	49,478	12,820	3,077	9,837	1,780	10,297	1,527
Cimarron	3.6	.0015	36.1	7.2	14.7	17.9	33.5	1.4	15,454	3,883	1,479	710	240	3,386	530
Coal	6.3	.0027	37.2	8.5	12.4	15.8	36.6	2.3	9,754	2,888	509	1,542	86	803	66
Cotton	7.7	.0033	37.4	8.4	13.3	17.1	35.8	3.1	25,622	5,136	1,007	1,381	656	12,611	483
Craig	15.7	.0066	37.6	8.9	13.5	18.7	34.8	5.6	86,244	13,705	7,078	10,340	2,072	24,252	1,554
Custer	32.3	.0136	29.6	18.8	15.3	15.4	26.3	12.1	287,170	60,289	31,951	31,683	14,743	62,877	5,138
Delaware	28.4	.0119	38.5	7.9	12.2	16.9	37.3	10.5	74,678	20,257	4,256	12,315	3,808	8,300	1,309
Dewey	6.3	.0026	37.7	8.9	13.0	15.9	37.3	2.3	19,455	9,288	1,630	202	154	2,904	
Ellis	6.1	.0026	35.4	8.7	15.0	15.8	34.6	2.3	24,545	4,663	1,470	1,336	356	7,208	1,831
Garvin	30.5	.0128	36.8	9.5	13.2	17.0	35.1	11.7	145,038	44,334	9,258	8,425	6,275	33,081	4,101
Grady	46.1	.0194	32.6	10.6	15.3	18.9	27.4	16.6	190,692	45,525	15,263	20,840	6,865	45,229	7,120
Grant	6.7	.0028	41.9	7.2	11.9	16.6	41.2	2.7	24,123	5,963	1,579	261	639	10,153	843
Greer	6.9	.0029	43.3	9.6	12.4	14.2	44.1	3.0	17,616	6,255	1,307	441	880	2,059	1,671
Harmon	4.5	.0019	41.5	7.5	11.1	14.4	41.9	1.8	11,896	3,877	244	267	426	2,217	1,330
Harper	4.8	.0020	38.1	9.2	13.5	18.4	35.4	1.9	13,713	4,348	1,173	218	185	3,512	602
Haskell	12.3	.0051	36.9	7.8	13.7	17.0	35.3	4.7	41,238	10,351	1,064	6,659	1,135	10,070	833
Hughes	15.3	.0065	40.2	7.8	11.7	16.9	39.3	5.9	54,289	14,288	2,784	9,623	1,388	13,470	1,981
Jackson	31.0	.0130	28.8	14.5	16.7	17.1	22.5	10.9	190,799	32,922	16,231	16,653	8,620	53,340	4,665
Jefferson	9.1	.0038	36.8	8.6	13.6	15.3	36.7	3.4	21,687	6,151	2,401	383	1,047	5,267	1,048
Johnston	11.0	.0046	34.6	11.3	13.2	16.0	33.4	4.0	12,478	6,611	742	70	417	749	928
Kay	52.4	.0220	34.8	10.2	15.4	17.0	32.7	20.7	299,551	64,660	26,633	29,011	13,189	65,854	10,260
Kingfisher	15.6	.0065	33.0	10.8	14.6	18.0	29.1	5.7	96,241	18,178	4,969	10,477	849	27,848	2,249
Kiowa	13.0	.0055	39.8	8.7	11.9	15.5	39.9	5.3	51,394	15,938	2,051	3,593	1,958	13,622	1,927
Latimer	10.6	.0045	34.6	11.8	12.5	16.6	32.9	3.7	22,522	9,316	1,055	1,566	104	1,583	677
Le Flore	45.8	.0192	33.9	9.3	14.0	18.2	30.4	16.5	116,827	37,169	6,228	17,431	4,411	24,079	2,637
Lincoln	31.5	.0132	34.2	9.4	14.1	18.9	30.0	11.7	95,936	26,240	9,324	7,398	3,990	13,906	1,990
Love	8.6	.0036	35.4	8.6	14.2	17.9	32.6	3.3	16,074	6,038	2,427	192	306	1,975	89
McCurtain	38.1	.0160	31.5	9.4	14.6	17.8	27.0	13.1	121,093	33,959	7,716	19,862	5,357	21,300	4,197
McIntosh	17.6	.0074	41.5	7.9	11.0	17.3	40.2	6.9	76,503	16,864	6,345	8,584	2,300	20,088	1,736
Major	9.5	.0040	34.8	9.5	14.2	18.1	31.7	3.4	52,809	8,580	3,528	3,608	374	18,320	1,254
Marshall	11.9	.0050	41.4	8.2	11.5	16.0	41.3	5.0	45,339	13,135	3,521	2,723	738	13,607	1,269
Mayes	36.8	.0154	34.3	9.3	14.1	18.6	30.4	13.4	126,760	38,819	8,939	17,288	6,106	18,864	2,115
Murray	13.4	.0057	35.7	8.8	13.7	16.4	34.6	5.1	63,292	14,542	3,033	6,336	1,065	22,392	1,452
Muskogee	73.1	.0306	33.3	10.3	15.1	17.0	30.3	27.1	350,358	78,416	34,221	41,158	14,835	82,784	7,226
Muskogee	43.4	.0182	34.4	10.5	14.8	15.2	33.9	17.1	317,545	62,905	31,821	40,947	13,150	80,925	6,456
Noble	12.6	.0053	34.8	10.0	14.4	18.4	31.4	4.8	51,382	13,367	4,187	3,012	1,817	7,430	1,684
Nowata	12.2	.0052	35.6	9.4	14.3	17.5	33.2	4.6	29,660	5,779	2,547	4,895	614	5,851	756
Okfuskee	11.9	.0049	37.9	7.9	11.5	16.7	36.8	4.6	25,980	9,359	1,437	1,587	1,091	2,810	883
Okmulgee	41.2	.0173	34.3	11.7	13.5	16.8	32.3	15.2	147,805	44,266	10,058	23,726	5,662	26,206	3,062
Osage	35.0	.0147	33.7	12.0	14.3	17.4	30.7	13.1	151,716	42,405	10,620	18,045	4,763	22,368	5,242
Pawnee	17.9	.0075	35.3	8.7	14.7	18.9	31.5	6.8	53,292	13,959	4,136	7,232	1,554	10,274	2,362
Payne	65.9	.0276	25.1	30.3	16.3	13.5	20.3	24.2	312,737	76,082	36,024	42,446	11,693	50,540	8,178
Pittsburg	42.7	.0179	36.6	8.4	14.4	18.2	34.0	16.2	169,246	38,988	14,645	32,407	6,087	34,856	3,756
Pontotoc	35.5	.0149	34.0	13.6	13.9	16.7	31.9	13.4	196,610	43,852	16,997	27,106	9,211	40,094	4,356
Pushmataha	13.3	.0056	36.6	8.3	12.7	18.7	33.4	5.1	27,948	9,939	1,938	1,921	955	6,275	1,492
Roger Mills	5.5	.0023	35.2	9.4	13.9	16.3	34.0	2.1	26,252	9,071	1,907	926	225	5,590	1,060
Seminole	29.4	.0123	35.3	9.5	13.6	16.9	33.6	11.0	110,327	38,097	7,363	10,516	4,297	23,508	2,599
☐ Sequoyah	35.1	.0148	32.4	9.4	14.0	19.3	27.1	11.9	87,276	26,963	4,923	9,859	3,235	15,960	1,243
Stephens	46.7	.0196	34.2	10.0	15.7	17.4	31.4	17.8	230,145	55,855	19,098	22,160	9,700	57,983	7,574
Texas	18.6	.0078	30.4	12.5	16.5	18.1	24.3	6.7	99,232	22,910	10,152	9,913	4,421	10,805	3,298
Tillman	12.2	.0051	35.3	8.6	13.2	15.5	34.9	4.6	33,869	8,281	2,544	3,865	1,354	6,621	1,345
Washington	52.1	.0219	34.3	9.5	16.7	19.4	29.4	20.7	290,020	67,645	30,530	39,267	14,770	51,504	6,750
Washita	15.5	.0065	33.8	11.2	14.5	15.7	32.5	5.8	66,492	20,203	5,051	2,759	1,786	14,123	849
Woods	10.9	.0046	37.4	14.7	12.5	15.0	37.6	4.3	69,441	16,268	6,514	8,952	4,096	17,903	2,160
Woodward	23.3	.0098	30.3	11.9	17.4	18.1	23.8	8.4	205,921	42,126	17,878	32,611	9,656	44,753	3,700
TOTAL METRO COUNTIES	**1,928.3**	**.8092**	**30.7**	**12.7**	**18.4**	**18.8**	**23.3**	**725.4**	**12,390,284**	**2,395,451**	**1,355,109**	**1,484,067**	**709,131**	**2,925,149**	**234,809**
TOTAL STATE	**3,348.6**	**1.4054**	**31.8**	**12.1**	**16.7**	**18.1**	**26.7**	**1,255.2**	**18,626,068**	**3,940,883**	**1,866,818**	**2,213,638**	**951,443**	**4,244,588**	**401,175**

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Paper train–with the Tulsa heavyweights in building strong retail sales.

The morning Tulsa World and the evening Tulsa Tribune — two daily newspapers that deliver unduplicated readership of 283,000 in the Tulsa MSA. And a net audience of 328,000. That's 65% of Tulsa's MSA.

Plus, you get a combined total readership in four states of over one half million.

For bigger, stronger retail sales, pick up the Tulsa heavyweights in your advertising buy.

SOURCE: Belden CMS

TULSA WORLD

The Tulsa Tribune

Newspaper Printing Corporation. Agent for the Tulsa World and The Tulsa Tribune. Two independent and separately owned newspapers represented nationally by Branham.

OKLA.

S&MM ESTIMATES — $ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
ENID	**744,379**	**25,162**	**21.9**	**31.6**	**19.6**	**10.8**	**.0295**
Garfield	744,379	25,162	21.9	31.6	19.6	10.8	.0295
• Enid	602,167	24,820	22.5	31.6	19.1	10.6	.0251
SUBURBAN TOTAL	142,212	26,835	19.6	31.2	21.5	12.1	.0044
LAWTON	**1,132,359**	**23,862**	**25.7**	**31.2**	**17.8**	**10.8**	**.0450**
Comanche	1,132,359	23,862	25.7	31.2	17.8	10.8	.0450
• Lawton	836,761	23,703	26.3	30.6	18.1	10.6	.0360
SUBURBAN TOTAL	295,598	24,476	23.1	33.3	16.8	11.6	.0090
OKLAHOMA CITY	**11,247,465**	**26,329**	**21.2**	**30.0**	**20.0**	**13.4**	**.4642**
Canadian	821,383	31,888	16.1	29.3	26.9	16.2	.0303
Cleveland	1,766,975	27,495	20.1	31.3	22.2	12.4	.0719
• Norman	853,307	23,520	23.9	28.0	17.7	11.9	.0413
Logan	299,923	23,284	22.7	29.6	17.0	10.7	.0107
McClain	231,076	24,826	20.2	30.3	19.5	9.9	.0089
Oklahoma	7,512,588	26,083	21.7	30.1	19.2	14.0	.3175
Midwest City	616,311	27,688	21.3	33.9	21.8	13.2	.0263
• Oklahoma City	5,343,450	25,223	22.0	29.3	18.5	13.5	.23
Pottawatomie	615,520	22,352	23.5	27.9	17.7	9.4	.0249
• Shawnee	288,684	20,529	23.4	27.1	15.6	8.5	.0143
SUBURBAN TOTAL	4,762,024	28,498	19.4	31.6	22.7	14.0	.1775
TULSA	**8,330,164**	**25,898**	**21.0**	**30.9**	**19.4**	**12.5**	**.3213**
Creek	688,547	24,728	20.9	30.8	19.6	9.5	.0254
Osage	415,590	22,735	22.2	32.7	15.9	7.7	.0135
Rogers	576,079	27,876	18.5	29.9	23.1	12.5	.0197
Tulsa	6,110,491	26,002	21.5	30.9	19.2	13.1	.2460
• Tulsa	4,679,967	25,162	22.5	30.2	17.9	13.5	.1924
Wagoner	539,457	27,803	18.1	29.3	21.8	13.3	.0167
SUBURBAN TOTAL	3,650,197	26,797	19.1	31.7	21.4	11.2	.1289
OTHER COUNTIES							
Adair	127,830	14,980	28.9	26.0	8.5	3.1	.0049
Alfalfa	67,336	20,203	25.2	29.0	14.1	7.8	.0028
Atoka	100,592	15,051	29.9	22.5	9.1	5.1	.0043
Beaver	78,166	24,254	22.5	35.0	14.9	9.4	.0024
Beckham	239,184	20,850	22.6	26.8	16.3	8.7	.0121
Blaine	144,615	22,078	22.6	26.8	17.6	9.4	.0055
Bryan	238,405	14,962	30.6	23.0	8.4	4.0	.0103
Caddo	301,740	20,124	23.9	27.9	12.8	9.6	.0124
Carter	466,597	21,790	23.2	28.0	16.1	9.5	.0192
Cherokee	241,047	15,854	30.5	25.6	8.8	4.4	.0101
Choctaw	111,280	13,208	27.1	22.5	7.7	3.1	.0048
Cimarron	30,782	18,591	30.8	30.1	10.4	5.3	.0013
Coal	40,425	13,521	30.1	23.4	5.0	3.7	.0015
Cotton	58,154	16,023	28.9	28.0	9.3	2.0	.0025
Craig	114,490	17,280	30.6	29.0	8.5	4.6	.0055
Custer	366,646	24,432	21.5	26.9	17.7	13.9	.0166
Delaware	206,566	16,065	32.5	26.6	8.2	4.3	.0081
Dewey	67,364	23,860	21.3	24.3	19.0	14.2	.0023
Ellis	53,232	19,193	28.5	28.8	13.0	6.1	.0020
Garvin	295,574	21,012	24.3	27.5	16.4	8.3	.0116
Grady	437,669	22,220	23.5	28.8	16.2	10.1	.0168
Grant	65,415	20,560	25.9	29.8	14.3	7.4	.0024
Greer	56,812	14,294	27.5	24.6	6.9	4.7	.0022
Harmon	26,113	10,311	31.4	13.7	2.7	3.4	.0010
Harper	45,350	21,732	24.1	34.3	12.1	7.4	.0016
Haskell	89,777	14,878	29.4	21.9	9.4	4.6	.0038
Hughes	109,198	14,315	29.4	23.3	8.2	4.0	.0047
Jackson	247,944	18,439	31.4	28.9	11.3	5.1	.0118
Jefferson	58,850	13,342	30.3	22.9	5.9	2.8	.0024
Johnston	64,441	11,967	30.0	17.5	8.1	2.1	.0024
Kay	580,094	24,360	23.1	29.9	18.4	10.9	.0226
Kingfisher	158,373	25,275	20.8	33.2	19.7	9.4	.0065
Kiowa	103,143	14,683	28.6	23.2	9.0	4.5	.0043
Latimer	69,689	14,176	27.5	23.7	7.7	3.9	.0028
Le Flore	325,293	16,271	30.5	27.1	9.0	3.4	.0129
Lincoln	278,250	21,137	23.2	31.2	14.6	6.8	.0103
Love	74,610	19,370	24.5	29.7	11.5	7.2	.0025
McCurtain	227,110	13,968	30.7	22.9	8.2	2.2	.0104
McIntosh	132,644	15,571	29.3	25.0	10.1	2.9	.0058
Major	89,800	22,263	25.4	30.3	15.3	9.7	.0038
Marshall	109,136	16,462	31.1	25.1	10.1	5.7	.0042
Mayes	298,515	19,166	27.6	29.1	13.6	5.2	.0118
Murray	114,572	19,383	26.3	31.6	12.0	4.7	.0048
Muskogee	639,478	19,456	24.5	28.2	13.4	7.2	.0266
Muskogee	401,760	18,584	25.4	26.8	12.1	8.0	.0188
Noble	126,903	22,308	25.3	31.0	15.2	9.5	.0048
Nowata	115,930	22,283	21.7	32.2	15.7	7.1	.0039
Okfuskee	91,788	15,606	27.9	23.1	10.9	5.1	.0034
Okmulgee	338,278	17,582	27.2	26.9	12.3	5.5	.0134
Ottawa	281,933	17,978	29.7	29.7	10.7	4.2	.0119
Pawnee	170,455	21,196	25.3	30.5	13.8	8.4	.0060
Payne	621,109	19,073	27.7	25.9	13.9	8.1	.0250
Pittsburg	341,451	17,555	28.7	29.0	10.4	4.0	.0140
Pontotoc	304,974	18,325	25.3	27.7	12.6	6.2	.0134
Pushmataha	89,993	13,547	31.1	21.8	6.1	3.4	.0034
Roger Mills	71,517	26,311	19.8	30.7	15.0	18.1	.0025
Seminole	265,630	19,627	24.3	27.4	14.1	7.7	.0101
☐ Sequoyah	226,052	16,029	31.6	27.0	7.7	3.3	.0094
Stephens	473,329	23,164	22.6	30.2	17.7	9.1	.0184
Texas	169,130	22,426	25.2	35.3	14.6	7.1	.0072
Tillman	79,248	13,155	32.0	20.4	4.9	3.7	.0033
Washington	694,924	29,693	18.0	28.1	21.2	18.9	.0245
Washita	162,431	24,339	22.7	31.4	16.5	11.9	.0061
Woods	119,278	22,172	24.9	28.7	15.3	11.0	.0048
Woodward	278,151	29,799	18.6	27.4	23.4	16.9	.0120
TOTAL METRO COUNTIES	**21,680,419**	**25,767**	**21.5**	**30.5**	**19.4**	**12.7**	**.8694**
TOTAL STATE	**34,229,172**	**22,913**	**23.4**	**29.2**	**16.8**	**10.4**	**1.3761**

OREGON

ORE.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**269.1**	**.1129**	**30.3**	**13.7**	**21.4**	**17.6**	**22.3**	**104.2**	**1,350,404**	**280,250**	**143,784**	**198,117**	**69,109**	**297,280**	**33,341**
Lane	269.1	.1129	30.3	13.7	21.4	17.6	22.3	104.2	1,350,404	280,250	143,784	198,117	69,109	297,280	33,341
• Eugene	102.6	.0431	29.5	18.4	23.7	16.1	20.9	42.3	815,018	147,318	88,863	144,097	52,470	166,003	21,086
• Springfield	40.4	.0170	28.0	15.6	23.2	15.0	18.9	16.2	238,733	51,083	28,351	44,242	9,994	50,690	6,343
SUBURBAN TOTAL	126.1	.0528	32.0	9.4	18.9	19.7	24.6	45.7	296,653	81,849	26,570	9,778	6,645	80,587	5,912
MEDFORD	**137.5**	**.0578**	**32.7**	**10.5**	**17.9**	**18.5**	**27.4**	**51.6**	**723,709**	**130,986**	**64,210**	**111,946**	**29,120**	**155,032**	**15,141**
Jackson	137.5	.0578	32.7	10.5	17.9	18.5	27.4	51.6	723,709	130,986	64,210	111,946	29,120	155,032	15,141
• Medford	42.5	.0178	32.0	10.7	19.2	16.9	27.4	16.9	509,439	51,589	39,469	99,726	21,833	125,991	9,558
SUBURBAN TOTAL	95.0	.0400	33.1	10.3	17.4	19.3	27.3	34.7	214,270	79,397	24,741	12,220	7,287	29,041	5,583
PORTLAND	**1,140.6**	**.4786**	**31.8**	**11.4**	**20.4**	**18.4**	**25.0**	**445.0**	**6,986,524**	**1,207,598**	**771,397**	**1,288,803**	**323,481**	**1,431,509**	**107,169**
Clackamas	251.9	.1057	31.9	9.1	18.7	21.4	22.8	88.9	1,136,775	313,209	105,024	207,085	37,875	201,781	19,299
Multnomah	560.9	.2354	32.4	12.4	21.2	16.4	28.0	233.7	3,815,310	564,376	480,969	749,693	194,238	687,565	46,868
• Portland	365.0	.1532	32.8	12.6	21.9	15.1	30.1	159.1	2,650,616	366,583	322,670	525,731	148,870	427,258	28,558
Washington	268.6	.1127	30.5	11.3	21.4	20.1	20.3	101.8	1,794,963	267,564	184,998	322,332	83,516	466,980	29,131
Yamhill	59.2	.0248	31.1	12.1	16.9	17.6	23.9	20.6	239,476	62,449	20,406	9,693	7,852	75,183	11,877
SUBURBAN TOTAL	775.6	.3254	31.2	10.8	19.8	20.0	22.6	285.9	4,335,908	841,015	448,727	763,072	174,681	1,004,251	78,611
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,348.8***	***.5660***	***31.5***	***11.2***	***20.3***	***18.6***	***24.4***	***522.1***	***7,789,731***	***1,403,567***	***869,417***	***1,435,060***	***353,521***	***1,567,957***	***135,519***
SALEM	**255.6**	**.1073**	**31.6**	**11.6**	**18.2**	**17.6**	**26.2**	**93.5**	**1,119,169**	**219,527**	**120,681**	**190,460**	**49,065**	**232,754**	**30,265**
Marion	209.3	.0879	31.5	11.5	18.4	17.5	26.2	76.6	1,026,816	180,767	108,150	187,012	46,630	224,417	27,821
• Salem	89.9	.0377	31.4	14.0	20.5	16.4	26.3	34.7	689,179	91,679	71,710	142,216	39,049	159,681	21,261
Polk	46.3	.0194	31.7	12.0	17.7	17.7	26.4	16.9	92,353	38,760	12,531	3,448	2,435	8,337	2,444
SUBURBAN TOTAL	165.7	.0696	31.7	10.3	17.1	18.2	26.1	58.8	429,990	127,848	48,971	48,244	10,016	73,073	9,004
OTHER COUNTIES															
Baker	16.1	.0067	35.3	8.2	15.2	18.3	32.2	6.2	68,191	19,719	7,821	3,977	1,492	15,730	1,627
Benton	68.1	.0286	27.0	24.6	20.6	15.7	17.9	24.0	282,125	68,615	37,416	35,754	11,498	49,494	9,804
Corvallis	40.7	.0171	24.8	34.8	20.9	11.8	16.3	14.6	260,058	64,159	32,906	33,308	11,199	48,406	9,407
Clatsop	32.2	.0135	32.9	11.6	17.4	16.3	30.1	12.4	172,875	46,335	27,120	4,549	6,021	29,629	11,199
Columbia	36.4	.0153	31.8	8.8	17.5	19.0	25.4	13.1	97,226	34,869	11,631	1,589	6,064	13,687	7,749
Coos	61.6	.0259	32.9	10.0	17.0	18.7	27.8	23.3	296,246	72,434	27,242	22,390	12,024	60,196	12,270
Crook	13.6	.0057	33.3	9.5	16.1	19.0	28.4	5.0	38,887	16,175	3,193	1,718	540	5,784	987
Curry	16.9	.0071	38.1	8.0	14.6	17.3	36.6	7.0	82,148	22,876	10,056	3,139	2,958	15,508	3,797
Deschutes	67.8	.0284	31.3	10.3	20.2	18.9	23.6	25.1	340,299	79,192	34,402	32,961	8,856	65,367	16,929
Douglas	96.7	.0406	31.8	10.0	16.9	18.7	25.8	34.7	403,946	99,665	38,351	37,916	12,589	99,040	14,912
Gilliam	1.9	.0008	34.7	9.2	15.3	18.1	31.4	.8	4,706	534	884			1,283	71
Grant	8.3	.0035	33.2	8.9	16.6	19.4	27.6	3.1	22,660	7,305	1,345	952	1,051	5,541	1,270
Harney	8.0	.0033	31.7	9.9	17.2	19.9	24.4	2.9	28,442	7,665	2,653	1,177	731	5,988	197
Hood River	16.2	.0068	32.6	10.1	17.5	18.2	27.7	6.1	82,735	23,456	9,546	5,532	2,162	18,317	1,755
Jefferson	12.5	.0052	30.2	10.4	16.4	18.6	23.5	4.4	55,301	16,539	5,537	1,037	755	17,549	1,718
Josephine	65.2	.0274	35.0	8.1	15.8	18.2	31.8	24.4	324,072	67,313	28,291	27,150	11,476	84,822	10,748
Klamath	58.8	.0246	31.4	10.7	17.7	18.4	25.2	21.9	299,896	70,409	29,894	33,500	11,554	65,023	13,582
Lake	7.7	.0032	32.9	9.0	16.4	19.4	27.1	2.9	32,510	9,410	2,918	193	1,264	8,247	1,309
Lincoln	37.0	.0156	36.7	8.9	17.1	16.4	35.7	15.6	172,561	36,213	34,176	6,178	3,694	25,485	10,694
Linn	90.4	.0379	31.5	10.4	17.9	18.2	25.5	33.4	411,812	81,324	38,109	50,967	14,070	100,307	17,280
Malheur	27.7	.0116	31.4	10.2	15.2	16.9	27.6	9.6	159,345	33,497	16,422	18,470	4,297	37,380	5,533
Morrow	8.2	.0034	30.6	10.1	17.5	19.3	23.1	2.8	20,136	4,230	2,697	734	306	3,685	569
Sherman	2.1	.0009	33.2	8.3	17.0	15.4	31.5	.8	9,917	516	3,359	274			261
Tillamook	21.1	.0089	35.4	8.6	16.6	16.5	34.1	8.4	88,570	28,599	9,770	2,338	2,623	17,017	2,146
Umatilla	61.5	.0258	31.3	10.8	17.8	17.5	25.9	21.8	314,696	80,390	28,373	12,766	8,424	86,307	15,786
Union	24.5	.0103	31.0	11.7	17.5	17.9	25.0	8.7	109,506	26,433	10,964	2,547	4,688	26,209	9,417
Wallowa	7.4	.0031	34.9	8.1	16.2	18.4	31.5	3.0	33,071	9,902	2,073	891	781	11,600	1,147
Wasco	21.5	.0090	33.4	8.7	17.2	17.6	29.6	8.3	131,640	19,712	14,404	16,673	4,046	34,527	10,454
Wheeler	1.3	.0006	38.4	7.0	12.5	18.3	36.1	.6	4,225	894	516	355		2,082	
TOTAL METRO COUNTIES	**1,802.8**	**.7566**	**31.6**	**11.7**	**20.0**	**18.2**	**25.0**	**694.3**	**10,179,806**	**1,838,361**	**1,100,072**	**1,789,326**	**470,775**	**2,116,575**	**185,916**
TOTAL STATE	**2,693.2**	**1.1303**	**31.7**	**11.5**	**19.2**	**18.1**	**25.6**	**1,024.6**	**14,267,550**	**2,822,582**	**1,539,235**	**2,115,053**	**604,739**	**3,022,379**	**369,127**

The EUGENE REGISTER-GUARD IS YOUR KEY TO OREGON'S 2nd LARGEST MARKET!

90% Of All Adults Are Exposed To The Register-Guard every week.

70% Of All Adults Are Regular Readers (At Least 3 out of every 4 issues).

The Oregonian's 4.6% can't even scratch the surface . . . only The Register-Guard's 70% penetration offers real coverage of Oregon's 2nd largest market . . . EUGENE/SPRINGFIELD

For full details and complete demographic breakouts of readership, contact James McComb, Register-Guard Marketing Director or any Sawyer, Ferguson, Walker office.

The Register-Guard

Source: Mar*Stat Market Research Study of Oregon Newspapers, May 1983; Lane County Audit, 1984

P.O. Box 10188, Eugene, OR 97440
(503) 485-1234

Represented Nationally by Sawyer, Ferguson, Walker

ORE.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,533,879**	**21,625**	**25.7**	**33.4**	**14.6**	**6.1**	**.1028**
Lane	2,533,879	21,625	25.7	33.4	14.6	6.1	.1028
• Eugene	1,029,498	20,004	26.9	28.6	13.9	7.4	.0475
• Springfield	341,027	19,705	28.1	35.8	11.0	2.4	.0155
SUBURBAN TOTAL	1,163,354	23,709	23.9	37.2	16.4	6.1	.0398
MEDFORD	**1,188,625**	**20,076**	**29.0**	**33.6**	**11.9**	**4.8**	**.0513**
Jackson	1,188,625	20,076	29.0	33.6	11.9	4.8	.0513
• Medford	399,148	20,246	28.4	32.9	12.0	5.8	.0231
SUBURBAN TOTAL	789,477	19,991	29.4	33.8	11.8	4.4	.0282
PORTLAND	**12,995,839**	**26,264**	**21.6**	**31.6**	**20.4**	**11.6**	**.5094**
Clackamas	2,784,580	29,036	19.2	33.4	23.5	12.8	.1014
Multnomah	6,180,390	23,118	24.3	31.0	17.3	8.8	.2552
• Portland	4,027,375	21,455	25.6	29.7	15.3	8.4	.1701
Washington	3,503,204	31,900	16.8	30.8	25.7	17.8	.1320
Yamhill	527,665	23,077	24.4	34.8	16.6	6.5	.0208
SUBURBAN TOTAL	8,968,464	28,905	19.3	32.7	23.2	13.4	.3393
PORTLAND - VANCOUVER CONSOLIDATED AREA	***15,198,163***	***26,223***	***21.4***	***31.9***	***20.5***	***11.3***	***.5883***
SALEM	**2,207,011**	**20,736**	**28.1**	**33.7**	**13.5**	**4.8**	**.0903**
Marion	1,802,654	20,546	28.7	33.3	13.2	4.9	.0763
• Salem	806,575	19,406	29.7	31.1	12.0	5.2	.0392
Polk	404,357	21,564	25.5	34.9	15.0	4.5	.0140
SUBURBAN TOTAL	1,400,436	21,519	27.1	35.1	14.4	4.6	.0511
OTHER COUNTIES							
Baker	119,218	16,944	31.4	29.5	9.3	2.1	.0053
Benton	697,915	24,372	24.1	28.4	18.9	11.6	.0258
Corvallis	398,823	20,976	27.0	26.8	15.9	9.4	.0172
Clatsop	280,012	19,179	29.1	31.0	12.0	4.8	.0121
Columbia	317,805	23,211	23.5	36.7	16.5	4.8	.0116
Coos	508,883	19,807	29.2	34.8	11.3	3.3	.0219
Crook	106,984	18,774	32.6	33.4	9.1	3.0	.0041
Curry	144,738	17,855	31.7	30.2	9.4	4.1	.0061
Deschutes	596,307	21,364	28.0	35.1	13.6	5.1	.0251
Douglas	753,915	20,349	27.8	37.4	10.9	2.9	.0322
Gilliam	22,451	24,556	25.5	32.2	21.5	8.0	.0007
Grant	58,595	17,196	33.2	33.0	6.7	1.6	.0023
Harney	57,754	18,621	33.6	35.0	8.0	1.8	.0026
Hood River	134,576	19,296	30.3	32.6	12.1	3.5	.0058
Jefferson	104,622	21,519	29.0	36.3	13.0	5.2	.0044
Josephine	487,574	17,330	31.7	29.8	9.4	3.1	.0224
Klamath	471,350	19,440	28.1	33.6	11.3	3.5	.0210
Lake	61,398	19,731	29.5	35.4	11.7	2.2	.0027
Lincoln	403,521	22,128	26.6	30.3	16.1	8.4	.0151
Linn	789,745	21,730	26.1	34.9	14.9	4.6	.0323
Malheur	208,063	18,804	30.2	30.7	11.3	4.7	.0101
Morrow	76,112	24,967	24.9	32.6	20.4	8.3	.0027
Sherman	20,327	22,667	25.9	31.7	16.4	9.3	.0008
Tillamook	171,989	17,573	33.1	29.6	9.6	3.3	.0070
Umatilla	516,689	21,051	29.1	34.2	14.4	4.4	.0225
Union	211,601	21,769	25.3	32.4	16.1	5.8	.0088
Wallowa	62,539	18,250	31.6	31.4	8.3	5.3	.0026
Wasco	195,104	21,814	25.0	36.3	11.9	5.6	.0086
Wheeler	10,654	13,786	39.4	22.5	6.3	3.0	.0004
TOTAL METRO COUNTIES	**18,925,254**	**24,117**	**23.7**	**32.2**	**18.0**	**9.3**	**.7538**
TOTAL STATE	**26,515,795**	**22,796**	**25.1**	**32.5**	**16.4**	**7.9**	**1.0708**

PENNSYLVANIA

PA.

S&MM ESTIMATES

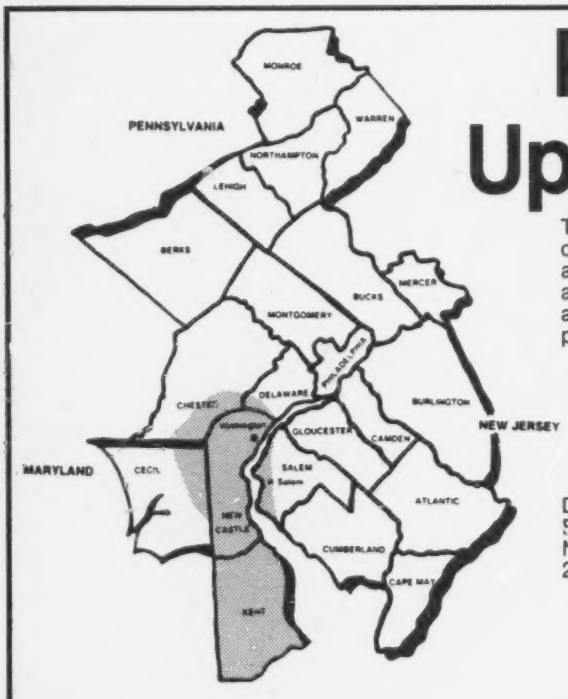
POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ALLENTOWN - BETHLEHEM	**654.6**	**.2748**	**34.4**	**11.1**	**16.3**	**18.4**	**30.6**	**247.7**
Carbon	54.4	.0229	37.1	9.4	14.5	17.0	35.4	21.1
Lehigh	279.1	.1171	34.5	11.1	16.8	18.6	30.5	108.2
• Allentown	104.7	.0439	35.0	13.1	16.2	15.7	34.2	43.5
Northampton	231.9	.0974	34.2	11.8	15.8	18.1	30.7	86.2
• Bethlehem	70.0	.0294	34.4	15.5	14.9	15.6	33.5	27.3
• Easton	26.1	.0110	31.9	16.0	15.5	14.1	31.1	9.8
Warren, N. J.	*89.2*	*.0374*	*33.3*	*10.1*	*16.6*	*19.2*	*27.9*	*32.2*
SUBURBAN TOTAL	453.8	.1905	34.4	9.7	16.5	19.7	29.3	167.1
ALTOONA	**136.4**	**.0573**	**34.1**	**10.5**	**15.4**	**17.1**	**31.4**	**50.9**
Blair	136.4	.0573	34.1	10.5	15.4	17.1	31.4	50.9
• Altoona	55.2	.0232	35.2	11.1	14.3	15.8	34.5	21.2
SUBURBAN TOTAL	81.2	.0341	33.4	10.1	15.9	18.0	29.5	29.7
BEAVER COUNTY	**201.5**	**.0845**	**34.2**	**11.0**	**15.4**	**18.1**	**30.7**	**73.6**
Beaver	201.5	.0845	34.2	11.0	15.4	18.1	30.7	73.6
SUBURBAN TOTAL	201.5	.0845	34.2	11.0	15.4	18.1	30.7	73.6
ERIE	**285.6**	**.1198**	**31.1**	**12.9**	**16.4**	**16.7**	**26.8**	**102.9**
Erie	285.6	.1198	31.1	12.9	16.4	16.7	26.8	102.9
• Erie	118.6	.0498	31.5	13.6	16.4	14.0	30.3	45.3
Millcreek Township	45.9	.0193	33.1	11.0	16.6	19.4	27.4	16.9
SUBURBAN TOTAL	167.0	.0700	30.7	12.5	16.2	18.6	24.5	57.6
HARRISBURG - LEBANON - CARLISLE	**575.6**	**.2416**	**33.1**	**11.5**	**17.2**	**18.6**	**28.1**	**218.6**
Cumberland	187.9	.0788	32.8	13.2	16.7	19.6	26.7	69.8
• Carlisle	19.5	.0082	32.1	19.3	15.9	15.5	29.8	7.7
Dauphin	236.8	.0994	33.6	10.8	17.7	17.9	29.2	94.1
• Harrisburg	52.0	.0218	32.7	10.7	17.3	14.7	31.3	22.5
Lebanon	112.1	.0471	33.5	10.6	16.2	18.5	29.0	40.7
• Lebanon	26.5	.0111	34.7	11.2	15.1	16.1	33.5	10.9
Perry	38.8	.0163	31.4	10.1	18.3	18.5	24.9	14.0
SUBURBAN TOTAL	477.6	.2005	33.1	11.3	17.3	19.3	27.4	177.5
JOHNSTOWN	**263.9**	**.1108**	**33.5**	**11.3**	**15.4**	**16.1**	**31.6**	**95.8**
Cambria	180.4	.0757	33.5	11.8	15.2	15.7	32.1	65.3
• Johnstown	33.6	.0141	37.5	10.9	14.3	14.3	38.2	14.0
Somerset	83.5	.0351	33.6	10.4	15.6	17.0	30.8	30.5
SUBURBAN TOTAL	230.3	.0967	33.1	11.4	15.5	16.4	30.7	81.8

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM	**3,553,068**	**730,980**	**294,729**	**417,216**	**134,640**	**743,215**	**105,817**
Carbon	167,430	56,796	10,443	5,658	6,644	33,742	6,871
Lehigh	1,992,616	350,939	176,449	315,465	90,357	406,436	51,999
• Allentown	777,437	130,983	85,742	67,273	31,036	207,938	22,530
Northampton	911,278	220,028	76,356	73,015	25,470	200,195	32,071
• Bethlehem	346,737	86,824	26,016	36,737	14,807	69,748	17,411
• Easton	148,876	48,038	13,406	8,637	8,591	5,858	5,035
Warren, N. J.	*481,744*	*103,217*	*31,481*	*23,078*	*12,169*	*102,842*	*14,876*
SUBURBAN TOTAL	2,280,018	465,135	169,565	304,569	80,206	459,671	60,841
ALTOONA	**706,317**	**160,378**	**48,746**	**103,268**	**35,622**	**158,893**	**26,305**
Blair	706,317	160,378	48,746	103,268	35,622	158,893	26,305
• Altoona	357,373	77,641	28,730	36,809	22,641	94,113	13,244
SUBURBAN TOTAL	348,944	82,737	20,016	66,459	12,981	64,780	13,061
BEAVER COUNTY	**805,389**	**220,935**	**57,023**	**151,916**	**32,137**	**115,095**	**31,741**
Beaver	805,389	220,935	57,023	151,916	32,137	115,095	31,741
SUBURBAN TOTAL	805,389	220,935	57,023	151,916	32,137	115,095	31,741
ERIE	**1,371,644**	**307,557**	**126,401**	**166,859**	**64,271**	**275,509**	**50,205**
Erie	1,371,644	307,557	126,401	166,859	64,271	275,509	50,205
• Erie	577,428	180,360	56,672	33,533	32,555	101,458	28,628
Millcreek Township	390,034	30,059	34,293	111,764	23,099	80,108	9,087
SUBURBAN TOTAL	794,216	127,197	69,729	133,326	31,716	174,051	21,577
HARRISBURG - LEBANON - CARLISLE	**3,573,573**	**771,280**	**287,526**	**488,446**	**143,230**	**715,342**	**112,260**
Cumberland	1,429,916	312,203	113,222	147,955	63,600	238,163	47,409
• Carlisle	342,121	104,208	24,009	36,870	8,443	43,505	11,275
Dauphin	1,425,168	303,848	131,586	180,731	51,893	293,358	47,682
• Harrisburg	372,111	74,637	39,934	33,145	11,990	86,855	11,928
Lebanon	605,316	128,912	36,235	76,166	24,743	149,461	14,023
• Lebanon	209,241	39,655	14,265	17,766	10,822	41,888	8,721
Perry	112,673	26,317	6,483	3,594	3,084	34,360	3,146
SUBURBAN TOTAL	2,649,600	552,780	209,318	320,665	112,065	543,094	80,336
JOHNSTOWN	**993,823**	**241,596**	**67,854**	**126,023**	**43,233**	**202,139**	**33,755**
Cambria	715,105	175,824	45,693	105,730	27,904	121,236	25,539
• Johnstown	219,658	65,553	14,575	14,906	8,925	47,020	9,563
Somerset	278,718	65,772	21,361	20,293	15,429	80,903	8,216
SUBURBAN TOTAL	774,165	176,043	52,479	111,117	34,408	155,119	24,192

PA. (cont.) ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LANCASTER	**382.8**	**.1607**	**31.7**	**12.3**	**16.8**	**18.2**	**26.3**	**136.7**	**2,070,104**	**463,964**	**186,829**	**223,596**	**113,856**	**412,901**	**63,498**
Lancaster	382.8	.1607	31.7	12.3	16.8	18.2	26.3	136.7	2,070,104	463,964	186,829	223,596	113,856	412,901	63,498
• Lancaster	56.3	.0236	30.5	15.6	17.0	14.4	28.0	22.2	474,727	50,268	33,920	133,364	30,757	94,955	8,059
SUBURBAN TOTAL	326.5	.1371	32.0	11.8	16.7	18.8	26.1	114.5	1,595,377	413,696	152,909	90,232	83,099	317,946	55,439
PHILADELPHIA	**4,770.0**	**2.0019**	**32.8**	**11.8**	**16.5**	**18.3**	**28.1**	**1,733.8**	**26,174,542**	**5,178,575**	**2,377,929**	**3,242,336**	**1,207,827**	**5,291,713**	**893,523**
Bucks	511.3	.2146	31.3	11.2	17.5	20.4	23.2	176.5	3,222,956	615,405	233,161	380,237	114,612	877,623	74,647
Bensalem Township	57.1	.0240	29.4	11.8	23.9	17.6	19.1	21.8	489,339	115,040	31,421	128,343	10,228	67,918	9,896
Bristol Township	59.6	.0250	29.5	12.9	17.8	17.4	22.8	19.4	186,654	52,508	13,711	2,043	7,119	41,966	6,939
Chester	336.7	.1413	32.0	11.4	17.2	20.7	24.1	118.0	1,554,630	313,785	130,301	108,642	79,886	385,409	50,815
Delaware	549.9	.2308	34.1	12.2	15.6	17.2	31.3	199.8	3,302,701	690,875	256,174	491,736	136,825	673,953	104,012
Chester	43.8	.0184	30.8	13.3	15.1	14.2	29.5	16.0	143,955	19,219	11,761	2,554	4,499	32,281	4,903
Haverford Township	51.7	.0217	35.4	11.5	15.1	17.1	33.4	17.8	161,379	28,736	15,524	7,823	10,997	41,855	4,971
Upper Darby Township	83.5	.0350	35.2	11.3	17.1	15.4	34.8	33.8	466,447	145,334	30,805	66,615	12,472	63,988	28,940
Montgomery	659.8	.2769	34.7	10.8	16.2	19.3	30.2	241.1	5,095,527	893,776	389,044	830,739	224,748	1,061,413	163,531
Abington Township	58.9	.0247	38.1	10.0	14.2	18.1	35.8	21.5	460,126	45,313	24,802	91,909	14,419	181,883	8,585
Lower Merion Township	59.6	.0250	39.3	11.3	12.8	19.2	36.7	22.7	646,704	109,633	51,181	75,489	33,840	172,514	18,332
• Norristown	34.3	.0144	32.3	12.7	18.3	16.5	28.5	12.8	264,282	82,569	13,417	29,648	4,772	58,824	11,329
Philadelphia	1,625.9	.6824	33.4	12.3	16.1	16.6	30.9	622.0	7,019,048	1,534,202	857,545	642,889	392,049	897,084	336,500
• Philadelphia	1,625.9	.6824	33.4	12.3	16.1	16.6	30.9	622.0	7,019,048	1,534,202	857,545	642,889	392,049	897,084	336,500
Burlington, N. J.	*387.7*	*.1627*	*30.7*	*12.5*	*17.5*	*20.4*	*22.1*	*128.9*	*1,989,537*	*343,247*	*189,620*	*273,225*	*78,159*	*546,144*	*40,392*
Camden, N. J.	*484.4*	*.2033*	*32.0*	*10.9*	*16.9*	*18.4*	*26.6*	*174.5*	*2,799,539*	*533,618*	*247,978*	*312,605*	*149,843*	*576,303*	*92,085*
• *Camden*	*82.4*	*.0346*	*27.0*	*11.9*	*14.7*	*14.9*	*23.4*	*28.5*	*181,030*	*42,972*	*22,902*	*6,807*	*4,282*	*6,064*	*15,412*
Cherry Hill Township	*69.5*	*.0292*	*35.7*	*9.1*	*13.1*	*24.5*	*26.9*	*23.1*	*792,745*	*82,931*	*60,669*	*127,884*	*51,029*	*232,323*	*17,320*
Gloucester Township	*48.9*	*.0205*	*29.6*	*11.3*	*21.8*	*19.1*	*19.1*	*17.0*	*104,220*	*37,935*	*8,663*	*5,627*	*1,596*	*4,390*	*3,096*
Gloucester, N. J.	*214.3*	*.0899*	*30.7*	*11.9*	*17.5*	*18.9*	*23.3*	*73.0*	*1,190,604*	*253,667*	*74,106*	*202,263*	*31,705*	*273,584*	*31,541*
SUBURBAN TOTAL	3,027.4	1.2705	32.6	11.5	16.8	19.4	26.6	1,070.5	18,710,182	3,518,832	1,484,065	2,562,992	806,724	4,329,741	530,282
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,755.6***	***2.4157***	***32.7***	***11.8***	***16.6***	***18.4***	***27.8***	***2,081.4***	***31,915,400***	***6,343,862***	***2,838,322***	***3,996,537***	***1,476,877***	***6,460,696***	***1,078,560***
PITTSBURGH	**2,175.0**	**.9128**	**34.8**	**11.1**	**16.0**	**17.5**	**32.2**	**839.4**	**11,151,843**	**2,392,947**	**1,081,061**	**1,658,909**	**496,303**	**2,290,427**	**384,170**
Allegheny	1,397.4	.5865	35.0	11.7	16.2	17.2	32.8	550.7	7,838,162	1,640,598	830,156	1,196,903	352,106	1,583,708	276,452
• McKeesport	28.5	.0120	38.0	10.6	14.6	14.2	38.7	11.9	161,430	38,633	15,027	6,652	8,374	50,684	5,595
Penn Hills Township	55.6	.0233	33.6	10.8	16.9	18.8	28.8	19.9	198,054	79,856	15,905	16,257	5,141	25,315	8,573
• Pittsburgh	397.9	.1670	34.4	14.6	16.6	14.5	34.4	164.9	2,416,392	495,174	341,922	297,241	104,430	442,113	103,656
Fayette	162.7	.0683	34.3	10.1	15.0	16.4	32.6	60.2	648,218	162,758	44,743	101,144	22,239	118,548	26,740



DELAWARE

Delaware is comprised of New Castle, Kent and Sussex (not picture) counties. Wilmington MSA is shaded area.

*Circulation '84/'85
**S&MM Survey of Buying Power, 1984

Profit By Our Upscale Readers

The News-Journal papers provide 71% household coverage in New Castle County, Delaware, the affluent heart of the Philadelphia ADI*. Place your advertising message in the News-Journal papers and target your advertising dollars to reach these prime consumers:

Per Capita Income $11,103*
Average Household EBI $31,547
Median Household EBI $28,774
Total Retail Sales . . . $2,612,065,000
Total Food Sales $569,493,000

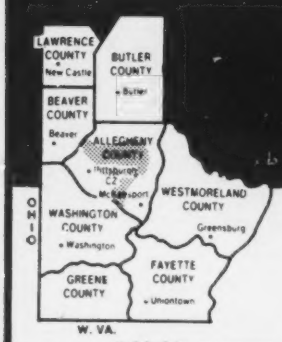
Detailed market information available from our 1985 Belden Associates survey. Call Gene Schwenk, National Advertising Manager, 800-235-9100, ext. 2244.

News~Journal papers

831 Orange St.
Wilmington, DE 19899

Represented nationally by Gannett Media Sales

PA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	219.2	.0920	34.8	10.9	15.4	17.8	31.9	81.4	875,120	202,863	70,221	102,483	29,528	216,313	27,012
Westmoreland	395.7	.1660	34.5	10.2	16.0	18.5	30.6	147.1	1,790,343	386,728	135,941	258,379	92,430	371,858	53,946
Hempfield Township	44.5	.0187	32.5	9.7	18.3	19.8	25.5	15.6	273,185	33,946	13,821	93,741	7,592	91,322	674
SUBURBAN TOTAL	1,748.6	.7338	34.9	10.4	15.9	18.2	31.7	662.6	8,574,021	1,859,140	724,112	1,355,016	383,499	1,797,630	274,919
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,376.5***	***.9973***	***34.8***	***11.2***	***16.0***	***17.5***	***32.1***	***913.0***	***11,957,232***	***2,613,882***	***1,138,084***	***1,810,825***	***528,440***	***2,405,522***	***415,911***
READING	**321.8**	**.1350**	**35.0**	**10.8**	**15.8**	**18.3**	**31.6**	**123.2**	**1,895,090**	**360,351**	**160,859**	**230,615**	**87,464**	**404,515**	**45,551**
Berks	321.8	.1350	35.0	10.8	15.8	18.3	31.6	123.2	1,895,090	360,351	160,859	230,615	87,464	404,515	45,551
• Reading	78.1	.0328	35.3	12.0	14.6	14.9	35.4	33.1	454,180	61,206	47,844	14,627	33,880	111,747	10,113
SUBURBAN TOTAL	243.7	.1022	34.9	10.4	16.1	19.4	30.5	90.1	1,440,910	299,145	113,015	215,988	53,584	292,768	35,438
SCRANTON - WILKES-BARRE	**737.1**	**.3094**	**36.1**	**10.8**	**14.8**	**17.1**	**34.2**	**278.3**	**3,355,379**	**802,040**	**312,761**	**481,811**	**129,025**	**639,828**	**147,268**
Columbia	63.9	.0269	32.9	14.8	14.8	17.1	29.8	23.2	248,914	65,645	22,983	28,775	9,558	45,495	9,401
Lackawanna	224.8	.0943	36.8	10.8	14.4	16.5	35.6	84.7	1,145,195	255,549	95,682	171,091	37,081	205,832	55,737
• Scranton	83.7	.0351	38.1	11.9	13.9	14.5	38.6	33.3	502,174	98,077	39,601	89,288	13,216	110,051	21,654
Luzerne	342.0	.1435	37.5	10.0	14.5	17.1	35.9	130.5	1,620,391	358,658	147,121	222,966	69,182	288,569	63,585
• Hazleton	26.5	.0111	41.4	9.8	12.8	16.2	41.1	10.9	217,758	50,725	15,625	40,286	10,499	44,601	9,265
• Wilkes-Barre	50.0	.0210	38.2	12.6	13.7	14.9	38.3	20.3	398,848	76,948	36,642	103,653	27,257	22,296	13,170
Monroe	77.9	.0327	34.0	11.3	16.6	18.5	29.8	29.7	439,811	96,232	39,829	53,092	10,849	80,353	14,047
Wyoming	28.5	.0120	31.1	9.7	17.4	17.8	25.4	9.9	101,068	25,956	7,146	5,887	2,355	19,579	4,498
SUBURBAN TOTAL	576.9	.2422	35.5	10.5	15.1	17.8	32.9	213.8	2,436,599	576,290	220,893	248,584	78,053	462,880	103,179
SHARON	**128.7**	**.0540**	**33.8**	**12.1**	**14.8**	**17.3**	**30.9**	**46.8**	**546,658**	**122,343**	**49,473**	**78,864**	**23,826**	**130,541**	**15,488**
Mercer	128.7	.0540	33.8	12.1	14.8	17.3	30.9	46.8	546,658	122,343	49,473	78,864	23,826	130,541	15,488
• Sharon	17.0	.0071	35.2	11.1	15.1	15.3	34.9	6.8	95,189	19,781	7,541	7,703	6,729	26,358	2,850
SUBURBAN TOTAL	111.7	.0469	33.6	12.3	14.7	17.6	30.3	40.0	451,469	102,562	41,932	71,161	17,097	104,183	12,638
STATE COLLEGE	**116.0**	**.0487**	**25.7**	**28.5**	**17.1**	**15.4**	**18.7**	**38.9**	**548,575**	**110,889**	**56,808**	**59,548**	**25,142**	**99,751**	**19,049**
Centre	116.0	.0487	25.7	28.5	17.1	15.4	18.7	38.9	548,575	110,889	56,808	59,548	25,142	99,751	19,049
• State College	34.7	.0146	22.8	61.6	13.9	6.6	10.2	9.9	322,496	55,335	40,393	50,653	12,707	78,608	9,541
SUBURBAN TOTAL	81.3	.0341	30.4	14.3	18.5	19.2	22.4	29.0	226,079	55,554	16,415	8,895	12,435	21,143	9,508
WILLIAMSPORT	**119.9**	**.0503**	**33.0**	**11.5**	**16.0**	**17.5**	**29.2**	**44.1**	**585,246**	**141,921**	**42,842**	**79,426**	**25,531**	**126,820**	**20,029**
Lycoming	119.9	.0503	33.0	11.5	16.0	17.5	29.2	44.1	585,246	141,921	42,842	79,426	25,531	126,820	20,029
• Williamsport	32.9	.0138	31.8	15.5	15.2	14.6	30.5	12.8	214,308	32,294	13,467	27,282	14,680	49,972	7,629
SUBURBAN TOTAL	87.0	.0365	33.4	10.0	16.3	18.7	28.8	31.3	370,938	109,627	29,375	52,144	10,851	76,848	12,400
YORK	**397.5**	**.1669**	**32.6**	**11.1**	**17.3**	**19.1**	**26.8**	**147.3**	**1,805,702**	**401,907**	**154,985**	**217,872**	**80,611**	**380,034**	**48,782**
Adams	70.5	.0296	31.5	12.9	16.3	18.0	26.2	24.7	214,391	56,427	32,347	6,578	7,979	37,668	5,607



IF YOU ARE REALLY SERIOUS

about covering the five county Pittsburgh-Beaver Valley, Pa. CMSA read on!

For openers, you might be interested in knowing that the Pittsburgh newspapers have a daily circulation penetration in four of these counties; namely, Beaver, Fayette, Washington, and Westmoreland of only 14.1%!

So, as we said, if you're really serious about reaching these consumers, buy the PAMM NEWSPAPER NETWORK! You'll achieve a penetration of 152,809 homes in this four county area which translates to nearly 44%.

Add this coverage to that of the Pittsburgh daily newspapers ... and you'll really cover the Pittsburgh Metro Area!

AS A BONUS, in buying the PAMM NEWSPAPER NETWORK, you will not only achieve the above coverage but will cover a total of over a HALF MILLION HOUSEHOLDS in the above four counties as well as in Butler County, Lawrence County, Greene County, and the important 31,867 circulation of the McKeesport Daily News located in southeastern Allegheny County.

So if you're really serious about covering this rich marketplace, why not do it right ... buy the PAMM NEWSPAPER NETWORK.

THE PITTSBURGH AREA pamm MAJOR MARKET (ABC) DAILY NEWSPAPER NETWORK

Our 21st Year

- BEAVER COUNTY TIMES
- BUTLER EAGLE
- GREENSBURG TRIBUNE-REVIEW
- McKEESPORT NEWS
- NEW CASTLE NEWS
- UNIONTOWN HERALD STANDARD
- WASHINGTON OBSERVER REPORTER

UNDUPLICATED CIRCULATION OF 248,650 (ABC)

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

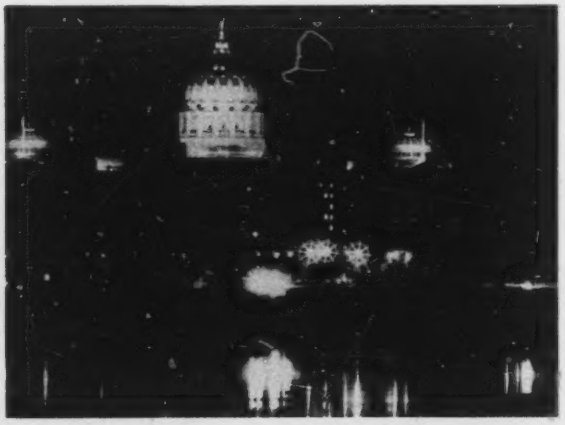
LANDON
A Newspaper Sales & Marketing Company

NEW YORK ■ ATLANTA ■ BOSTON ■ CHICAGO ■ DALLAS ■ DETROIT ■ LOS ANGELES ■ PHILADELPHIA ■ SAN FRANCISCO
BUFFALO ■ CHARLOTTE ■ CINCINNATI ■ CLEVELAND ■ HARRISBURG ■ HARTFORD ■ HOUSTON
KANSAS CITY ■ PITTSBURGH ■ RALEIGH ■ SEATTLE ■ SYRACUSE ■ ALBANY ■ MEMPHIS

PA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
York	327.1	.1373	32.9	10.7	17.4	19.3	27.0	122.5	1,591,311	345,480	122,638	211,294	72,632	342,366	43,175
• York	44.1	.0185	32.4	12.9	16.8	14.6	31.1	18.5	210,307	31,080	22,047	9,109	14,370	54,930	8,581
SUBURBAN TOTAL	353.5	.1484	32.7	10.9	17.1	19.7	26.3	128.8	1,595,395	370,827	132,938	208,763	66,241	325,104	40,201
OTHER COUNTIES															
Armstrong	82.2	.0345	34.5	10.6	14.8	16.9	32.4	31.0	279,006	83,761	20,171	17,519	10,267	59,614	12,663
Bedford	48.3	.0203	33.4	10.0	14.8	18.7	29.0	17.4	192,714	37,341	27,633	3,780	6,092	39,373	6,892
Bradford	64.9	.0272	31.9	10.1	15.6	18.3	26.9	23.3	228,996	55,493	13,262	14,633	6,841	61,224	13,530
Butler	155.3	.0652	31.3	12.5	16.8	18.1	25.8	54.5	625,974	131,391	57,961	81,550	30,278	137,022	20,803
Cameron	6.3	.0026	35.3	9.3	14.9	17.6	32.8	2.6	20,706	6,422	1,147	1,904	325	2,052	1,342
Clarion	45.2	.0189	30.0	17.3	14.3	16.9	26.0	15.2	174,019	36,300	17,112	13,393	5,501	33,799	7,207
Clearfield	84.4	.0355	32.9	10.4	15.2	17.2	29.6	30.5	438,643	96,199	23,656	51,543	18,739	109,172	12,550
Clinton	39.5	.0165	32.6	14.1	14.5	17.3	29.1	14.2	190,918	37,845	10,119	11,958	5,956	37,050	5,951
Crawford	90.8	.0381	32.5	11.2	15.5	17.4	28.8	32.8	368,197	86,202	36,225	38,667	11,626	75,308	10,417
Elk	38.6	.0162	32.9	10.3	14.5	17.6	29.4	13.6	124,951	37,595	6,224	9,932	5,219	28,881	7,048
Forest	5.0	.0021	37.1	8.7	13.8	17.9	34.8	1.9	15,349	4,124	1,691	508	127	2,276	
Franklin	118.0	.0495	33.1	10.5	16.2	19.0	27.9	43.4	472,977	107,490	38,404	54,311	13,755	99,796	19,669
Fulton	13.7	.0058	32.3	10.0	15.6	19.2	26.5	5.1	28,795	9,261	2,791	1,334	544	8,178	1,347
Greene	42.2	.0177	32.5	10.6	16.1	15.9	30.1	15.4	142,948	38,467	8,444	16,097	4,061	37,878	4,747
Huntingdon	43.7	.0184	32.4	12.1	16.2	18.1	27.7	15.2	133,759	36,630	10,828	7,935	3,397	20,441	3,853
Indiana	95.7	.0401	29.4	18.2	15.5	15.5	25.8	32.4	385,441	55,185	31,126	72,291	15,979	96,446	11,301
Jefferson	50.3	.0211	33.7	10.6	14.9	17.0	31.0	18.8	185,821	43,545	9,864	11,870	6,489	37,747	6,160
Juniata	20.4	.0086	33.1	10.2	15.7	18.7	28.3	7.4	55,916	13,555	3,453	3,189	1,315	18,680	1,772
Lawrence	106.1	.0445	34.4	11.6	15.1	17.0	32.0	38.8	419,930	114,570	29,855	44,878	14,553	78,106	15,516
McKean	49.9	.0210	34.4	10.2	14.0	16.9	32.3	18.6	196,827	51,423	15,590	21,850	6,323	44,446	9,346
Mifflin	47.5	.0199	34.0	9.5	15.1	18.6	29.9	17.6	172,508	40,262	13,476	17,582	5,479	25,741	12,655
Montour	16.9	.0071	35.1	10.5	15.2	18.1	32.2	5.9	76,721	13,320	6,474	2,102	2,498	34,891	3,688
Northumberland	100.7	.0422	36.7	9.3	14.5	17.3	34.8	39.6	379,636	95,448	19,841	29,196	16,592	86,279	20,257
Pike	21.0	.0088	40.3	7.3	13.7	17.8	39.0	8.4	54,258	11,322	7,671	981	1,204	8,047	1,314
Potter	18.5	.0077	32.7	9.6	14.6	17.5	29.1	6.7	50,664	14,616	2,695	529	2,121	13,509	2,419
Schuylkill	160.3	.0673	38.3	9.1	14.0	16.7	37.1	62.7	661,607	186,429	44,020	101,563	31,938	96,258	30,738
Snyder	35.8	.0150	31.2	13.6	16.8	18.4	25.2	12.2	248,570	41,657	21,412	55,386	9,969	57,521	4,145
Sullivan	6.4	.0027	34.7	11.0	13.3	15.5	34.2	2.2	20,252	3,891	1,272	3,450	196	3,597	974
Susquehanna	40.0	.0168	33.3	9.4	15.1	18.6	28.8	14.2	110,722	26,338	7,621	1,491	3,013	28,324	3,928
Tioga	41.8	.0175	31.3	13.2	14.4	18.1	26.6	14.5	124,181	28,448	10,308	9,870	3,183	27,355	5,108
Union	33.9	.0142	30.8	16.6	16.8	18.3	24.5	10.8	122,703	32,692	17,819	7,263	3,510	19,517	6,397
Venango	65.3	.0274	33.2	10.2	16.5	17.9	29.1	23.9	246,525	55,182	20,300	37,939	10,055	46,679	8,487
Warren	47.5	.0200	34.2	9.6	15.2	18.5	30.3	17.4	148,390	46,016	15,103	24,814	6,346	58,395	8,274
Wayne	38.4	.0161	34.9	9.0	14.6	17.3	32.6	14.2	210,041	45,114	11,911	12,103	10,783	34,182	7,540
TOTAL METRO COUNTIES	**10,090.9**	**4.2352**	**33.7**	**11.7**	**16.1**	**17.8**	**30.1**	**3,769.4**	**52,875,029**	**11,173,914**	**4,761,841**	**6,835,534**	**2,371,032**	**10,487,650**	**1,818,547**
TOTAL STATE	**11,965.4**	**5.0217**	**33.6**	**11.6**	**16.1**	**17.8**	**30.0**	**4,451.8**	**60,483,693**	**12,897,648**	**5,327,320**	**7,618,943**	**2,645,306**	**12,055,434**	**2,106,585**

PA. ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**7,409,173**	**27,537**	**20.0**	**32.1**	**21.8**	**12.3**	**.2816**
Carbon	513,810	22,400	26.5	35.4	15.0	5.6	.0185
Lehigh	3,436,281	29,411	18.4	30.4	23.9	14.6	.1362
• Allentown	1,191,506	24,313	22.3	30.0	19.5	9.8	.0499
Northampton	2,405,891	25,819	21.2	34.2	19.9	9.1	.0873
• Bethlehem	746,764	24,219	22.2	30.2	18.8	9.7	.0284
• Easton	216,043	18,333	27.2	30.8	10.7	4.6	.0098
Warren, N. J.	*1,081,191*	*30,932*	*17.5*	*30.4*	*23.9*	*17.7*	*.0396*
SUBURBAN TOTAL	5,284,860	29,338	18.7	32.9	23.5	13.9	.1935

ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALTOONA	**1,199,359**	**21,246**	**27.1**	**34.4**	**14.1**	**4.7**	**.0511**
Blair	1,199,359	21,246	27.1	34.4	14.1	4.7	.0511
• Altoona	474,604	19,801	27.8	31.9	13.4	4.2	.0221
SUBURBAN TOTAL	724,755	22,221	26.6	36.1	14.7	5.1	.0290
BEAVER COUNTY	**2,214,474**	**29,238**	**17.8**	**31.3**	**24.4**	**12.0**	**.0784**
Beaver	2,214,474	29,238	17.8	31.3	24.4	12.0	.0784
SUBURBAN TOTAL	2,214,474	29,238	17.8	31.3	24.4	12.0	.0784
ERIE	**2,907,755**	**25,691**	**21.5**	**33.7**	**19.8**	**9.5**	**.1121**
Erie	2,907,755	25,691	21.5	33.7	19.8	9.5	.1121



AMERICA'S 82ND MARKET IS ALSO AMONG AMERICA'S TOP 8 CITIES!

Harrisburg, Pennsylvania. America's 82nd largest metro area is now in elite company. USA Today and the Citizen's Forum on Self-Government named Harrisburg one of the nation's top 8 cities this spring.

An ad in The Harrisburg Patriot-News captures 62% of the adults of this "All-America" city daily and a 79% audience share on Sundays*.

Get details from Bob Cobaugh, at The Patriot-News (717) 255-8203, or any office of Newhouse Newspaper Sales. *Belden Associates, 1985

HARRISBURG PATRIOT-NEWS
A Newhouse Newspaper

SPAN: Suburban Philadelphia Area Newspapers

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

SPAN
PHILADELPHIA
SPAN completes your Metro buy

Cover 59.1% with two newspaper buys: the Inquirer/News (45.7%) AND SPAN (13.4% which includes 11 newspapers with one order, one bill at a discount). For deeper penetration, the SPAN PLUS weekly package provides an additional 13.6% coverage of the metro market. Contact Kevin Griffin Philadelphia: 215-688-5612; Bob Keim in New York: 212-867-1112.

Chester (PA) Delaware County Times/Coatesville (PA) Record/Lansdale (PA) North Penn Reporter/Norristown (PA) Times Herald/Phoenixville (PA) Phoenix/Pottstown (PA) Mercury/Quakertown (PA) Free Press/West Chester (PA) Daily Local News/Ardmor (PA) Main Line Times/Upper Darby (PA) News of Delaware County/Woodbury (NJ) Gloucester County Times.

PA. (cont.) — SMSA ESTIMATES — $ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
• Erie	1,144,944	22,574	24.1	32.1	16.7	6.9	.0455
Millcreek Township	564,852	30,496	18.0	34.9	24.1	15.2	.0238
SUBURBAN TOTAL	1,762,811	28,055	19.5	34.9	22.3	11.6	.0666
HARRISBURG - LEBANON - CARLISLE	**6,583,147**	**27,245**	**20.2**	**33.9**	**21.2**	**12.0**	**.2587**
Cumberland	2,270,841	29,512	18.1	33.9	23.5	14.5	.0928
• Carlisle	223,277	23,674	23.5	31.7	16.5	11.1	.0139
Dauphin	2,886,384	27,731	19.3	31.5	21.8	13.7	.1089
• Harrisburg	531,127	19,808	25.8	28.5	13.1	7.9	.0233
Lebanon	1,087,999	24,543	23.5	37.4	18.(	6.7	.0445
• Lebanon	247,055	19,634	28.8	31.6	12.6	4.9	.0119
Perry	337,923	22,680	26.9	38.9	14.8	3.8	.0125
SUBURBAN TOTAL	5,581,688	28,747	18.8	34.7	23.0	13.0	.2096
JOHNSTOWN	**2,173,558**	**20,321**	**27.8**	**34.5**	**12.0**	**4.3**	**.0874**
Cambria	1,498,742	20,587	27.1	34.6	12.6	4.3	.0609
• Johnstown	255,119	15,687	29.9	29.0	7.7	1.7	.0129
Somerset	674,816	19,792	29.2	34.4	10.8	4.3	.0265
SUBURBAN TOTAL	1,918,439	21,137	27.5	35.3	12.8	4.8	.0745
LANCASTER	**4,054,902**	**26,858**	**21.2**	**35.0**	**20.9**	**10.7**	**.1587**
Lancaster	4,054,902	26,858	21.2	35.0	20.9	10.7	.1587
• Lancaster	498,305	19,601	29.9	32.1	13.1	3.8	.0254
SUBURBAN TOTAL	3,556,597	28,312	19.5	35.5	22.4	12.1	.1333
PHILADELPHIA	**54,975,694**	**28,146**	**18.9**	**28.5**	**21.2**	**16.1**	**2.0728**
Bucks	6,048,149	32,242	15.6	31.3	26.3	17.5	.2347
Bensalem Township	645,225	28,223	19.4	34.2	23.3	11.2	.0286
Bristol Township	604,209	30,104	16.7	35.9	26.8	10.9	.0211
Chester	4,429,274	33,730	15.3	28.1	24.4	23.3	.1503
Delaware	6,577,588	29,684	18.4	29.8	22.7	16.9	.2502

SMSA ESTIMATES — $ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
Chester	340,132	17,678	25.8	25.9	14.0	4.4	.0136
Haverford Township	675,805	35,046	14.9	27.4	26.1	24.0	.0212
Upper Darby Township	974,527	26,004	22.0	32.6	19.9	11.6	.0367
Montgomery	9,412,794	34,067	15.0	28.6	24.3	23.9	.3560
Abington Township	894,689	35,304	14.0	28.4	23.8	26.9	.0330
Lower Merion Township	1,238,262	43,791	12.0	20.3	17.6	43.1	.0440
• Norristown	335,192	22,939	26.1	32.4	17.2	7.8	.0155
Philadelphia	15,609,653	21,140	23.3	27.4	15.8	9.1	.6018
• Philadelphia	15,609,653	21,140	23.3	27.4	15.8	9.1	.6018
Burlington, N. J.	*4,791,422*	*33,779*	*15.5*	*28.9*	*25.7*	*21.8*	*.1715*
Camden, N. J.	*5,679,993*	*29,156*	*18.4*	*27.8*	*21.3*	*18.2*	*.2157*
• *Camden*	*540,024*	*15,276*	*28.2*	*24.1*	*9.9*	*3.7*	*.0216*
Cherry Hill Township	*1,103,443*	*45,416*	*9.5*	*18.4*	*24.4*	*42.0*	*.0456*
Gloucester Township	*582,131*	*32,622*	*15.3*	*30.9*	*26.4*	*18.4*	*.0178*
Gloucester, N. J.	*2,426,821*	*31,883*	*16.8*	*28.9*	*26.5*	*16.9*	*.0926*
SUBURBAN TOTAL	38,490,825	32,589	16.0	29.2	24.6	20.6	1.4339
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***66,816,109***	***28,512***	***18.7***	***28.5***	***21.3***	***16.6***	***2.5180***
PITTSBURGH	**24,140,697**	**25,779**	**20.9**	**31.3**	**19.5**	**11.4**	**.9091**
Allegheny	16,418,380	26,515	20.4	30.1	20.1	12.9	.6172
• McKeesport	279,384	19,797	24.3	26.8	15.8	7.0	.0115
Penn Hills Township	629,917	30,185	16.5	35.9	25.4	13.1	.0215
• Pittsburgh	4,077,955	20,161	24.5	27.9	14.2	8.2	.1685
Fayette	1,318,916	19,671	25.1	32.3	12.7	4.3	.0542
Washington	2,280,820	25,790	21.6	31.5	20.4	10.3	.0830
Westmoreland	4,122,581	25,924	21.3	34.0	20.0	9.4	.1547
Hempfield Township	482,914	29,259	17.9	36.9	24.3	10.9	.0194
SUBURBAN TOTAL	19,783,358	27,224	20.0	32.6	21.0	12.3	.7291

There is only one NUMBER ONE Suburban Newspaper Buy in Philadelphia

- Bucks County Courier Times, Levittown, PA
- Burlington County Times, Willingboro, N.J.
- Intelligencer/Record, Doylestown, PA

greater philadelphia newspapers

8400 Route 13, Levittown, PA 19057 · 215-752-6778

Represented Nationally by SAWYER • FERGUSON • WALKER

PA. (cont.)

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***26,355,171***	***26,051***	***20.7***	***31.2***	***19.9***	***11.5***	***.9875***
READING	**3,516,557**	**26,085**	**21.2**	**33.1**	**20.6**	**9.9**	**.1391**
Berks	3,516,557	26,085	21.2	33.1	20.6	9.9	.1391
• Reading	725,629	18,762	26.5	29.3	13.1	4.7	.0312
SUBURBAN TOTAL	2,790,928	28,748	19.3	34.3	23.4	11.8	.1079
SCRANTON - WILKES-BARRE	**6,967,757**	**22,063**	**27.0**	**33.2**	**15.6**	**6.4**	**.2791**
Columbia	595,684	22,782	26.1	35.2	16.0	6.7	.0226
Lackawanna	2,135,834	22,011	26.5	32.1	16.1	6.8	.0862
• Scranton	761,362	19,579	27.9	30.1	13.8	5.0	.0334
Luzerne	3,208,824	21,597	27.7	33.2	14.9	6.0	.1285
• Hazleton	261,467	20,391	29.4	30.9	14.1	6.0	.0123
• Wilkes-Barre	443,848	18,363	28.8	29.3	12.0	4.4	.0220
Monroe	791,584	23,784	25.7	34.5	17.7	7.4	.0320
Wyoming	235,831	21,597	27.7	36.7	13.6	4.4	.0092
SUBURBAN TOTAL	5,301,080	22,874	26.6	34.3	16.3	6.8	.2114
SHARON	**1,210,220**	**23,895**	**23.1**	**35.9**	**17.0**	**6.6**	**.0470**
Mercer	1,210,220	23,895	23.1	35.9	17.0	6.6	.0470
• Sharon	160,258	20,993	24.7	31.0	15.9	5.3	.0067
SUBURBAN TOTAL	1,049,962	24,302	22.9	36.5	17.2	6.9	.0403
STATE COLLEGE	**1,045,378**	**22,388**	**25.2**	**31.2**	**15.6**	**8.8**	**.0427**
Centre	1,045,378	22,388	25.2	31.2	15.6	8.8	.0427
• State College	253,635	15,286	30.0	19.0	9.9	9.4	.0153
SUBURBAN TOTAL	791,743	24,523	23.5	35.5	17.5	8.6	.0274
WILLIAMSPORT	**1,101,966**	**22,265**	**26.2**	**34.7**	**15.3**	**6.0**	**.0451**
Lycoming	1,101,966	22,265	26.2	34.7	15.3	6.0	.0451
• Williamsport	290,850	18,729	29.1	29.9	11.6	5.1	.0134
SUBURBAN TOTAL	811,116	23,682	25.1	36.5	16.9	6.3	.0317
YORK	**4,239,231**	**26,758**	**20.6**	**35.1**	**21.2**	**9.5**	**.1574**
Adams	660,932	24,447	23.5	37.5	17.4	7.2	.0237
York	3,578,299	27,313	20.0	34.6	22.0	10.0	.1337
• York	404,415	18,569	26.8	29.6	13.0	4.0	.0164
SUBURBAN TOTAL	3,834,816	27,844	19.7	35.9	22.4	10.3	.1410
OTHER COUNTIES							
Armstrong	739,729	21,948	25.0	34.6	15.3	4.9	.0278
Bedford	396,901	20,114	28.6	33.0	12.4	4.9	.0163
Bradford	557,015	21,722	25.9	34.7	14.4	5.5	.0216
Butler	1,498,535	25,580	21.1	36.3	19.4	8.0	.0566
Cameron	53,119	18,635	31.2	32.2	11.4	2.0	.0019
Clarion	383,925	22,210	25.4	31.8	17.1	6.1	.0152
Clearfield	742,840	21,786	26.4	33.6	15.5	5.4	.0317
Clinton	298,823	19,046	30.7	35.5	8.7	2.7	.0135
Crawford	832,025	22,409	26.1	33.8	16.1	6.3	.0324
Elk	394,918	26,323	20.7	34.9	20.8	9.7	.0138
Forest	39,456	18,517	32.1	32.9	10.1	2.4	.0016
Franklin	1,207,358	25,498	22.6	35.6	20.3	8.2	.0442
Fulton	104,566	18,722	29.8	34.3	9.2	2.5	.0040
Greene	375,010	22,003	24.4	32.0	16.5	6.0	.0140
Huntingdon	329,594	19,145	29.8	33.5	10.9	3.2	.0132
Indiana	834,659	22,768	24.4	33.7	16.5	6.5	.0331
Jefferson	473,964	22,423	25.2	33.8	15.5	6.7	.0178
Juniata	158,858	18,937	32.2	33.2	10.6	2.8	.0061
Lawrence	1,022,809	24,070	22.2	33.3	18.4	7.6	.0385
McKean	465,235	22,367	25.3	33.8	15.7	6.6	.0177
Mifflin	393,263	20,061	26.8	32.9	13.2	4.0	.0156
Montour	172,466	25,203	23.1	34.8	19.3	9.9	.0065
Northumberland	809,439	18,120	31.2	32.2	9.8	2.7	.0329
Pike	204,886	21,133	28.6	32.2	13.8	7.1	.0069
Potter	151,351	20,349	27.1	33.7	12.9	4.3	.0057
Schuylkill	1,400,700	19,689	30.4	33.4	11.7	4.0	.0539
Snyder	311,210	22,740	26.5	38.0	14.7	5.2	.0148
Sullivan	45,084	17,653	34.5	30.2	9.0	3.1	.0020
Susquehanna	342,013	21,584	27.2	33.9	15.0	5.3	.0124
Tioga	325,039	19,821	28.2	33.5	12.0	4.0	.0127
Union	307,450	24,446	24.7	35.4	17.7	8.2	.0117
Venango	612,397	23,584	22.9	36.6	15.9	6.5	.0231
Warren	414,337	21,606	27.4	36.6	13.5	4.5	.0224
Wayne	308,508	18,549	32.7	31.2	10.5	4.0	.0140
TOTAL METRO COUNTIES	**109,790,441**	**25,927**	**21.1**	**31.3**	**19.6**	**11.8**	**4.2009**
TOTAL STATE	**126,497,923**	**25,213**	**21.9**	**31.7**	**18.9**	**10.9**	**4.8585**

RHODE ISLAND

R.I.

SMRB ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**878.7**	**.3687**	**33.5**	**12.6**	**16.1**	**17.0**	**30.6**	**318.4**
Bristol	46.6	.0195	34.4	12.4	14.6	18.4	30.7	15.4

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**4,624,561**	**965,004**	**440,653**	**565,307**	**175,070**	**767,394**	**209,068**
Bristol	164,464	39,480	17,863	5,668	2,738	36,853	7,500

It takes 2 buys to dominate the Providence ADI

. . . PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 61% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 23% of the ADI households with 128,315 ADI circulation; with a total circulation of 145,822.

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/ WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/ WOONSOCKET CALL

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

pann

PROVIDENCE AREA NEWSPAPER NETWORK

R.I. (cont.)

SMRB ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kent	159.8	.0671	33.3	10.6	16.8	18.5	28.6	56.7	1,078,026	175,638	86,402	268,428	35,090	186,921	40,285
Warwick	88.3	.0371	34.6	10.3	16.3	18.1	31.1	31.6	776,746	101,152	56,692	261,368	27,499	107,202	21,594
Providence	572.8	.2404	34.2	12.7	15.8	16.3	32.3	212.3	2,782,376	619,524	273,312	257,531	116,090	444,490	143,730
Cranston	72.2	.0303	37.8	10.6	15.5	17.0	36.4	26.4	361,253	76,231	36,441	16,767	16,990	55,034	28,591
East Providence	51.4	.0216	35.7	11.1	15.3	16.6	34.2	19.0	308,164	64,943	24,856	18,383	15,421	78,469	16,666
• Pawtucket	72.4	.0304	35.4	11.7	15.3	15.7	34.7	28.9	369,023	78,626	22,021	49,573	11,896	53,773	18,094
• Providence	153.7	.0645	32.0	16.8	16.3	14.0	31.1	59.6	726,684	146,760	85,733	67,491	42,915	115,955	27,274
• Woonsocket	44.7	.0188	33.4	11.0	15.5	15.1	32.5	17.0	255,935	55,861	18,012	31,862	10,805	46,596	12,379
Washington	99.5	.0417	30.2	15.1	18.3	17.4	23.9	34.0	599,695	130,362	63,076	33,680	21,152	99,130	17,553
SUBURBAN TOTAL	607.9	.2550	33.7	11.7	16.3	18.0	29.8	212.9	3,272,919	683,777	314,887	416,381	109,454	551,070	151,321
OTHER COUNTIES															
Newport	84.3	.0354	31.4	13.3	18.8	18.0	25.2	29.4	499,858	76,801	80,521	33,030	13,478	124,362	18,254
TOTAL METRO COUNTIES	**878.7**	**.3687**	**33.5**	**12.6**	**16.1**	**17.0**	**30.6**	**318.4**	**4,624,561**	**965,004**	**440,653**	**565,307**	**175,070**	**767,394**	**209,068**
TOTAL STATE	**963.0**	**.4041**	**33.3**	**12.6**	**16.4**	**17.0**	**30.2**	**347.8**	**5,124,419**	**1,041,805**	**521,174**	**598,337**	**188,548**	**891,756**	**227,322**

R.I.

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**9,575,547**	**26,412**	**20.6**	**29.7**	**20.0**	**13.3**	**.3668**
Bristol	514,493	28,661	19.9	30.9	19.6	17.3	.0177
Kent	1,875,007	30,425	16.8	30.9	24.1	16.2	.0749
Warwick	1,059,247	30,980	16.3	30.8	24.4	16.8	.0459
Providence	6,077,563	24,631	21.8	28.9	18.7	11.9	.2304
Cranston	855,346	28,625	19.2	30.0	21.9	15.4	.0310
East Providence	570,276	27,518	20.3	30.8	22.5	12.5	.0225
• Pawtucket	745,156	22,864	23.4	30.8	17.2	8.4	.0291
• Providence	1,499,085	19,174	25.8	26.2	13.1	8.8	.0588
• Woonsocket	420,599	21,358	23.7	28.9	16.2	7.7	.0178
Washington	1,108,484	28,986	19.1	32.5	21.7	15.4	.0438
SUBURBAN TOTAL	6,910,707	29,301	18.4	30.7	22.6	15.7	.2611
OTHER COUNTIES							
Newport	994,448	29,049	18.8	29.2	22.1	16.8	.0378
TOTAL METRO COUNTIES	**9,575,547**	**26,412**	**20.6**	**29.7**	**20.0**	**13.3**	**.3668**
TOTAL STATE	**10,569,995**	**26,622**	**20.4**	**29.7**	**20.2**	**13.6**	**.4046**

The Providence Journal-Bulletin delivers a $6 billion + retail sales market.

★The Sunday Journal has 637,400 adult readers for 72.2% reach.

★The daily Journal-Bulletin has 547,600 adult readers for 62.1% reach.

Talk about growth! Our market grew by 17.6% in retail sales from 1982 to 1983. It includes all Rhode Island plus seven cities and towns in southeastern Massachusetts. This huge market is the second most densely populated urban area in America with a population of 1,160,794 persons and 418,092 households. Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, R.I. 02902 / (401) 277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspapers, Inc.

Source: Scarborough's National Newspaper Audience Ratings Study, 1983-Providence Market; ©S&MM 1983 and 1984 Survey of Buying Power; National Planning Data Corp. 1984.

SOUTH CAROLINA

S.C. ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**144.2**	**.0606**	**32.4**	**10.8**	**16.6**	**19.7**	**25.9**	**53.1**	**636,316**	**149,513**	**46,522**	**74,167**	**34,882**	**139,638**	**24,008**
Anderson	144.2	.0606	32.4	10.8	16.6	19.7	25.9	53.1	636,316	149,513	46,522	74,167	34,882	139,638	24,008
• Anderson	28.1	.0118	34.1	12.7	14.5	15.8	33.0	11.1	395,126	76,482	32,237	51,425	18,286	85,698	15,110
SUBURBAN TOTAL	116.1	.0488	32.0	10.3	17.1	20.7	24.2	42.0	241,190	73,031	14,285	22,742	16,596	53,940	8,898
CHARLESTON	**484.0**	**.2032**	**27.7**	**16.3**	**19.4**	**17.6**	**18.2**	**162.0**	**2,351,498**	**515,204**	**232,541**	**265,721**	**126,637**	**611,110**	**57,460**
Berkeley	118.3	.0497	26.7	13.2	19.9	18.9	14.6	38.7	226,573	67,777	17,224	18,894	8,593	53,336	8,798
Charleston	292.6	.1228	27.9	18.8	19.1	16.3	20.1	99.0	1,882,208	371,466	198,851	230,735	108,999	496,318	37,925
• Charleston	67.3	.0282	30.4	18.2	17.4	14.6	27.3	25.4	865,177	152,261	101,855	94,298	46,749	270,045	14,360
North Charleston	67.8	.0285	24.1	30.4	21.1	12.9	11.9	20.2	522,572	99,100	61,353	83,541	38,667	136,543	5,870
Dorchester	73.1	.0307	28.5	11.2	19.1	20.7	16.9	24.3	242,717	75,961	16,466	16,092	9,045	61,456	10,737
SUBURBAN TOTAL	416.7	.1750	27.3	16.0	19.5	13.1	16.8	136.6	1,480,321	362,943	130,686	171,423	79,888	341,065	43,100
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**.4329**	**31.5**	**11.7**	**18.1**	**19.7**	**24.1**	**376.6**	**6,117,975**	**1,394,393**	**500,340**	**632,286**	**308,698**	**1,570,180**	**182,640**
York	116.7	.0490	30.2	12.6	17.3	19.3	22.4	40.1	549,238	157,187	49,121	43,329	23,222	128,007	20,824
• Rock Hill	38.4	.0161	29.0	16.9	16.8	15.4	24.5	13.4	335,010	84,391	32,631	38,736	16,782	53,491	13,382
Cabarrus, N. C.	*91.5*	*.0384*	*33.6*	*10.4*	*16.1*	*19.8*	*28.0*	*33.2*	*501,810*	*116,098*	*32,821*	*57,393*	*25,895*	*137,668*	*16,125*
• *Kannapolis*	*32.2*	*.0135*	*34.9*	*10.8*	*14.7*	*17.5*	*32.3*	*12.3*	*195,494*	*44,010*	*12,364*	*38,901*	*11,678*	*37,628*	*6,253*
Gaston, N. C.	*167.5*	*.0703*	*31.9*	*10.8*	*17.1*	*19.4*	*25.3*	*59.4*	*829,828*	*216,408*	*63,471*	*125,481*	*29,758*	*184,912*	*33,652*
• *Gastonia*	*47.8*	*.0201*	*33.2*	*10.3*	*16.4*	*17.9*	*29.1*	*17.7*	*527,939*	*108,351*	*37,785*	*108,912*	*20,196*	*127,993*	*19,398*
Lincoln, N. C.	*46.8*	*.0196*	*32.1*	*10.3*	*17.3*	*20.6*	*24.3*	*16.8*	*152,292*	*41,848*	*11,304*	*13,004*	*5,982*	*35,066*	*7,273*
Mecklenburg, N. C.	*429.6*	*.1803*	*30.9*	*12.5*	*19.7*	*19.9*	*22.0*	*163.2*	*3,218,314*	*574,414*	*293,948*	*323,978*	*194,856*	*889,131*	*79,164*
• *Charlotte*	*333.8*	*.1401*	*30.8*	*12.4*	*20.4*	*19.0*	*22.4*	*130.1*	*2,857,812*	*445,761*	*261,453*	*295,701*	*178,919*	*856,881*	*70,205*
Rowan, N. C.	*102.1*	*.0429*	*34.4*	*11.1*	*15.6*	*18.5*	*30.6*	*38.2*	*557,896*	*206,288*	*32,575*	*33,555*	*19,674*	*115,956*	*17,037*
Union, N. C.	*77.4*	*.0324*	*30.3*	*11.6*	*17.2*	*20.1*	*21.8*	*25.7*	*308,597*	*82,150*	*17,100*	*35,546*	*9,311*	*79,440*	*8,565*
SUBURBAN TOTAL	579.4	.2431	31.9	11.2	17.1	20.5	24.2	203.1	2,201,720	711,880	156,107	150,036	81,123	494,187	73,402
COLUMBIA	**440.3**	**.1848**	**28.9**	**16.1**	**19.9**	**18.2**	**19.6**	**154.2**	**2,241,618**	**412,166**	**212,670**	**299,350**	**104,231**	**524,478**	**60,565**
Lexington	160.2	.0672	30.1	11.4	19.3	21.4	19.1	57.9	615,979	174,696	59,490	36,123	19,897	123,820	22,445
Richland	280.1	.1176	28.2	18.7	20.4	16.3	19.8	96.3	1,625,639	237,470	153,180	263,227	84,334	400,658	38,120
• Columbia	98.1	.0412	27.1	26.8	19.2	12.3	22.6	32.0	760,359	136,429	74,180	77,785	47,666	191,899	23,404
SUBURBAN TOTAL	342.2	.1436	29.3	13.0	20.1	19.9	18.7	122.2	1,481,259	275,737	138,490	221,565	56,565	332,579	37,161
FLORENCE	**117.2**	**.0492**	**29.7**	**11.3**	**17.9**	**18.6**	**21.9**	**40.3**	**619,112**	**123,877**	**40,961**	**80,890**	**28,073**	**147,136**	**19,595**
Florence	117.2	.0492	29.7	11.3	17.9	18.6	21.9	40.3	619,112	123,877	40,961	80,890	28,073	147,136	19,595
• Florence	32.1	0135	30.7	11.0	18.4	16.8	25.3	11.8	414,114	76,739	33,207	61,045	19,454	106,454	13,651
SUBURBAN TOTAL	85.1	.0357	29.3	11.4	17.7	19.3	20.7	28.5	204,998	47,138	7,754	19,845	8,619	40,682	5,944
GREENVILLE - SPARTANBURG	**605.0**	**.2538**	**31.3**	**12.9**	**17.5**	**19.4**	**24.1**	**222.1**	**3,117,321**	**685,538**	**257,667**	**378,954**	**163,055**	**670,648**	**98,842**
Greenville	305.4	.1281	31.3	12.6	17.8	19.5	23.9	114.0	1,780,245	347,749	143,299	254,499	105,022	388,302	47,073
• Greenville	57.8	.0243	31.8	15.8	17.2	15.0	29.6	23.3	870,426	109,266	66,590	177,954	65,260	236,813	18,855
Pickens	86.1	.0361	29.1	18.4	16.5	18.4	21.9	29.8	321,625	76,431	34,680	26,327	10,990	70,144	15,124
Spartanburg	213.5	.0896	32.1	11.1	17.2	19.6	25.5	78.3	1,015,451	261,358	79,688	98,128	47,043	212,202	36,645
• Spartanburg	44.9	.0188	32.2	13.3	17.0	16.0	29.2	17.4	526,485	93,805	43,625	57,613	26,556	136,981	22,287
SUBURBAN TOTAL	302.3	.2107	31.2	12.5	17.5	20.2	23.1	181.4	1,720,410	482,467	147,452	143,387	71,239	296,854	57,700
OTHER COUNTIES															
Abbeville	23.3	.0098	31.8	12.1	15.5	17.3	27.8	8.4	46,244	20,867	3,267	4,274	901	5,785	3,298
☐ Aiken	112.6	.0473	31.3	11.0	16.5	19.0	24.8	41.7	451,953	117,225	29,767	52,879	10,709	97,859	21,154
Allendale	11.1	.0046	29.8	10.2	16.6	15.3	26.1	3.7	27,518	11,239	1,037	161	1,051	6,565	668
Bamberg	18.4	.0077	28.7	14.4	14.9	15.5	25.1	5.0	47,729	17,335	3,372	3,218	2,733	6,992	3,138
Barnwell	20.7	.0087	29.7	10.5	16.6	16.6	24.5	7.1	52,407	22,662	3,036	2,016	2,476	8,161	2,979

Choose the Market that is: #1

Greenville/Spartanburg is not only #1, but we outdistance the next largest S.C. market by far. Population: 25% larger; households: 37%; retail sales: 33%, etc. So, when you want the #1 market, choose the state's #1 newspapers: *The Greenville News & Greenville Piedmont.* You demand the best. We deliver it. Call us today: (803) 298-4342.

in Income, Population, Households and Total Retail Sales **In South Carolina.**

The Greenville News
GREENVILLE PIEDMONT

Source: S&MM, 1985 Survey of Buying Power.
Further reproduction prohibited.

Represented Nationally by Sawyer-Ferguson-Walker.

S.C. (cont.)

SMRB ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Beaufort	75.0	.0314	25.6	22.7	17.9	13.1	20.1	25.0	479,217	108,002	58,170	23,738	41,863	103,035	9,348
Calhoun	12.9	.0054	30.3	11.3	16.0	16.7	25.8	4.3	17,821	6,227	381	187	707	4,584	635
Cherokee	42.1	.0177	31.4	10.4	14.7	19.0	25.0	14.6	139,510	48,687	13,221	19,206	6,001	22,428	6,872
Chester	30.8	.0129	31.8	10.4	13.7	17.6	27.3	10.5	99,153	32,033	7,158	7,540	3,092	20,051	6,280
Chesterfield	39.6	.0166	30.7	10.4	14.9	18.0	24.7	14.2	121,145	34,218	5,829	9,940	4,995	20,279	6,667
Clarendon	28.4	.0119	29.3	11.8	15.9	15.8	25.2	9.4	83,387	15,178	5,098	4,245	3,315	21,022	3,477
Colleton	33.8	.0142	30.7	10.4	16.0	17.5	23.7	11.6	131,698	32,707	10,132	7,744	9,844	14,767	6,293
Darlington	65.4	.0275	29.7	10.9	17.2	17.8	23.1	22.3	216,184	46,317	13,789	17,564	7,570	57,643	11,235
Dillon	31.7	.0133	27.9	11.3	15.8	15.8	23.0	10.1	131,214	28,249	11,405	9,288	6,611	21,704	5,301
Edgefield	18.0	.0075	30.1	10.9	16.9	17.3	24.5	6.0	49,884	11,582	1,312	646	1,803	24,233	1,298
Fairfield	20.7	.0087	30.2	11.2	15.8	15.8	26.6	6.6	45,841	13,409	2,535	4,156	1,243	7,866	2,813
Georgetown	46.9	.0197	28.9	11.1	16.9	16.6	23.1	15.8	241,233	64,344	28,394	14,709	13,842	60,740	6,479
Greenwood	60.7	.0255	32.3	11.2	16.3	18.8	26.8	22.2	311,356	87,190	21,612	35,756	15,571	53,714	11,647
Hampton	19.0	.0080	30.1	10.2	16.3	16.3	25.6	6.7	72,038	20,081	2,284	3,694	2,966	15,664	2,462
Horry	121.4	.0509	30.3	12.6	17.6	18.3	23.3	44.9	1,000,812	210,035	149,851	98,893	75,200	196,861	26,945
Jasper	15.7	.0066	28.7	10.9	15.4	16.8	23.4	5.3	69,378	12,140	5,423	979	3,880	7,354	1,216
Kershaw	41.2	.0173	31.0	10.6	16.8	18.7	24.5	14.9	189,533	44,327	12,477	18,658	7,023	52,462	6,735
Lancaster	56.7	.0238	31.0	10.8	17.0	19.2	24.0	19.7	208,679	55,210	13,170	19,682	20,216	29,294	7,736
Laurens	53.3	.0224	32.2	11.4	16.1	18.7	26.9	18.0	172,098	51,258	7,515	19,753	5,312	39,294	8,472
Lee	19.0	.0080	28.0	12.3	15.6	15.8	23.4	5.9	45,810	9,749	2,694	2,198	2,752	12,164	174
McCormick	7.7	.0032	29.9	11.5	15.4	16.0	26.2	2.4	11,418	4,331	536	678	701	1,200	918
Marion	35.4	.0149	29.3	10.7	16.9	16.1	24.2	11.8	116,339	34,172	5,943	7,770	6,024	22,070	7,841
Marlboro	32.7	.0137	29.2	10.9	15.4	16.6	24.5	10.5	79,635	26,948	5,039	4,700	2,736	18,367	3,394
Newberry	31.8	.0133	34.0	11.4	14.8	17.5	31.0	11.9	130,179	35,283	8,390	12,930	7,785	26,044	5,168
Oconee	51.6	.0217	32.3	10.6	16.6	20.3	25.3	19.7	173,887	43,399	10,519	12,340	7,873	44,557	8,247
Orangeburg	87.7	.0368	29.0	13.9	15.9	16.3	24.1	29.2	329,678	62,099	24,049	28,496	17,049	78,571	12,564
Saluda	17.2	.0072	32.5	10.3	15.0	17.8	28.4	5.9	43,013	14,511	1,282	1,527	2,391	8,724	2,120
Sumter	92.8	.0390	27.6	14.3	17.3	17.7	19.4	30.4	399,880	73,118	24,670	35,269	17,932	102,926	9,014
Union	31.1	.0130	32.7	10.7	16.0	18.5	27.9	11.0	112,007	34,749	6,465	8,523	4,539	14,661	7,309
Williamsburg	39.6	.0166	28.1	11.0	16.1	15.2	23.7	12.5	101,535	29,996	3,739	5,297	8,843	23,388	3,815
TOTAL METRO COUNTIES	**2,020.0**	**.8479**	**29.7**	**14.0**	**18.3**	**18.7**	**21.7**	**713.5**	**9,967,056**	**2,160,710**	**869,249**	**1,195,290**	**490,804**	**2,318,876**	**382,448**
TOTAL STATE	**3,353.4**	**1.4074**	**29.8**	**13.3**	**17.7**	**18.1**	**22.7**	**1,172.0**	**15,484,516**	**3,502,412**	**1,343,043**	**1,641,055**	**805,649**	**3,472,046**	**585,986**

S.C.

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,264,991**	**21,896**	**24.9**	**35.3**	**14.5**	**5.1**	**.0514**
Anderson	1,264,991	21,896	24.9	35.3	14.5	5.1	.0514
• Anderson	243,885	17,953	28.2	26.4	10.4	5.8	.0162
SUBURBAN TOTAL	1,021,106	22,867	24.0	37.2	15.6	4.9	.0352
CHARLESTON	**4,148,059**	**21,717**	**26.2**	**32.3**	**15.5**	**6.6**	**.1755**
Berkeley	935,089	22,311	26.5	35.8	15.9	4.6	.0332
Charleston	2,619,029	21,192	26.5	30.0	15.2	7.7	.1191
• Charleston	640,323	19,390	25.7	26.5	12.8	9.3	.0361
North Charleston	570,844	18,137	33.1	30.3	10.8	2.9	.0289
Dorchester	593,941	22,768	24.6	36.0	16.2	4.9	.0232
SUBURBAN TOTAL	3,507,736	22,090	26.2	33.4	16.0	6.1	.1374
CHARLOTTE - GASTONIA - ROCK HILL	**10,635,731**	**25,356**	**22.4**	**33.5**	**19.5**	**9.8**	**.4348**
York	1,113,257	25,365	21.8	34.0	19.9	8.8	.0441
• Rock Hill	330,938	21,650	25.8	32.4	16.2	5.5	.0174
Cabarrus, N. C.	*932,141*	*25,832*	*22.6*	*33.3*	*20.5*	*9.2*	*.0375*

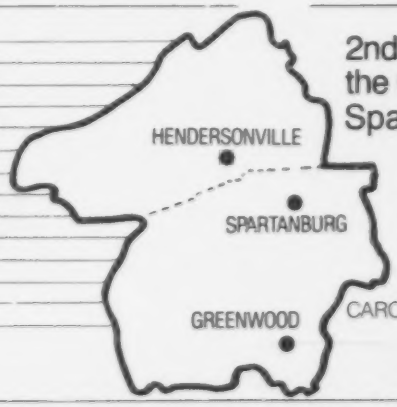
SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• *Kannapolis*	*309,608*	*23,178*	*25.2*	*35.1*	*16.9*	*6.0*	*.0132*
Gaston, N. C.	*1,640,837*	*25,259*	*22.2*	*34.8*	*19.5*	*8.6*	*.0652*
• *Gastonia*	*482,405*	*23,533*	*24.1*	*30.7*	*16.6*	*10.5*	*.0256*
Lincoln, N. C.	*451,069*	*24,959*	*21.7*	*37.6*	*18.8*	*7.4*	*.0163*
Mecklenburg, N. C.	*4,834,014*	*26,128*	*21.9*	*31.4*	*20.3*	*12.2*	*.2043*
• *Charlotte*	*3,740,866*	*25,021*	*25.0*	*31.7*	*18.6*	*11.6*	*.1667*
Rowan, N. C.	*999,206*	*23,803*	*24.3*	*36.1*	*17.1*	*6.6*	*.0409*
Union, N. C.	*665,207*	*23,558*	*24.1*	*36.4*	*16.2*	*6.7*	*.0265*
SUBURBAN TOTAL	5,771,914	26,067	21.4	34.9	20.6	9.2	.2119
COLUMBIA	**4,538,439**	**25,161**	**23.2**	**31.5**	**19.5**	**10.7**	**.1769**
Lexington	1,633,864	26,162	22.1	33.6	21.8	9.0	.0593
Richland	2,904,575	24,530	23.7	30.4	18.0	11.8	.1176
• Columbia	935,846	19,738	27.8	26.1	13.3	10.0	.0440
SUBURBAN TOTAL	3,602,593	26,514	21.9	33.0	21.1	10.9	.1329
FLORENCE	**867,088**	**19,015**	**27.6**	**30.7**	**11.6**	**5.0**	**.0413**

CAROLINAS WEST NEWSPAPER NETWORK

1 Buy–1 Order–1 Bill



2nd biggest buy in the Greenville–Spartanburg—Asheville ADI

1. Greenville 18%
2. **CAROLINAS WEST 13%**
3. Asheville 11%
4. Anderson 8%

ADI Coverage: 50%

CAROLINAS WEST – Nationally Marketed by

TURN TO LANDON FOR RESULTS

(SEE PAGE B-26)

SOUTH CAROLINA'S #1 MARKET

PACKED WITH POTENTIAL, GET THE RESULTS YOU WANT WITH THE SPARTANBURG HERALD-JOURNAL. THE GROWING GREENVILLE/SPARTANBURG MARKET HAS MORE PEOPLE SPENDING MORE MONEY THAN ANY OTHER MARKET IN SOUTH CAROLINA.

GREENVILLE/SPARTANBURG METRO	POTENTIAL	RANKING
ESTIMATED BUYING INCOME	$5.4-BILLION	#1
RETAIL SALES	$3.1-BILLION	#1
FOOD SALES	$685.5-MILLION	#1
AUTO SALES	$670.6-MILLION	#1

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Landon Associates, Inc.
New York 212-867-1112
Atlanta 404-261-5875
Charlotte, NC 704-525-4071

Spartanburg Herald-Journal
803-582-4511

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S.C. (cont.) — EFFECTIVE BUYING INCOME 1984

SMRI ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Florence	867,008	19,015	27.6	30.7	11.6	5.0	.0413
• Florence	275,647	19,694	27.1	30.2	12.2	6.8	.0176
SUBURBAN TOTAL	611,361	18,757	27.8	30.9	11.3	4.3	.0237
GREENVILLE - SPARTANBURG	**5,434,481**	**21,540**	**25.8**	**33.3**	**14.3**	**6.2**	**.2283**
Greenville	2,691,462	20,814	26.8	33.7	12.9	5.6	.1191
• Greenville	513,616	16,792	29.8	26.0	8.7	6.5	.0350
Pickens	799,638	23,634	24.1	34.6	17.2	7.2	.0301
Spartanburg	1,943,381	21,828	24.8	32.7	15.4	6.5	.0791
• Spartanburg	410,214	18,782	26.5	27.0	12.4	7.5	.0239
SUBURBAN TOTAL	4,510,651	22,430	25.1	34.9	15.3	6.0	.1694
OTHER COUNTIES							
Abbeville	178,837	19,485	26.3	33.9	11.8	2.8	.0064
Aiken	1,083,113	23,477	22.8	32.3	18.2	7.9	.0410
Allendale	60,031	12,481	29.5	22.5	4.5	2.8	.0027
Bamberg	121,160	16,120	31.0	26.2	9.9	3.6	.0051
Barnwell	143,334	16,995	29.4	27.5	10.8	3.3	.0056
Beaufort	822,193	24,336	23.6	31.3	15.8	13.3	.0334
Calhoun	77,361	15,667	30.1	26.9	8.5	2.2	.0030
Cherokee	307,740	19,283	28.1	34.4	10.3	3.3	.0130
Chester	225,505	19,221	27.9	32.0	12.5	3.7	.0093
Chesterfield	270,374	16,468	31.5	28.1	8.1	2.8	.0114
Clarendon	169,725	15,279	30.9	26.2	7.2	2.8	.0077
Colleton	211,788	15,667	30.6	27.4	7.6	2.7	.0099
Darlington	469,909	18,152	26.9	28.5	12.6	4.2	.0196
Dillon	185,775	15,230	30.6	26.8	6.6	3.4	.0094
Edgefield	107,579	15,070	28.9	26.9	7.4	2.6	.0047
Fairfield	128,156	17,500	26.7	30.9	10.2	2.5	.0054
Georgetown	312,646	17,401	26.9	30.7	8.9	3.6	.0156
Greenwood	502,960	19,794	27.8	31.7	13.2	4.6	.0221
Hampton	120,005	14,291	27.9	24.9	5.8	4.3	.0056
Horry	1,136,150	21,309	27.8	31.7	13.7	8.0	.0552
Jasper	102,912	16,311	27.0	25.7	11.0	3.5	.0050
Kershaw	358,915	21,507	23.4	32.1	14.9	6.7	.0148
Lancaster	495,413	23,472	23.7	35.3	17.0	6.2	.0192
Laurens	438,757	22,191	24.9	35.1	15.2	5.1	.0170
Lee	106,463	15,478	30.1	27.2	7.3	2.2	.0048
McCormick	52,938	19,370	25.3	29.6	14.0	5.1	.0019
Marion	221,093	15,708	31.7	27.0	7.8	2.9	.0100
Marlboro	198,540	16,385	29.0	30.0	7.5	2.9	.0085
Newberry	285,866	21,623	23.5	33.1	14.9	5.9	.0111
Oconee	422,823	19,288	28.3	34.1	10.4	3.5	.0167
Orangeburg	592,255	16,521	27.7	26.4	10.7	4.1	.0264
Saluda	121,407	18,396	26.4	32.2	10.4	2.8	.0048
Sumter	686,197	18,820	29.4	29.6	12.5	4.7	.0304
Union	218,545	18,674	29.5	35.5	8.8	1.6	.0094
Williamsburg	227,482	16,333	31.0	29.3	6.9	2.3	.0100
TOTAL METRO COUNTIES	**18,469,348**	**22,491**	**25.0**	**32.7**	**16.1**	**7.3**	**.7585**
TOTAL STATE	**28,550,182**	**20,969**	**26.0**	**31.8**	**14.3**	**6.4**	**1.1936**

SOUTH DAKOTA

S.D. — POPULATION—12/31/84

SMRI ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
RAPID CITY	**75.3**	**.0316**	**28.1**	**15.8**	**18.8**	**16.9**	**20.2**	**28.2**
Pennington	75.3	.0316	28.1	15.8	18.8	16.9	20.2	28.2
• Rapid City	51.3	.0215	28.9	16.3	18.4	16.8	21.9	19.2
SUBURBAN TOTAL	24.0	.0101	26.6	14.5	19.7	17.1	16.4	9.0
SIOUX FALLS	**119.6**	**.0502**	**30.1**	**13.8**	**18.6**	**16.7**	**24.1**	**46.1**
Minnehaha	119.6	.0502	30.1	13.8	18.6	16.7	24.1	46.1
• Sioux Falls	89.9	.0377	30.2	15.1	18.8	16.2	24.9	35.8
SUBURBAN TOTAL	29.7	.0125	29.5	9.6	18.3	18.3	21.6	10.3
OTHER COUNTIES								
Aurora	3.4	.0014	36.5	8.1	12.0	15.8	35.7	1.1
Beadle	18.3	.0077	33.9	10.9	15.2	16.3	31.9	7.4
Bennett	3.2	.0014	28.4	9.8	14.9	15.8	24.3	1.0
Bon Homme	8.1	.0034	35.1	13.4	12.1	14.2	35.9	3.1

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**564,271**	**100,233**	**47,376**	**79,532**	**28,789**	**142,902**	**13,755**
Pennington	564,271	100,233	47,376	79,532	28,789	142,902	13,755
• Rapid City	515,182	94,030	41,657	78,023	25,822	140,125	12,378
SUBURBAN TOTAL	49,089	6,203	5,719	1,509	2,967	2,777	1,377
SIOUX FALLS	**834,380**	**133,599**	**65,396**	**110,160**	**40,368**	**212,785**	**36,477**
Minnehaha	834,380	133,599	65,396	110,160	40,368	212,785	36,477
• Sioux Falls	743,426	124,944	61,669	107,674	33,390	199,905	35,144
SUBURBAN TOTAL	90,954	8,655	3,727	2,486	6,978	12,880	1,333
OTHER COUNTIES							
Aurora	6,351	1,263	858	218	198	1,912	
Beadle	104,711	19,410	8,999	9,034	5,671	24,236	2,095
Bennett	17,731	4,230	662	199	197	6,967	137
Bon Homme	28,922	8,092	1,859	201	448	5,370	600

S.D. (cont.)

SMRMI ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Brookings	25.4	.0106	25.5	27.5	15.5	12.8	22.4	8.6
Brown	37.6	.0158	30.6	14.5	16.1	15.9	26.9	14.3
Brule	5.2	.0022	33.6	8.3	14.2	16.2	31.8	2.0
Buffalo	1.8	.0007	21.5	11.9	12.6	15.8	15.8	.4
Butte	8.5	.0036	32.4	9.7	16.0	16.2	29.7	3.3
Campbell	2.1	.0009	40.1	7.2	11.4	18.6	37.6	.8
Charles Mix	9.7	.0041	32.7	8.8	12.6	16.4	30.7	3.3
Clark	4.9	.0020	38.9	7.4	12.7	15.7	38.3	1.9
Clay	13.6	.0057	24.5	31.7	15.7	12.3	19.8	4.9
Codington	22.0	.0093	31.4	12.3	15.6	15.8	28.5	8.3
Corson	5.1	.0021	25.4	12.1	13.1	16.4	21.0	1.5
Custer	6.9	.0029	32.4	9.1	17.8	18.5	26.8	2.6
Davison	18.2	.0076	31.8	13.4	15.2	14.9	30.1	7.3
Day	8.0	.0034	37.6	7.8	12.7	14.4	38.2	3.0
Deuel	5.2	.0022	36.4	8.6	12.3	16.2	35.3	1.9
Dewey	5.7	.0024	25.0	11.5	13.8	15.4	20.9	1.[illegible]
Douglas	4.2	.0017	35.3	9.4	11.3	15.9	34.4	1.[illegible]
Edmunds	5.1	.0022	37.6	7.0	11.5	16.2	36.7	1.8
Fall River	8.8	.0037	36.0	8.3	14.9	15.4	35.6	3.4
Faulk	3.1	.0013	37.8	7.1	12.2	16.9	36.1	1.[illegible]
Grant	9.2	.0038	33.0	9.0	14.3	15.7	31.4	3.3
Gregory	5.8	.0025	36.3	8.7	13.0	15.4	36.0	2.1
Haakon	2.9	.0012	29.5	10.5	16.0	14.8	26.4	1.0
Hamlin	5.3	.0022	39.0	7.3	11.5	14.2	39.7	1.9
Hand	4.6	.0019	36.7	7.8	13.0	16.9	35.1	1.8
Hanson	3.4	.0015	33.5	8.5	11.8	16.8	31.5	1.1
Harding	1.8	.0007	31.7	10.4	16.0	16.2	28.5	.6
Hughes	15.3	.0064	30.5	9.6	19.1	18.6	22.8	6.0
Hutchinson	9.0	.0038	40.3	7.2	12.2	15.4	40.1	3.6
Hyde	2.0	.0008	37.2	8.0	11.3	16.9	35.5	.8
Jackson	4.1	.0018	27.6	9.1	14.2	16.5	23.0	1.2
Jerauld	2.9	.0012	38.1	7.0	13.0	15.9	37.7	1.1
Jones	1.5	.0006	34.4	7.9	14.2	17.5	31.7	.6
Kingsbury	6.4	.0027	40.3	8.0	12.0	15.4	40.0	2.6
Lake	10.9	.0046	32.7	14.9	13.9	13.4	33.4	4.1
Lawrence	19.0	.0079	30.1	16.1	16.2	14.6	27.3	7.5
Lincoln	15.0	.0063	32.4	9.1	15.8	16.6	29.3	5.1
Lyman	3.9	.0017	29.7	9.9	14.1	16.3	26.2	1.3
McCook	6.2	.0026	36.6	7.9	12.1	15.3	36.4	2.3
McPherson	3.7	.0015	42.6	7.2	10.9	16.4	41.8	1.5
Marshall	5.1	.0022	37.7	7.4	12.1	17.5	35.9	2.0
Meade	22.4	.0094	27.4	14.1	19.9	16.5	18.4	7.4
Mellette	2.3	.0009	27.7	11.0	13.7	16.0	24.0	.7
Miner	3.5	.0015	42.0	7.5	11.3	12.9	43.0	1.4
Moody	6.8	.0029	34.4	8.1	11.0	16.3	32.8	2.4
Perkins	4.8	.0020	35.2	9.4	13.9	16.8	33.4	1.8
Potter	3.6	.0015	36.0	7.3	12.9	16.7	34.6	1.3
Roberts	10.9	.0046	34.1	8.1	12.5	15.5	33.3	3.8
Sanborn	3.1	.0013	37.9	9.1	12.9	15.8	37.0	1.2
Shannon	12.4	.0052	20.5	12.7	15.0	13.4	13.4	2.4
Spink	8.9	.0037	35.5	9.7	14.3	16.8	33.7	3.3
Stanley	2.5	.0010	29.2	10.7	17.7	17.9	21.9	.9
Sully	1.9	.0008	32.5	9.4	13.9	20.0	26.5	.7
Todd	7.8	.0033	22.7	11.0	16.9	14.3	15.1	2.0
Tripp	7.0	.0030	33.5	9.5	13.4	16.4	31.5	2.7
Turner	9.2	.0038	39.5	7.4	13.3	15.6	39.1	3.5
Union	11.4	.0048	32.0	9.5	16.2	15.2	29.9	4.2
Walworth	6.6	.0028	35.8	8.4	13.7	16.7	34.2	2.7
Yankton	19.2	.0080	31.6	13.5	16.2	16.3	28.2	7.0
Ziebach	2.4	.0010	23.1	11.2	12.8	16.0	18.2	.6
TOTAL METRO COUNTIES	**194.9**	**.0818**	**29.3**	**14.5**	**18.7**	**16.8**	**22.6**	**74.3**
TOTAL STATE	**713.7**	**.2995**	**30.8**	**12.8**	**15.9**	**16.9**	**27.4**	**261.6**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Brookings	121,297	33,909	11,556	6,930	3,866	21,422	3,658
Brown	237,471	42,087	21,516	27,593	12,026	61,145	8,279
Brule	36,731	2,960	2,031	139	327	14,184	2,085
Buffalo	2,164	1,065					
Butte	44,717	9,851	3,264	2,520	331	15,222	1,211
Campbell	8,267	1,369	415		98	4,360	
Charles Mix	32,280	10,037	2,502	243	937	6,387	675
Clark	12,948	1,590	1,045		399	4,505	1,142
Clay	42,761	9,716	6,202	1,729	1,337	9,256	1,995
Codington	153,116	32,544	8,568	11,373	6,732	32,119	5,029
Corson	6,086	1,812	635	809	132	147	188
Custer	22,860	6,434	2,944	569	205	2,912	866
Davison	[illegible]4,886	22,857	15,909	11,366	6,229	27,308	1,500
Day	25,210	5,004	1,673	1,114	560	6,694	915
Deuel	11,667	1,946	1,142	759	453	4,183	225
Dewey	17,176	5,913	1,655	1,717	437	1,268	1,145
Douglas	9,238	2,486	993	223	341	2,109	160
Edmunds	20,718	3,749	925		975	7,146	467
Fall River	32,151	8,692	2,906	997	1,089	1,626	1,286
Faulk	6,907	1,100	462	1,461	121	563	209
Grant	40,380	5,789	2,157	572	2,427	15,340	1,455
Gregory	23,525	6,018	1,702	559	1,015	6,613	736
Haakon	16,642	2,224	1,124	989	371	7,528	1,172
Hamlin	14,705	2,367	1,181		171	347	389
Hand	18,522	6,110	1,278	1,535	390	2,650	2,040
Hanson	3,882	713	395		364	406	
Harding	3,660	493	588			115	145
Hughes	92,322	17,876	5,845	7,402	3,673	29,320	2,445
Hutchinson	33,071	8,043	2,137	990	431	6,408	6,347
Hyde	6,519	1,897	71		173	1,460	142
Jackson	14,624	1,528	747		123	229	
Jerauld	13,653	3,387	627	626		5,237	520
Jones	18,283	3,296	595		599	5,775	
Kingsbury	18,629	5,668	1,636	734	1,320	1,660	800
Lake	45,916	5,331	3,948	1,851	1,984	21,175	1,379
Lawrence	81,980	22,542	10,152	3,241	2,227	20,912	1,938
Lincoln	31,002	9,316	2,748	744	2,010	2,632	1,259
Lyman	15,046	7,654	1,312			116	739
McCook	21,259	2,606	1,343	488	174	6,478	228
McPherson	8,514	1,969	909	169	274	509	489
Marshall	15,898	3,146	1,420	599	459	3,259	557
Meade	52,312	11,114	4,862	1,628	329	15,841	2,001
Mellette	761	147	35	340			50
Miner	11,058	1,580	1,388	312	81	1,470	326
Moody	10,632	2,466	1,018	496	114	2,390	196
Perkins	19,224	5,051	785	702	126	3,391	744
Potter	14,051	3,321	716	136	138	3,132	591
Roberts	32,202	5,120	3,406	4,770	853	6,305	988
Sanborn	6,605	779	613		101	2,272	
Shannon	7,273	3,430	561		67	135	
Spink	31,718	7,076	3,140	632	346	9,412	838
Stanley	10,424	5,562	1,498				
Sully	14,074	926	788			9,855	195
Todd	14,250	5,775	348	1,187		847	
Tripp	30,706	7,468	1,551	4,064	1,807	11,474	550
Turner	19,587	3,884	1,553	356	251	5,721	913
Union	21,994	5,460	2,305	93	634	1,946	284
Walworth	45,934	7,595	3,606	2,983	1,172	12,308	1,775
Yankton	156,399	32,043	9,129	16,197	4,641	23,858	4,571
Ziebach	2,198	804	188			101	163
TOTAL METRO COUNTIES	**1,388,661**	**333,833**	**112,772**	**109,692**	**69,157**	**355,687**	**58,332**
TOTAL STATE	**3,572,251**	**699,493**	**290,898**	**223,281**	**141,099**	**863,853**	**121,142**

S.D.

SMRMI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
RAPID CITY	**866,809**	**25,927**	**23.8**	**29.7**	**18.6**	**14.6**	**.0361**
Pennington	866,809	25,927	23.8	29.7	18.6	14.6	.0361
• Rapid City	602,708	27,013	21.8	29.3	19.0	16.0	.0279
SUBURBAN TOTAL	264,101	23,906	28.0	30.3	17.8	11.8	.0082
SIOUX FALLS	**1,334,085**	**29,473**	**19.4**	**28.7**	**23.9**	**15.8**	**.0588**
Minnehaha	1,334,085	29,473	19.4	28.7	23.9	15.8	.0588
• Sioux Falls	1,189,636	29,069	20.1	28.2	23.1	16.2	.0478
SUBURBAN TOTAL	334,449	30,740	17.3	30.4	26.6	14.5	.0110

SMRMI ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aurora	19,094	14,450	34.9	24.0	6.0	2.4	.0009
Beadle	192,077	22,479	23.5	28.6	17.4	9.0	.0077
Bennett	16,012	13,000	32.9	18.7	6.7	2.5	.0010
Bon Homme	57,855	15,506	28.3	28.9	6.3	2.8	.0025
Brookings	241,476	23,245	23.7	30.3	16.7	10.4	.0096
Brown	403,945	24,352	24.0	30.5	19.2	10.0	.0165
Brule	41,622	18,197	28.8	28.6	12.0	3.6	.0020

S.D. (cont.) — EFFECTIVE BUYING INCOME 1984

SMRI ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Buffalo	6,395	13,765	36.9	21.5	7.8	.5	.0004
Butte	78,530	20,463	26.8	33.1	11.5	6.6	.0033
Campbell	10,438	10,879	33.3	17.2	1.8	1.4	.0006
Charles Mix	59,376	15,019	30.8	24.7	7.7	2.5	.0026
Clark	37,684	16,660	28.0	28.4	8.7	4.1	.0014
Clay	146,639	21,991	26.1	23.9	17.2	13.5	.0050
Codington	236,398	24,565	24.2	29.9	17.8	11.9	.0101
Corson	23,866	12,091	26.6	19.5	8.3	2.3	.0009
Custer	71,929	25,364	23.0	33.4	20.3	8.3	.0025
Davison	182,851	21,370	25.9	29.6	17.4	6.2	.0083
Day	67,861	18,855	29.0	28.7	11.7	6.6	.0025
Deuel	41,302	17,959	27.2	26.8	12.2	6.0	.0015
Dewey	32,757	17,872	27.1	26.3	12.5	5.7	.0015
Douglas	23,600	14,465	32.2	23.3	6.8	1.7	.0011
Edmunds	29,078	13,185	33.1	22.9	4.8	1.9	.0015
Fall River	97,816	24,343	20.0	29.9	18.6	10.2	.0034
Faulk	20,546	14,162	30.8	22.8	7.3	2.7	.0008
Grant	87,896	23,558	24.4	32.2	16.8	9.4	.0034
Gregory	33,528	12,571	31.4	19.5	4.9	3.2	.0017
Haakon	19,980	17,273	33.9	30.6	6.8	3.8	.0010
Hamlin	43,724	18,642	30.4	26.7	12.9	6.6	.0016
Hand	33,683	14,615	27.4	25.5	7.6	4.3	.0014
Hanson	20,298	15,611	31.5	27.5	7.2	3.0	.0008
Harding	10,814	15,706	33.9	26.9	7.2	2.2	.0005
Hughes	209,276	31,375	15.8	30.9	22.8	20.4	.0075
Hutchinson	66,003	15,693	30.1	25.8	8.3	4.3	.0028
Hyde	19,101	20,958	21.2	31.4	13.0	8.4	.0007
Jackson	25,316	17,114	29.5	29.8	8.3	4.0	.0011
Jerauld	17,484	13,268	35.5	21.9	3.0	2.4	.0010
Jones	14,259	21,067	25.9	32.1	13.8	6.8	.0007
Kingsbury	55,503	18,147	30.4	28.2	12.7	3.7	.0021
Lake	108,846	22,520	23.9	29.7	16.4	10.0	.0040
Lawrence	210,137	24,545	22.7	30.1	18.0	11.3	.0076
Lincoln	144,013	25,279	20.4	31.6	19.3	10.7	.0049
Lyman	28,923	18,081	27.1	27.4	11.5	5.8	.0012
McCook	54,345	19,782	27.8	28.9	14.2	6.4	.0020
McPherson	23,811	12,947	32.3	21.9	5.5	1.8	.0010
Marshall	45,505	17,911	29.9	27.2	11.4	6.2	.0018
Meade	214,071	24,237	23.8	36.1	16.5	8.9	.0072
Mellette	10,386	12,217	31.8	20.0	5.9	.7	.0003
Miner	25,877	14,333	27.0	22.6	8.1	4.6	.0010
Moody	56,102	19,549	29.4	28.3	14.0	6.4	.0020
Perkins	36,969	16,740	30.1	26.3	10.4	5.0	.0016
Potter	26,984	18,167	27.3	29.9	11.1	3.8	.0011
Roberts	79,131	16,777	30.1	25.2	10.9	5.1	.0032
Sanborn	20,078	13,194	27.1	22.1	8.1	2.6	.0009
Shannon	46,998	15,591	26.6	27.8	7.4	3.8	.0021
Spink	76,746	19,787	25.0	29.7	13.0	6.8	.0029
Stanley	24,117	23,417	24.9	35.1	15.9	7.8	.0008
Sully	16,346	19,706	27.5	28.0	14.7	6.6	.0010
Todd	34,555	14,246	28.2	26.4	6.4	2.1	.0016
Tripp	55,422	16,216	31.5	24.2	9.9	5.9	.0026
Turner	70,447	16,879	28.8	29.1	8.9	4.1	.0025
Union	105,433	22,590	25.2	34.0	15.8	6.8	.0035
Walworth	61,499	19,623	27.5	29.6	13.8	5.6	.0028
Yankton	207,646	25,098	23.0	32.4	18.7	11.6	.0092
Ziebach	10,097	13,905	36.7	18.2	5.8	4.2	.0005
TOTAL METRO COUNTIES	**2,390,894**	**28,063**	**21.1**	**29.0**	**21.9**	**15.4**	**.0949**
TOTAL STATE	**6,981,390**	**22,304**	**24.6**	**29.0**	**16.4**	**9.9**	**.2781**

TENNESSEE

TENN. — POPULATION—12/31/84

SMRI ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CHATTANOOGA	**433.6**	**.1820**	**31.9**	**11.5**	**17.3**	**19.2**	**25.5**	**158.8**
Hamilton	289.9	.1217	32.1	12.0	17.6	18.7	26.1	108.7
* Chattanooga	167.5	.0703	32.3	12.6	17.0	17.1	28.4	64.1
Marion	25.3	.0106	31.9	10.4	16.1	19.8	25.2	9.0
Sequatchie	9.1	.0038	31.1	10.3	16.7	19.7	23.7	3.2
Catoosa, Ga.	*39.8*	*.0167*	*31.1*	*10.2*	*17.8*	*21.6*	*21.5*	*13.8*
Dade, Ga.	*12.8*	*.0054*	*29.9*	*12.5*	*17.1*	*19.7*	*21.6*	*4.1*
Walker, Ga.	*56.7*	*.0238*	*32.6*	*10.2*	*15.9*	*19.8*	*26.4*	*20.0*
SUBURBAN TOTAL	266.1	.1117	31.7	10.7	17.6	20.6	23.6	94.7
CLARKSVILLE - HOPKINSVILLE	**155.5**	**.0652**	**27.0**	**18.6**	**18.4**	**16.6**	**18.8**	**50.2**
Montgomery	87.6	.0367	27.5	18.2	18.9	17.6	18.2	29.6
* Clarksville	58.6	.0246	26.1	21.3	19.2	16.7	16.2	19.8
Christian, Ky.	*67.9*	*.0285*	*26.4*	*19.2*	*17.8*	*15.3*	*19.4*	*20.6*
* Hopkinsville	*27.8*	*.0117*	*32.6*	*10.2*	*15.9*	*18.4*	*27.8*	*10.5*
SUBURBAN TOTAL	69.1	.0289	25.9	19.7	18.8	15.8	17.2	19.9
JACKSON	**76.3**	**.0320**	**31.5**	**12.4**	**16.7**	**16.7**	**27.6**	**28.2**
Madison	76.3	.0320	31.5	12.4	16.7	16.7	27.6	28.2
* Jackson	51.0	.0214	31.3	14.1	16.6	15.3	28.6	19.4
SUBURBAN TOTAL	25.3	.0106	31.9	9.0	17.2	19.3	25.3	8.8
JOHNSON CITY - KINGSPORT - BRISTOL	**446.7**	**.1874**	**33.3**	**11.0**	**16.5**	**20.2**	**27.0**	**163.4**
Carter	51.3	.0215	33.5	11.3	16.1	19.6	28.0	19.3
Hawkins	46.2	.0194	32.6	9.6	17.3	20.9	24.9	16.5
Sullivan	147.5	.0619	33.8	9.9	16.6	21.4	26.6	56.0
* Bristol	23.9	.0100	36.1	10.8	15.5	19.2	32.3	9.7
* Kingsport	32.1	.0135	37.6	9.2	14.4	19.5	34.1	13.3
Unicoi	16.7	.0070	35.2	9.8	15.3	19.7	30.5	6.2
Washington	92.6	.0389	32.0	13.6	17.2	18.9	25.9	33.4
* Johnson City	44.6	.0187	33.3	16.9	14.1	17.1	30.6	16.2
Bristol city, Va.	*16.3*	*.0077*	*35.6*	*11.7*	*14.7*	*17.9*	*32.8*	*7.2*
* Bristol	*16.3*	*.0077*	*35.6*	*11.7*	*14.7*	*17.9*	*32.8*	*7.2*
Scott, Va.	*24.9*	*.0104*	*34.9*	*9.7*	*15.0*	*20.0*	*29.8*	*8.5*
Washington, Va.	*49.2*	*.0206*	*32.9*	*10.9*	*16.3*	*20.2*	*26.4*	*16.3*
SUBURBAN TOTAL	327.8	.1375	32.7	10.3	17.1	20.9	25.1	117.0

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**2,354,728**	**578,076**	**179,364**	**297,304**	**114,417**	**518,255**	**59,624**
Hamilton	1,823,911	380,852	151,100	253,462	93,662	440,006	46,037
* Chattanooga	1,479,971	276,383	108,709	223,188	67,008	414,699	34,216
Marion	85,985	22,172	4,395	8,233	3,265	17,931	3,823
Sequatchie	29,335	13,978	1,225	1,391	511	5,073	873
Catoosa, Ga.	*190,257*	*71,460*	*15,269*	*25,657*	*9,959*	*29,905*	*4,189*
Dade, Ga.	*36,466*	*13,903*	*2,181*	*1,044*	*1,273*	*3,067*	*404*
Walker, Ga.	*188,774*	*75,711*	*5,194*	*7,517*	*5,747*	*22,273*	*4,298*
SUBURBAN TOTAL	874,757	301,693	70,655	74,116	47,409	103,556	25,408
CLARKSVILLE - HOPKINSVILLE	**701,368**	**142,198**	**58,827**	**100,961**	**25,977**	**197,364**	**22,747**
Montgomery	421,352	86,168	39,770	69,041	16,499	121,454	11,938
* Clarksville	397,098	71,971	36,124	68,334	15,733	120,152	11,610
Christian, Ky.	*280,016*	*56,030*	*19,057*	*31,920*	*9,478*	*75,910*	*10,809*
* Hopkinsville	*218,968*	*46,984*	*14,241*	*21,580*	*7,549*	*60,348*	*9,474*
SUBURBAN TOTAL	85,302	23,243	8,462	11,047	2,695	16,864	1,663
JACKSON	**532,386**	**94,545**	**39,044**	**111,523**	**21,667**	**102,913**	**15,583**
Madison	532,386	94,545	39,044	111,523	21,667	102,913	15,583
* Jackson	501,789	90,757	36,931	109,911	17,931	101,300	15,437
SUBURBAN TOTAL	30,597	3,788	2,113	1,612	3,736	1,613	146
JOHNSON CITY - KINGSPORT - BRISTOL	**2,154,582**	**500,876**	**158,317**	**297,390**	**89,259**	**562,463**	**72,781**
Carter	132,247	40,419	10,321	18,414	5,858	23,112	7,141
Hawkins	119,351	42,689	6,166	9,290	1,980	25,053	6,562
Sullivan	925,329	176,953	67,327	135,372	36,788	284,929	32,155
* Bristol	263,592	57,993	19,645	18,403	12,736	103,392	10,025
* Kingsport	592,846	104,544	44,009	110,103	19,399	163,199	21,573
Unicoi	37,010	10,409	4,440	5,699	1,630	7,322	1,385
Washington	531,096	135,494	42,161	78,645	23,780	122,428	16,675
* Johnson City	474,245	122,180	38,396	77,920	21,710	110,145	14,544
Bristol city, Va.	*195,452*	*30,195*	*13,606*	*39,266*	*8,307*	*48,394*	*3,861*
* Bristol	*195,452*	*30,195*	*13,606*	*39,266*	*8,307*	*48,394*	*3,861*
Scott, Va.	*95,153*	*27,068*	*3,092*	*1,579*	*2,858*	*32,528*	*2,371*
Washington, Va.	*118,944*	*37,649*	*11,204*	*9,125*	*8,058*	*18,697*	*2,631*
SUBURBAN TOTAL	628,447	185,964	42,661	51,698	27,107	137,333	22,778

TENN. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KNOXVILLE	**591.3**	**.2481**	**32.4**	**12.6**	**17.6**	**19.1**	**26.2**	**224.0**	**3,817,089**	**842,903**	**398,492**	**472,020**	**185,047**	**805,651**	**111,787**
Anderson	69.8	.0293	33.8	9.8	16.4	19.9	28.2	26.4	386,961	99,854	21,455	55,770	14,265	109,901	10,813
• Oak Ridge	27.9	.0117	36.4	9.0	15.4	20.9	31.1	11.5	236,832	59,546	12,536	46,528	11,565	57,939	6,158
Blount	82.5	.0346	33.2	10.6	17.6	19.7	27.1	30.5	483,856	105,063	28,011	59,106	20,243	188,313	13,973
Grainger	17.3	.0072	32.4	10.3	16.1	19.9	26.0	6.1	20,821	4,547	1,691	748	941	5,277	977
Jefferson	34.1	.0143	32.8	13.0	15.2	20.7	25.9	12.0	85,431	30,473	5,941	7,287	3,009	7,155	5,580
Knox	327.3	.1374	31.8	14.2	18.2	18.3	25.8	127.0	2,509,100	517,319	285,435	334,044	135,688	464,713	72,272
• Knoxville	173.1	.0726	31.6	17.7	17.8	14.5	29.5	71.4	1,960,999	338,805	244,583	302,773	116,054	384,380	57,724
Sevier	47.7	.0201	33.0	10.1	17.2	21.0	25.5	17.4	313,169	80,512	55,519	13,658	10,648	26,226	7,976
Union	12.6	.0052	31.2	11.3	16.6	20.3	23.4	4.6	17,751	5,135	440	1,407	253	4,066	196
SUBURBAN TOTAL	390.3	.1638	32.4	10.6	17.7	21.0	24.4	141.1	1,619,258	444,552	141,373	122,719	57,428	363,332	47,905
MEMPHIS	**927.2**	**.3891**	**29.6**	**13.0**	**18.4**	**17.6**	**22.4**	**325.8**	**5,514,767**	**1,137,427**	**411,332**	**741,892**	**283,601**	**1,283,516**	**195,702**
Shelby	783.7	.3289	29.7	13.5	18.7	17.3	22.7	278.9	4,908,118	993,221	379,329	689,664	269,932	1,159,749	179,023
• Memphis	649.0	.2724	30.2	13.3	18.2	16.6	24.7	237.8	4,302,119	819,992	341,115	584,176	247,450	1,075,655	163,639
Tipton	34.6	.0145	30.4	11.0	15.0	18.6	24.6	11.5	98,535	25,669	4,782	12,917	2,323	22,986	2,580
Crittenden, Ark.	*48.8*	*.0205*	*28.2*	*11.1*	*15.3*	*17.2*	*22.3*	*16.0*	*339,327*	*53,343*	*18,516*	*24,130*	*8,508*	*65,875*	*9,348*
• *West Memphis*	*27.1*	*.0114*	*28.7*	*11.4*	*16.9*	*18.2*	*21.2*	*9.3*	*258,556*	*42,747*	*16,691*	*22,951*	*6,600*	*61,625*	*8,119*
De Soto, Miss.	*60.1*	*.0252*	*29.1*	*9.7*	*17.0*	*22.0*	*17.9*	*19.4*	*168,787*	*65,194*	*8,705*	*15,181*	*2,838*	*34,908*	*4,751*
SUBURBAN TOTAL	251.1	.1053	28.1	12.4	19.1	20.3	16.5	78.7	954,092	274,688	53,526	134,765	29,551	146,238	23,944
NASHVILLE	**899.8**	**.3777**	**31.4**	**12.5**	**18.4**	**19.3**	**24.1**	**328.5**	**5,236,228**	**1,076,163**	**472,872**	**728,859**	**235,645**	**1,232,153**	**153,083**
Cheatham	25.6	.0108	30.6	9.9	17.7	21.5	20.8	8.4	57,648	16,366	2,186	1,556	890	11,749	1,910
Davidson	480.5	.2017	31.7	13.9	19.0	18.0	25.7	186.5	3,680,719	669,928	371,491	586,195	179,185	863,202	101,256
• Nashville-Davidson	459.2	.1927	31.4	14.2	19.4	17.7	25.4	178.4	3,497,628	638,034	356,954	527,949	172,471	856,936	93,314
Dickson	32.8	.0137	32.8	10.0	15.5	19.6	27.0	11.7	136,446	33,450	8,177	18,334	7,191	32,650	3,908
Robertson	39.5	.0166	32.2	10.5	16.0	18.8	26.8	13.5	127,528	32,866	6,249	10,413	5,181	28,850	4,818
Rutherford	94.5	.0396	29.0	16.1	18.1	18.6	20.5	32.3	422,680	106,094	32,406	45,860	18,489	83,959	13,731
• Murfreesboro	36.6	.0154	27.4	24.4	16.2	16.0	21.6	13.1	325,408	67,531	27,128	35,004	15,218	73,314	10,372
Sumner	95.4	.0401	31.1	9.7	17.8	21.7	21.3	32.1	332,510	89,749	20,560	30,791	11,066	83,997	13,754
Williamson	68.2	.0286	32.0	8.5	17.4	23.8	20.9	22.3	268,966	72,899	18,535	18,387	7,920	87,280	8,287
Wilson	63.3	.0266	32.0	9.3	17.5	21.9	22.9	21.7	207,731	54,811	13,268	17,323	5,723	40,466	5,419
SUBURBAN TOTAL	404.0	.1696	31.7	9.7	17.2	21.5	22.8	137.0	1,413,192	370,598	88,790	165,906	47,956	301,903	49,397
OTHER COUNTIES															
Bedford	28.5	.0120	34.4	9.7	14.7	18.4	30.7	10.4	106,733	26,373	6,109	7,665	5,298	25,045	4,898
Benton	15.5	.0065	36.4	8.9	14.5	18.2	33.5	6.0	55,259	21,301	2,984	7,044	1,458	9,131	895
Bledsoe	10.0	.0042	29.8	14.3	15.3	18.2	23.9	3.3	17,710	4,620	439	545	747	5,004	1,361
Bradley	72.2	.0303	30.5	12.5	17.3	20.5	21.6	25.3	350,698	86,641	26,061	41,041	11,991	88,100	12,523
Campbell	36.9	.0155	32.8	9.5	15.2	18.5	28.2	13.2	140,920	37,754	11,819	11,103	4,885	33,514	5,537
Cannon	10.8	.0045	34.7	9.8	15.0	20.3	29.2	3.9	26,060	9,537	997	1,379	1,355	4,941	1,592

NASHVILLE

The Mid-South's Most Outstanding Growth Market!

If you've done your homework, you already know a hundred reasons to make Nashville a part of your marketing plan.

If your research is still ahead of you, consider these points first:

A DIVERSE, STABLE ECONOMY. The stability of Nashville's economy lies in its diversity. Because no single industry is dominant here, the health of the economy as a whole is insulated from recessionary fluctuations.

HIGH EMPLOYMENT. Nashville boasts a 95.7% employment total and consistently ranks among the leaders in the nation.

INSULATED LOCATION. A wide swath of open countryside and small towns protects the Nashville MSA from the interference of media from other markets.

UPSCALE DEMOGRAPHICS. The Nashville population enjoys an ever-increasing level of personal income and retail sales.

REPRESENTATIVE MARKET. The Nashville market matches national averages closely in age, sex, education, income and buying habits making it one of the top test markets in the nation

TRANSPORTATION Nashville is the crossroads for three interstates systems, a railway hub, a barge traffic center and is served by most major airlines. In fact, American Airlines recently announced that Nashville will become a hub for their company.

CONTINUING GROWTH. We've saved the best for last. The Nashville MSA presently is one of the fastest growing regions in the country, and that's a trend that promises to increase during the next 15 years. In fact, the projected growth of the Nashville MSA between 1980 and the year 2000 is 52%, while the nation as a whole is expected to grow only 17% during that time.

These are only a few of the important attributes that make Nashville a necessary part of your successful marketing plan. If you'd like to know more, contact Bill Davis, Marketing Services Director, Newspaper Printing Corporation, 1100 Broadway, Nashville, TN 37202, (615) 259-8307.

Newspaper Printing Corporation, Agent

THE TENNESSEAN Nashville Banner

Represented By Gannett Media Sales

Middle Tennessee's Most Widely-Read Newspapers

TENN. (cont.)

SMRI ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Carroll	28.7	.0121	35.4	9.7	14.4	18.1	32.4	10.5
Chester	13.4	.0056	30.8	17.1	14.3	16.8	27.2	4.6
Claiborne	26.3	.0110	31.3	11.3	16.7	18.9	25.0	9.1
Clay	8.0	.0034	34.5	9.9	14.8	19.0	30.2	3.0
Cocke	29.6	.0124	32.3	10.6	16.5	20.4	25.2	10.7
Coffee	39.5	.0166	33.4	10.2	15.3	20.7	26.8	14.6
Crockett	14.7	.0061	34.4	9.9	14.1	17.4	31.8	5.2
Cumberland	32.4	.0136	32.9	9.9	15.5	18.6	28.1	11.5
Decatur	11.0	.0046	36.3	9.0	14.3	18.2	33.5	4.3
De Kalb	14.2	.0060	34.4	9.2	15.7	18.4	30.7	5.4
Dyer	35.0	.0147	32.9	10.2	15.0	17.9	28.7	13.0
Fayette	25.5	.0107	29.5	11.0	14.1	16.1	26.1	7.8
Fentress	15.5	.0065	32.0	9.7	15.7	18.8	26.4	5.4
Franklin	33.2	.0140	32.6	12.0	15.1	19.2	27.1	11.5
Gibson	49.2	.0206	35.3	9.5	14.5	17.5	32.9	18.6
Giles	24.9	.0105	34.9	10.0	14.5	18.2	31.6	9.2
Greene	56.6	.0238	33.7	10.0	16.4	21.0	26.9	20.3
Grundy	14.4	.0060	30.6	10.5	15.1	18.7	24.7	4.8
Hamblen	57.1	.0240	32.0	10.4	17.2	21.9	23.0	20.6
Hancock	6.8	.0028	33.4	10.5	14.2	18.4	29.4	2.3
Hardeman	24.0	.0101	31.9	10.0	14.9	16.2	29.1	7.9
Hardin	23.0	.0096	34.0	9.0	15.7	19.3	29.1	8.4
Haywood	20.1	.0085	30.5	10.7	14.5	14.8	28.7	6.6
Henderson	22.7	.0095	33.3	9.9	15.9	18.4	28.9	8.4
Henry	29.8	.0125	36.[illegible]	9.5	14.3	17.3	34.7	11.4
Hickman	16.0	.0067	32.4	13.0	15.7	18.6	27.3	5.4
Houston	6.9	.0029	34.1	9.3	15.2	18.4	30.2	2.3
Humphreys	16.3	.0068	33.0	9.4	15.7	19.5	27.3	6.1
Jackson	9.6	.0041	35.2	9.3	14.9	18.9	31.3	3.3
Johnson	14.4	.0060	33.4	9.4	15.8	19.7	27.8	5.2
Lake	7.8	.0033	35.9	10.0	13.4	15.5	35.4	2.6
Lauderdale	25.5	.0107	32.0	10.6	15.6	16.8	28.5	8.8
Lawrence	35.4	.0148	33.0	10.4	14.5	18.9	28.2	12.6
Lewis	10.6	.0045	30.5	9.7	17.7	17.2	24.9	3.4
Lincoln	26.8	.0112	35.3	9.9	14.1	19.5	30.8	9.9
Loudon	29.6	.0124	34.6	9.5	16.2	19.9	29.4	11.1
McMinn	43.6	.0183	33.0	10.2	15.9	19.7	27.1	15.5
McNairy	23.9	.0101	34.9	9.2	14.7	19.7	30.2	9.0
Macon	16.4	.0069	33.8	9.6	16.0	19.1	28.9	6.0
Marshall	20.5	.0086	35.3	9.2	14.9	18.2	32.2	7.6
Maury	52.6	.0221	33.1	10.6	15.8	18.8	28.2	19.3
Meigs	7.9	.0033	31.4	9.7	17.2	20.2	23.6	2.7
Monroe	30.0	.0126	32.0	10.6	15.7	19.5	25.7	10.4
Moore	4.8	.0021	33.0	10.1	14.5	19.7	27.4	1.6
Morgan	17.6	.0073	31.2	10.7	18.1	19.1	24.0	5.7
Obion	33.6	.0141	34.0	9.3	15.6	18.6	29.9	12.5
Overton	18.3	.0077	34.0	9.2	15.2	19.9	28.7	6.4
Perry	6.3	.0027	35.7	9.0	14.5	19.2	31.5	2.4
Pickett	4.5	.0019	34.5	9.2	15.4	18.9	30.3	1.6
Polk	13.8	.0058	32.2	9.4	15.9	20.0	25.7	4.8
Putnam	50.3	.0211	30.4	18.2	16.2	17.7	24.9	18.1
Rhea	25.9	.0108	31.0	11.8	16.5	18.5	24.9	9.1
Roane	50.9	.0214	33.6	9.3	16.2	20.5	27.1	18.2
Scott	20.7	.0087	29.6	10.5	16.2	17.7	23.6	7.0
Smith	15.3	.0064	34.2	10.2	15.5	18.2	30.6	5.6
Stewart	9.4	.0039	36.5	8.8	14.3	19.0	33.0	3.6
Trousdale	6.1	.0026	33.2	10.2	17.8	17.9	28.9	2.4
Van Buren	4.9	.0021	30.8	10.3	18.1	18.6	23.8	1.5
Warren	33.8	.0142	32.9	10.2	16.3	19.1	27.4	12.6
Wayne	14.4	.0060	32.5	10.2	15.4	19.2	26.9	5.1
Weakley	33.7	.0141	32.2	17.7	13.7	16.1	30.1	12.0
White	20.4	.0086	34.6	9.1	15.6	19.0	30.5	7.5
TOTAL METRO COUNTIES	**3,151.9**	**1.3227**	**31.2**	**12.7**	**18.0**	**18.7**	**24.5**	**1,153.0**
TOTAL STATE	**4,759.9**	**1.9977**	**31.8**	**12.0**	**17.2**	**18.8**	**25.7**	**1,729.3**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Carroll	103,246	29,169	4,695	11,578	5,988	25,254	4,957
Chester	34,822	8,498	2,011	1,829	2,467	11,713	1,233
Claiborne	65,023	20,082	5,372	6,444	5,892	6,167	2,423
Clay	12,084	4,529	1,051	290	251	1,088	276
Cocke	104,597	26,093	7,940	12,435	5,912	18,012	3,493
Coffee	227,409	46,562	16,390	40,110	9,522	50,231	8,518
Crockett	36,776	10,470	1,320	1,512	1,583	11,899	1,373
Cumberland	156,585	34,085	12,110	16,915	3,279	37,238	6,354
Decatur	36,575	8,357	1,333	3,747	974	10,784	972
De Kalb	46,235	14,664	2,428	4,492	2,020	10,304	1,998
Dyer	161,533	31,574	9,888	17,192	9,313	41,911	5,589
Fayette	39,977	15,089	2,018	5,136	937	7,736	1,344
Fentress	51,449	12,940	2,282	3,145	1,611	4,418	2,493
Franklin	112,144	28,110	7,078	13,416	3,568	26,248	4,286
Gibson	199,562	54,062	9,234	25,409	6,242	52,805	10,476
Giles	109,069	23,294	5,755	11,495	5,858	17,312	5,594
Greene	263,398	64,312	15,986	27,999	10,009	56,707	9,480
Grundy	39,453	8,928	2,670	1,128	966	3,729	1,974
Hamblen	309,025	78,359	19,772	37,822	8,875	76,075	8,652
Hancock	12,289	3,244	1,460	72	938	1,444	498
Hardeman	76,784	23,368	2,509	5,806	1,948	17,676	2,224
Hardin	86,115	15,285	5,052	16,409	3,452	22,372	2,792
Haywood	65,856	18,571	3,176	6,229	2,696	8,162	3,055
Henderson	71,628	13,689	4,410	8,044	3,851	17,426	2,457
Henry	134,417	34,268	9,055	17,387	5,357	25,732	5,904
Hickman	30,645	11,677	1,027	924	861	2,978	1,815
Houston	13,378	5,555	554	115	343	845	3,761
Humphreys	57,074	17,784	3,370	7,708	973	13,902	1,493
Jackson	13,870	4,483	1,029	375	1,093	1,313	784
Johnson	30,908	12,745	2,275	2,287	755	2,699	2,035
Lake	15,694	5,733	1,785	771	317	2,139	1,336
Lauderdale	53,987	11,061	2,146	8,778	2,306	11,406	2,254
Lawrence	139,078	26,902	6,416	14,961	10,658	35,813	6,307
Lewis	29,696	8,369	763	2,421	618	7,302	1,555
Lincoln	97,266	31,983	5,562	11,874	3,499	12,139	4,597
Loudon	109,725	28,603	6,596	8,305	5,633	31,213	4,490
McMinn	218,089	88,841	15,321	17,305	7,398	29,724	8,649
McNairy	65,663	17,730	3,150	7,508	2,619	15,626	2,559
Macon	41,783	15,019	1,208	3,551	1,397	5,058	1,827
Marshall	82,305	22,757	3,609	8,282	4,211	25,273	3,633
Maury	223,946	54,601	17,175	30,327	12,239	39,791	9,970
Meigs	19,325	7,496	962	899	1,305	2,926	1,144
Monroe	108,247	22,560	8,911	10,270	2,552	24,083	3,230
Moore	6,224	3,634	350	264		618	178
Morgan	16,388	6,503	726	622	248	4,111	944
Obion	159,275	35,640	12,930	18,291	4,157	38,189	5,447
Overton	49,045	15,619	2,388	4,988	3,398	5,125	2,874
Perry	10,547	5,339	694	60	884	781	402
Pickett	14,470	3,563	369	625	1,272	3,788	185
Polk	26,291	11,868	1,360	2,616	959	2,985	991
Putnam	252,149	67,280	20,277	27,224	9,020	32,723	10,603
Rhea	74,175	28,007	5,111	4,354	1,882	13,869	3,163
Roane	188,978	56,077	11,411	16,426	7,269	58,177	7,685
Scott	58,793	21,077	2,328	8,639	716	8,256	3,238
Smith	42,974	11,830	1,515	2,200	7,407	6,556	1,835
Stewart	17,260	5,751	1,343	1,400	1,207	4,259	685
Trousdale	16,801	7,543	117	477	689	480	918
Van Buren	2,758	893	285	53	185	339	
Warren	129,304	36,510	8,260	13,399	5,853	24,146	4,790
Wayne	33,495	15,151	1,274	707	1,444	4,484	1,607
Weakley	111,029	33,228	8,346	12,042	5,680	20,804	5,092
White	63,547	14,958	2,678	4,920	1,405	24,764	2,055
TOTAL METRO COUNTIES	**18,697,972**	**3,941,635**	**1,621,424**	**2,591,530**	**898,587**	**4,370,760**	**588,645**
TOTAL STATE	**24,575,587**	**5,528,933**	**1,988,449**	**3,215,316**	**1,141,282**	**5,617,422**	**827,997**

TENN.

SMRI ESTIMATES

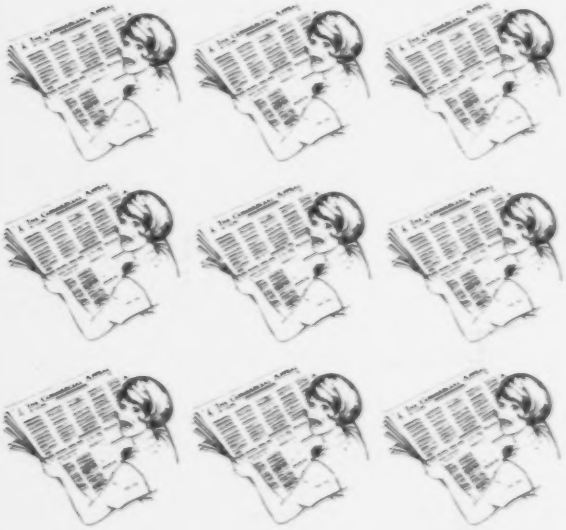
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**4,027,717**	**21,988**	**24.5**	**31.4**	**15.6**	**7.7**	**.1691**
Hamilton	2,880,876	22,704	23.7	30.5	16.5	9.1	.1225
• Chattanooga	1,548,180	19,862	25.4	28.4	13.9	7.4	.0783
Marion	194,597	18,634	27.3	31.0	10.8	4.5	.0080
Sequatchie	62,732	16,300	30.7	27.9	9.5	2.9	.0025
Catoosa, Ga.	*337,083*	*23,180*	*23.3*	*34.9*	*18.2*	*4.8*	*.0143*
Dade, Ga.	*86,441*	*19,075*	*26.0*	*34.0*	*11.0*	*2.7*	*.0037*
Walker, Ga.	*465,988*	*20,842*	*27.0*	*33.8*	*13.2*	*5.1*	*.0181*
SUBURBAN TOTAL	2,479,537	23,298	23.9	33.2	16.8	7.9	.0908
CLARKSVILLE - HOPKINSVILLE	**1,307,719**	**20,180**	**30.0**	**30.6**	**13.8**	**6.1**	**.0546**
Montgomery	743,772	20,779	29.1	33.1	13.7	5.4	.0314
• Clarksville	501,198	20,432	30.9	32.9	13.1	5.3	.0238

TENN. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Christian, Ky.	*563,947*	*19,250*	*31.3*	*27.0*	*13.9*	*7.1*	*.0232*
• Hopkinsville	*265,977*	*20,864*	*26.4*	*26.5*	*16.9*	*8.6*	*.0126*
SUBURBAN TOTAL	540,544	19,577	31.1	30.4	12.8	5.6	.0182
JACKSON	**690,810**	**20,918**	**24.2**	**28.5**	**16.1**	**7.5**	**.0321**
Madison	690,810	20,918	24.2	28.5	16.1	7.5	.0321
• Jackson	469,568	20,182	25.3	27.2	15.7	7.5	.0250
SUBURBAN TOTAL	221,242	22,602	22.0	31.2	17.1	7.4	.0071
JOHNSON CITY - KINGSPORT - BRISTOL	**3,938,145**	**20,783**	**26.2**	**31.4**	**14.1**	**6.5**	**.1639**
Carter	403,547	17,783	31.2	29.2	10.8	3.8	.0153
Hawkins	393,318	21,437	24.0	31.5	15.7	6.2	.0143
Sullivan	1,423,298	22,707	23.9	32.8	15.8	7.8	.0614
• Bristol	237,377	20,075	27.7	29.0	12.8	8.4	.0127
• Kingsport	345,705	21,601	23.7	28.9	14.4	10.2	.0231
Unicoi	140,667	20,084	27.0	31.6	14.6	3.9	.0050
Washington	816,295	20,088	27.8	31.4	12.4	6.4	.0359
• Johnson City	403,856	17,886	28.3	25.2	11.4	8.3	.0226
Bristol city, Va.	*164,647*	*19,762*	*24.3*	*30.3*	*13.2*	*5.9*	*.0094*
• Bristol	*164,647*	*19,762*	*24.3*	*30.3*	*13.2*	*5.9*	*.0094*
Scott, Va.	*207,534*	*20,707*	*25.6*	*26.9*	*16.7*	*7.9*	*.0082*
Washington, Va.	*388,839*	*20,128*	*28.0*	*31.6*	*13.1*	*5.6*	*.0144*
SUBURBAN TOTAL	2,786,560	21,191	26.2	32.8	14.6	5.7	.0961
KNOXVILLE	**5,776,177**	**21,625**	**24.7**	**29.3**	**15.4**	**9.0**	**.2505**
Anderson	782,964	25,998	20.4	29.2	18.7	14.6	.0300
• Oak Ridge	404,924	31,375	17.8	25.2	20.4	24.1	.0157
Blount	776,691	22,111	24.8	30.7	16.7	7.5	.0333
Grainger	106,892	15,266	33.8	26.4	5.7	2.1	.0041
Jefferson	293,211	21,157	26.4	31.7	14.2	7.0	.0105
Knox	3,362,578	21,979	24.1	28.7	16.0	9.6	.1508
• Knoxville	1,655,228	18,099	27.4	27.1	11.6	6.7	.0920
Sevier	376,044	18,670	29.5	31.6	10.2	4.6	.0187
Union	77,797	15,060	32.2	27.2	6.5	1.2	.0031
SUBURBAN TOTAL	3,716,025	22,865	24.0	30.7	17.0	8.9	.1428

ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MEMPHIS	**8,868,600**	**22,897**	**22.1**	**28.1**	**17.2**	**10.7**	**.3774**
Shelby	7,744,643	23,165	21.9	27.9	17.3	11.4	.3295
• Memphis	6,194,241	21,462	23.2	27.9	15.5	9.8	.2742
Tipton	256,551	19,154	25.2	29.9	13.1	5.1	.0102
Crittenden, Ark.	*339,417*	*17,161*	*25.9*	*26.2*	*12.3*	*5.0*	*.0185*
• West Memphis	*215,055*	*19,701*	*24.5*	*29.5*	*14.1*	*5.7*	*.0124*
De Soto, Miss.	*527,989*	*26,572*	*20.4*	*33.2*	*22.3*	*7.7*	*.0192*
SUBURBAN TOTAL	2,459,304	28,106	18.4	29.1	22.5	13.8	.1908
NASHVILLE	**9,832,166**	**25,915**	**21.8**	**30.5**	**19.4**	**12.9**	**.3875**
Cheatham	206,617	22,120	26.6	36.8	13.3	5.7	.0075
Davidson	5,614,373	25,485	21.6	30.0	18.7	13.2	.2345
• Nashville-Davidson	5,203,619	25,048	22.0	30.3	18.7	12.2	.2204
Dickson	298,138	22,236	23.8	32.3	16.2	6.9	.0117
Robertson	347,305	23,303	22.7	32.2	17.6	7.6	.0130
Rutherford	1,001,964	27,071	19.9	30.0	21.9	13.5	.0371
• Murfreesboro	399,565	24,280	22.1	27.4	18.2	14.1	.0184
Sumner	963,397	27,226	19.0	31.4	21.8	12.6	.0344
Williamson	776,922	30,979	17.9	27.7	21.9	20.4	.0271
Wilson	623,450	26,996	18.9	32.2	21.0	11.1	.0222
SUBURBAN TOTAL	4,228,982	27,226	19.6	31.0	20.5	13.7	.1487
OTHER COUNTIES							
Bedford	265,211	21,673	23.8	33.7	13.3	7.1	.0101
Benton	120,214	16,756	29.2	29.9	9.1	2.7	.0049
Bledsoe	68,715	16,163	28.0	25.8	10.3	3.7	.0025
Bradley	620,703	21,297	26.7	32.5	14.8	6.1	.0262
Campbell	238,956	14,783	30.8	26.6	6.4	2.6	.0110
Cannon	69,866	15,183	34.0	25.5	6.2	3.1	.0028
Carroll	200,199	16,101	29.6	29.4	7.4	2.8	.0086
Chester	88,829	15,991	25.1	29.7	8.2	2.7	.0036
Claiborne	155,720	13,313	32.8	21.2	7.1	2.4	.0067
Clay	52,849	13,915	31.4	24.3	5.5	3.1	.0020
Cocke	199,007	15,571	30.0	26.9	7.2	2.6	.0088
Coffee	364,249	21,452	25.9	30.7	14.6	8.2	.0157

MEMPHIS, a newspaper market



6 out of 10 "prime consumers" read the Commercial Appeal on Sunday*

In a four-county MSA with a population approaching one million, The Commercial Appeal is the dominant Memphis medium for advertising effectiveness.

With a Sunday readership of 90% among prime consumers—those adults aged 25-49 with household incomes in excess of $25,000—The Commercial Appeal continues to deliver reach and cost-efficiency in a market where newspaper is the medium of the masses.

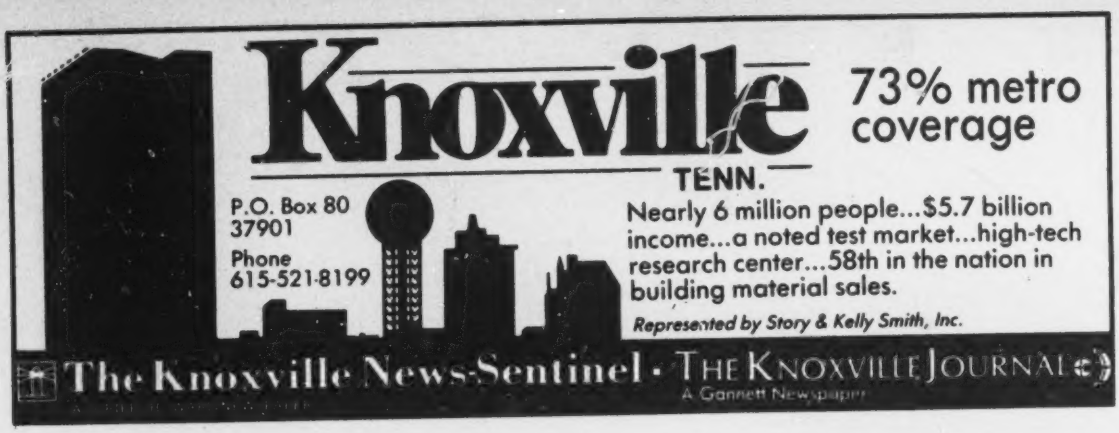
Influence the buying habits of an affluent, educated audience with The Commercial Appeal, the number one source of information in the Mid-South.

THE COMMERCIAL APPEAL
A SCRIPPS-HOWARD NEWSPAPER

495 Union Avenue, Memphis, TN 38103
901/529-2239

Represented nationally by Story & Kelly-Smith Advertising offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia and San Francisco.

*Belden Associates, 1984



TENN. (cont.) — EFFECTIVE BUYING INCOME 1984

ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Crockett	92,239	15,077	31.2	26.2	5.8	2.9	.0039
Cumberland	251,397	18,464	29.9	29.4	11.4	4.8	.0111
Decatur	89,311	17,308	27.9	27.9	11.0	4.0	.0035
De Kalb	102,629	15,195	30.9	27.3	6.3	2.0	.0043
Dyer	287,324	18,253	29.1	28.2	10.7	6.2	.0123
Fayette	152,890	16,175	27.7	26.2	9.9	3.9	.0059
Fentress	77,637	11,537	32.8	19.6	3.3	1.4	.0041
Franklin	268,121	19,927	26.8	31.4	13.6	4.8	.0106
Gibson	424,753	19,612	25.2	30.6	12.9	5.6	.0169
Giles	215,520	20,439	25.5	31.6	12.8	6.8	.0088
Greene	502,672	21,195	24.9	32.0	14.4	6.3	.0205
Grundy	97,253	16,352	31.5	27.0	7.7	3.7	.0040
Hamblen	480,213	20,398	28.2	32.3	13.7	5.1	.0213
Hancock	33,737	11,378	31.1	17.9	4.3	2.2	.0015
Hardeman	164,571	17,347	27.7	28.4	10.4	4.0	.0070
Hardin	158,715	16,327	29.9	28.3	8.5	2.4	.0070
Haywood	124,812	14,359	29.8	24.3	7.3	4.1	.0056
Henderson	182,416	19,356	26.6	32.5	11.7	4.0	.0071
Henry	240,631	17,843	30.2	28.3	11.0	4.3	.0103
Hickman	116,780	19,324	27.5	34.0	11.1	3.2	.0043
Houston	48,356	17,724	27.3	29.0	11.1	4.6	.0018
Humphreys	134,258	21,138	21.8	34.8	14.6	3.4	.0052
Jackson	63,869	15,417	29.1	24.1	9.5	3.8	.0025
Johnson	92,523	15,602	31.7	28.8	5.9	1.8	.0037
Lake	44,382	13,195	30.9	22.8	5.2	3.2	.0020
Lauderdale	179,709	17,337	26.3	28.6	9.7	4.3	.0068
Lawrence	300,650	21,061	24.8	31.7	14.8	6.3	.0120
Lewis	82,186	18,989	30.1	30.2	11.8	5.5	.0032
Lincoln	200,774	17,378	31.8	28.0	9.8	3.9	.0084
Loudon	334,511	25,971	21.8	27.1	19.7	14.7	.0115
McMinn	396,787	22,366	23.6	29.9	17.2	7.8	.0163
McNairy	169,716	16,273	29.3	29.3	7.8	2.7	.0070
Macon	126,735	18,137	27.8	33.5	8.1	3.2	.0046
Marshall	187,184	20,940	25.5	32.5	13.9	5.9	.0072
Maury	481,264	22,112	22.8	32.7	15.6	6.7	.0190
Meigs	56,610	18,547	29.6	30.5	12.1	3.4	.0023
Monroe	212,364	17,143	30.9	29.7	8.4	3.7	.0091
Moore	44,601	25,767	22.6	31.3	19.9	10.0	.0015
Morgan	128,649	17,877	29.2	28.5	11.9	4.3	.0043
Obion	326,749	22,072	24.2	29.7	16.1	8.5	.0128
Overton	110,150	14,171	30.8	24.3	6.8	2.2	.0050
Perry	45,025	16,333	34.1	27.1	8.8	2.3	.0015
Pickett	24,988	13,433	37.6	19.3	6.6	1.3	.0012
Polk	87,242	16,353	30.3	30.5	6.6	2.0	.0035
Putnam	403,490	18,091	29.4	28.7	11.2	4.9	.0180
Rhea	198,975	18,889	26.7	29.1	12.9	5.2	.0076
Roane	439,321	21,214	24.7	31.2	15.3	6.3	.0172
Scott	123,410	13,105	32.3	21.8	4.7	3.1	.0056
Smith	118,377	19,000	27.7	33.0	10.1	4.2	.0046
Stewart	65,421	15,932	29.0	30.9	5.9	2.2	.0025
Trousdale	58,065	22,081	25.2	35.0	15.7	4.6	.0020
Van Buren	31,360	17,309	35.2	28.8	8.3	3.5	.0010
Warren	264,718	18,157	29.8	30.8	9.5	4.1	.0109
Wayne	109,127	19,290	25.1	33.0	11.1	4.1	.0042
Weakley	247,469	16,721	31.9	28.3	8.7	3.5	.0102
White	144,774	16,235	32.3	29.2	7.6	2.7	.0059
TOTAL METRO COUNTIES	**31,359,449**	**23,053**	**23.2**	**29.7**	**16.9**	**10.2**	**1.3061**
TOTAL STATE	**43,951,377**	**21,328**	**24.7**	**29.8**	**15.0**	**8.4**	**1.8211**

TEXAS

TEXAS — POPULATION—12/31/84

ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ABILENE	**120.7**	**.0506**	**29.3**	**16.5**	**16.8**	**17.0**	**23.5**	**42.3**
Taylor	120.7	.0506	29.3	16.5	16.8	17.0	23.5	42.3
• Abilene	109.5	.0460	28.9	17.4	16.9	16.6	23.0	38.2
SUBURBAN TOTAL	11.2	.0046	34.9	8.7	13.9	21.0	28.8	4.1
AMARILLO	**193.3**	**.0811**	**30.4**	**13.4**	**17.8**	**18.2**	**23.5**	**72.4**
Potter	105.8	.0444	30.7	13.1	17.1	16.2	26.5	40.5
• Amarillo	162.7	.0683	30.6	12.4	18.2	17.7	24.3	62.3
Randall	87.5	.0367	30.0	13.6	18.9	20.6	19.9	31.9
SUBURBAN TOTAL	30.6	.0128	28.8	18.6	15.7	20.6	19.6	10.1
AUSTIN	**657.0**	**.2757**	**28.3**	**17.9**	**21.7**	**17.0**	**18.3**	**245.8**
Hays	49.7	.0209	24.3	29.5	14.9	14.2	18.1	15.5
Travis	503.8	.2114	28.2	18.5	23.0	16.7	17.8	196.7
• Austin	404.2	.1696	27.7	20.4	23.6	15.3	17.6	162.5
Williamson	103.5	.0434	30.2	9.3	18.9	19.9	21.1	33.6
SUBURBAN TOTAL	252.8	.1061	29.3	13.9	18.6	19.8	19.6	83.3

TEXAS — RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**1,010,931**	**166,839**	**90,576**	**129,383**	**48,106**	**234,000**	**24,835**
Taylor	1,010,931	166,839	90,576	129,383	48,106	234,000	24,835
• Abilene	938,748	159,380	85,250	127,942	47,468	213,151	24,693
SUBURBAN TOTAL	72,183	7,459	5,326	1,441	638	20,849	142
AMARILLO	**1,341,362**	**252,003**	**140,180**	**146,368**	**74,313**	**330,714**	**21,236**
Potter	958,667	165,166	106,916	110,907	45,473	227,561	16,325
• Amarillo	1,289,119	248,024	135,114	137,831	71,084	313,433	20,645
Randall	382,695	86,837	33,264	35,461	28,840	103,153	4,911
SUBURBAN TOTAL	52,243	3,979	5,066	8,537	3,229	17,281	591
AUSTIN	**4,137,879**	**780,426**	**498,256**	**459,790**	**251,063**	**869,779**	**79,606**
Hays	202,718	43,873	33,035	13,510	5,637	32,923	2,588
Travis	3,556,583	623,320	436,311	413,887	232,267	754,283	67,386
• Austin	3,301,823	570,684	411,522	383,606	217,069	742,695	62,316
Williamson	378,573	113,233	28,910	32,393	13,159	82,573	9,632
SUBURBAN TOTAL	836,051	209,742	86,734	76,184	33,994	127,084	17,290

TEXAS (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BEAUMONT - PORT ARTHUR	**397.4**	**.1669**	**31.1**	**11.9**	**16.7**	**18.1**	**25.4**	**139.8**	**2,336,877**	**481,979**	**207,230**	**285,497**	**109,647**	**488,767**	**69,174**
Hardin	46.6	.0196	31.2	10.0	15.9	19.6	24.3	15.5	173,036	44,855	6,900	18,164	2,922	57,408	7,110
Jefferson	258.8	.1087	31.5	12.5	16.6	17.2	27.0	93.3	1,706,864	319,911	171,257	218,749	90,628	331,490	46,498
• Beaumont	123.7	.0519	30.8	13.1	17.7	16.5	26.1	45.2	1,062,145	158,091	114,808	158,379	68,010	204,047	24,115
• Port Arthur	64.1	.0269	32.4	12.0	14.6	15.1	31.2	23.3	367,071	86,318	29,201	41,583	15,646	87,195	10,085
Orange	92.0	.0386	29.9	11.1	16.8	20.0	21.4	31.0	456,977	117,213	29,073	48,584	16,097	99,869	15,566
SUBURBAN TOTAL	209.6	.0881	30.9	11.2	16.5	19.9	23.3	71.3	907,661	237,570	63,221	85,535	25,991	197,525	34,974
BRAZORIA	**203.1**	**.0852**	**28.8**	**13.2**	**19.8**	**20.1**	**17.6**	**65.2**	**885,266**	**255,422**	**68,132**	**89,855**	**34,785**	**184,920**	**23,925**
Brazoria	203.1	.0852	28.8	13.2	19.8	20.1	17.6	65.2	885,266	255,422	68,132	89,855	34,785	184,920	23,925
SUBURBAN TOTAL	203.1	.0852	28.8	13.2	19.8	20.1	17.6	65.2	885,266	255,422	68,132	89,855	34,785	184,920	23,925
BROWNSVILLE - HARLINGEN	**241.5**	**.1013**	**27.0**	**10.7**	**15.4**	**15.9**	**21.7**	**67.8**	**1,205,779**	**285,656**	**113,663**	**153,001**	**72,718**	**200,544**	**24,689**
Cameron	241.5	.1013	27.0	10.7	15.4	15.9	21.7	67.8	1,205,779	285,656	113,663	153,001	72,718	200,544	24,689
• Brownsville	95.9	.0402	26.0	11.2	15.8	16.2	19.6	26.0	608,550	149,605	46,770	98,030	45,119	89,951	13,731
• Harlingen	52.2	.0219	28.6	10.7	16.1	15.3	24.4	15.8	408,569	84,066	44,907	44,133	20,651	83,600	6,138
SUBURBAN TOTAL	93.4	.0392	27.0	10.1	14.8	15.9	22.3	26.0	188,660	51,985	21,986	10,838	6,948	26,993	4,820
BRYAN - COLLEGE STATION	**111.3**	**.0468**	**24.0**	**33.1**	**17.0**	**13.0**	**15.4**	**39.8**	**711,808**	**155,546**	**87,437**	**106,680**	**26,451**	**113,855**	**10,350**
Brazos	111.3	.0468	24.0	33.1	17.0	13.0	15.4	39.8	711,808	155,546	87,437	106,680	26,451	113,855	10,350
• Bryan	56.1	.0235	28.2	16.7	18.4	15.6	21.8	21.1	429,463	86,588	44,686	41,601	20,188	102,146	7,272
• College Station	46.5	.0195	22.6	56.3	14.7	8.6	7.1	15.5	272,275	65,250	41,506	64,641	5,585	11,546	3,066
SUBURBAN TOTAL	8.7	.0038	29.6	12.8	20.0	19.9	19.3	3.2	10,070	3,708	1,245	438	678	163	12
CORPUS CHRISTI	**358.0**	**.1503**	**28.6**	**12.0**	**17.7**	**17.3**	**21.4**	**115.6**	**2,139,367**	**485,566**	**223,382**	**224,302**	**118,263**	**441,412**	**39,753**
Nueces	293.3	.1231	28.7	12.4	17.9	17.2	21.4	95.8	1,870,333	395,312	206,597	207,764	112,574	378,385	32,261
• Corpus Christi	260.3	.1092	28.8	12.5	18.4	17.1	21.4	86.5	1,740,629	354,409	194,274	201,245	111,020	354,129	28,934
San Patricio	64.7	.0272	28.2	10.6	16.4	18.0	20.9	19.8	269,034	90,254	16,785	16,538	5,689	63,097	7,492
SUBURBAN TOTAL	97.7	.0411	27.9	10.9	15.5	17.9	21.1	29.1	398,738	131,157	29,108	23,057	7,243	87,353	10,819
DALLAS	**2,238.4**	**.9395**	**29.9**	**12.5**	**20.2**	**20.0**	**19.8**	**825.8**	**15,416,879**	**2,811,676**	**1,732,211**	**1,738,468**	**844,069**	**3,395,796**	**376,724**
Collin	190.5	.0799	29.4	8.6	19.8	23.8	15.2	61.1	1,037,604	231,921	86,597	158,102	71,825	180,366	20,584
Plano	96.2	.0404	28.3	7.6	23.4	26.0	8.3	29.6	630,251	151,437	64,286	137,094	32,492	48,196	17,070
Dallas	1,726.6	.7246	30.0	12.9	20.3	19.6	20.2	655.5	12,965,471	2,207,110	1,536,188	1,413,443	731,174	2,940,880	299,256
Carrollton	54.0	.0227	29.2	9.8	25.7	23.8	11.3	19.5	346,258	67,323	25,728	43,963	11,407	75,206	15,378
• Dallas	972.9	.4083	30.4	13.7	20.4	17.7	23.0	391.9	7,817,471	1,260,935	1,005,695	876,088	509,495	1,594,967	166,551
Garland	161.3	.0677	28.5	10.3	23.3	21.5	13.4	54.8	781,935	197,905	53,738	54,111	38,783	147,888	18,924
Grand Prairie	87.1	.0366	28.6	11.4	20.8	19.4	17.2	29.7	351,779	75,252	53,163	12,019	10,390	90,250	17,425
• Irving	124.2	.0521	29.0	14.6	20.4	21.8	16.0	46.5	949,406	167,422	75,242	98,145	30,355	385,732	21,255
Mesquite	77.8	.0327	28.2	11.9	19.4	23.1	13.8	25.3	610,683	90,099	37,881	176,867	22,680	84,909	13,775
Richardson	78.1	.0328	30.9	8.1	19.9	27.0	14.9	26.6	783,052	113,202	59,147	97,115	47,768	245,075	12,759
Denton	185.1	.0777	28.5	14.9	22.5	19.7	15.7	63.8	842,094	229,795	64,187	111,655	22,065	161,461	30,007
• Denton	49.1	.0207	26.7	26.8	19.6	15.3	18.4	18.1	426,729	91,382	36,757	72,951	10,906	86,959	20,465
Ellis	69.5	.0292	32.0	10.2	15.1	19.1	26.4	22.9	270,940	69,623	22,321	28,044	7,298	50,176	8,535
Kaufman	46.4	.0195	33.8	9.7	14.5	19.4	28.9	15.5	219,002	56,605	16,569	21,376	8,778	44,511	6,199
Rockwall	20.3	.0086	32.3	8.2	17.1	24.2	21.2	7.0	81,768	16,622	6,349	5,848	2,929	18,402	2,143
SUBURBAN TOTAL	1,091.9	.4584	29.7	10.5	20.1	22.0	17.4	369.3	6,223,273	1,291,937	614,517	691,284	293,313	1,328,138	168,453
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,379.4***	***1.4183***	***30.2***	***12.5***	***19.7***	***19.9***	***20.6***	***1,239.2***	***22,809,932***	***4,318,606***	***2,499,558***	***2,653,441***	***1,183,485***	***5,027,727***	***544,965***
EL PASO	**538.3**	**.2259**	**26.7**	**13.8**	**17.1**	**17.5**	**18.3**	**158.0**	**2,352,424**	**456,607**	**251,954**	**364,522**	**139,315**	**436,087**	**49,340**
El Paso	538.3	.2259	26.7	13.8	17.1	17.5	18.3	158.0	2,352,424	456,607	251,954	364,522	139,315	436,087	49,340
• El Paso	469.9	.1972	27.3	13.0	17.0	17.7	19.3	142.2	2,282,087	439,744	244,834	361,656	135,396	426,381	47,150
SUBURBAN TOTAL	68.4	.0287	23.4	19.6	18.0	15.3	12.4	15.8	70,337	16,863	7,120	2,866	3,919	9,706	2,190
FORT WORTH - ARLINGTON	**1,141.0**	**.4788**	**30.6**	**12.5**	**18.6**	**19.7**	**22.2**	**413.4**	**7,393,053**	**1,506,930**	**767,347**	**914,973**	**339,416**	**1,631,931**	**168,241**
Johnson	85.6	.0359	32.2	10.2	15.8	20.4	25.1	29.2	368,366	94,948	27,402	39,369	7,757	86,791	13,921
Parker	53.7	.0225	33.9	9.8	14.9	21.1	27.2	18.9	217,094	55,133	16,530	11,183	3,819	52,957	6,180
Tarrant	1,001.7	.4204	30.4	12.9	19.0	19.5	21.7	365.3	6,807,593	1,356,849	723,415	864,421	327,840	1,492,183	148,140
• Arlington	215.2	.0903	28.5	15.1	23.4	20.4	14.3	79.8	1,569,863	316,158	184,641	212,630	54,834	411,028	25,936
• Fort Worth	417.5	.1752	31.2	13.4	17.8	16.5	26.8	158.0	3,243,463	555,547	353,271	377,331	182,743	775,833	71,379
SUBURBAN TOTAL	508.3	.2133	31.4	10.7	17.2	21.9	21.9	175.6	2,579,727	635,225	229,435	325,012	101,839	445,070	70,926
GALVESTON - TEXAS CITY	**214.8**	**.0902**	**31.0**	**11.6**	**17.6**	**18.8**	**24.1**	**76.6**	**1,217,865**	**314,071**	**133,295**	**111,971**	**37,100**	**244,067**	**34,252**
Galveston	214.8	.0902	31.0	11.6	17.6	18.8	24.1	76.6	1,217,865	314,071	133,295	111,971	37,100	244,067	34,252
• Galveston	62.5	.0262	31.9	13.4	17.9	15.7	28.8	24.5	417,304	100,830	65,912	49,536	14,517	63,241	9,371

The Papert Companies

.....a newspaper advertising SALES organization!

TEXAS (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Texas City	43.2	.0181	30.6	11.3	17.0	18.6	23.9	14.8	272,985	65,347	20,408	15,249	9,623	81,762	8,775
SUBURBAN TOTAL	109.1	.0459	30.6	10.6	17.7	20.8	21.4	37.3	527,576	147,894	46,975	47,186	12,960	99,064	16,106
HOUSTON	**3,176.8**	**1.3333**	**29.0**	**12.7**	**21.6**	**19.6**	**17.5**	**1,141.6**	**20,891,033**	**4,176,878**	**2,278,330**	**2,431,128**	**1,147,034**	**4,452,249**	**580,002**
Fort Bend	186.0	.0781	28.2	9.8	23.6	20.0	13.9	57.7	563,580	152,397	32,988	16,887	15,899	140,145	15,608
Harris	2,736.4	1.1484	29.0	13.1	21.8	19.4	17.5	1,001.3	19,191,431	3,773,774	2,172,221	2,340,452	1,101,972	3,967,118	531,334
• Baytown	59.9	.0251	28.7	13.0	19.2	17.1	20.8	21.3	434,838	110,780	37,179	36,093	15,365	110,976	12,254
• Houston	1,723.6	.7234	29.2	14.3	21.9	18.4	18.9	661.3	14,122,223	2,619,178	1,669,360	1,759,799	867,005	2,851,828	393,897
Pasadena	118.6	.0498	27.6	15.1	20.0	18.5	16.7	41.4	774,524	166,441	75,423	136,788	35,888	146,363	21,404
Liberty	56.5	.0237	31.4	10.1	16.1	18.5	25.7	19.4	291,120	80,492	17,355	24,071	5,009	79,826	10,480
Montgomery	174.4	.0732	30.2	9.3	17.7	22.7	18.7	56.4	608,156	149,681	47,108	39,493	21,035	117,201	19,531
Waller	23.5	.0099	27.9	20.5	13.9	16.0	24.1	6.8	236,746	60,534	8,658	10,223	3,119	147,959	3,049
SUBURBAN TOTAL	1,393.3	.5848	28.8	10.8	21.3	21.1	15.7	459.0	6,333,972	[illegible],920	571,791	635,236	264,664	1,489,445	[illegible]3,851
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,594.7***	***1.5087***	***29.1***	***12.7***	***21.4***	***19.5***	***17.8***	***1,283.4***	***22,994,164***	***4,746,[illegible]71***	***2,479,757***	***[illegible],632,954***	***1,218,919***	***4,881,236***	***638,179***
KILLEEN - TEMPLE	**237.1**	**.0995**	**25.4**	**21.8**	**18.4**	**15.5**	**16.9**	**74.6**	**1,033,446**	**222,138**	**112,353**	**156,839**	**54,293**	**228,597**	**20,955**
Bell	171.8	.0721	26.6	19.0	18.4	15.8	18.8	58.1	920,166	137,930	101,[illegible]5	139,381	45,089	207,145	18,272
• Killeen	58.0	.0243	23.8	24.5	19.5	15.2	11.3	21.1	418,644	74,872	43,436	64,527	24,967	114,899	7,236
• Temple	46.2	.0194	33.1	10.9	16.9	16.3	30.4	17.7	373,461	77,542	40,660	65,583	18,222	78,159	10,482
Coryell	65.3	.0274	23.8	29.1	18.4	14.6	12.1	16.5	113,280	34,208	10,568	17,458	9,204	21,452	2,683
SUBURBAN TOTAL	132.9	.0558	24.5	24.5	18.5	15.3	14.6	35.8	241,341	69,724	28,257	26,729	11,104	35,539	3,237
LAREDO	**117.1**	**.0491**	**25.4**	**12.0**	**15.4**	**15.6**	**19.5**	**30.6**	**877,865**	**185,373**	**57,258**	**140,252**	**90,803**	**87,524**	**15,906**
Webb	117.1	.0491	25.4	12.0	15.4	15.6	19.5	30.6	877,865	185,373	57,258	140,252	90,803	87,524	15,906
• Laredo	107.7	.0452	25.3	12.1	15.3	15.3	19.8	28.2	864,483	184,943	55,558	139,458	90,723	87,489	15,896
SUBURBAN TOTAL	9.4	.0039	26.3	10.3	17.0	19.8	15.5	2.4	13,382	430	1,700	794	80	35	10
LONGVIEW - MARSHALL	**169.7**	**.0712**	**31.3**	**12.0**	**16.4**	**17.8**	**26.2**	**60.4**	**1,203,470**	**249,683**	**109,357**	**149,336**	**68,917**	**291,074**	**30,955**
Gregg	112.5	.0472	31.0	12.6	17.1	18.1	25.1	40.7	947,859	204,106	88,504	129,670	41,822	232,267	23,335
• Longview	74.0	.0311	30.8	13.2	17.7	18.0	24.5	27.1	726,903	149,777	72,880	118,587	38,650	145,888	16,267
Harrison	57.2	.0240	32.2	10.9	14.7	17.4	28.5	19.7	255,611	45,577	20,853	19,666	27,095	58,807	7,620
• Marshall	24.7	.0104	32.7	12.0	14.2	14.8	32.0	8.8	205,576	38,564	15,124	17,054	13,299	54,387	7,079
SUBURBAN TOTAL	71.0	.0297	31.6	10.8	15.6	18.7	25.9	24.5	270,991	61,342	21,353	13,695	16,968	90,799	7,609
LUBBOCK	**225.0**	**.0944**	**27.2**	**18.7**	**18.2**	**16.5**	**19.3**	**78.7**	**1,460,984**	**261,316**	**146,877**	**185,001**	**93,639**	**370,271**	**22,553**
Lubbock	225.0	.0944	27.2	18.7	18.2	16.5	19.3	78.7	1,460,984	261,316	146,877	185,001	93,639	370,271	22,553
• Lubbock	183.4	.0770	26.9	20.2	18.7	15.9	19.0	65.5	1,342,716	242,139	142,079	178,887	92,863	319,852	21,098
SUBURBAN TOTAL	41.6	.0174	28.8	12.2	16.1	19.5	20.6	13.2	118,268	19,177	4,798	6,114	776	50,419	1,455
McALLEN - EDINBURG - MISSION	**340.8**	**.1431**	**26.1**	**11.1**	**15.6**	**15.3**	**20.8**	**91.6**	**1,547,735**	**322,160**	**121,562**	**224,140**	**97,105**	**257,679**	**35,632**
Hidalgo	340.8	.1431	26.1	11.1	15.6	15.3	20.8	91.6	1,547,735	322,160	121,562	224,140	97,105	257,679	35,632

There's more to Texas than Dallas/Ft. Worth and Houston ...
there's Austin!

★ 657,000 Texans
★ 245,800 Households
★ $7.7 Billion Buying Income

Austin MSA

★ $4.1 Billion Retail Sales
★ 65% Daily Reach
★ 75% Sunday Reach
★ 84% Net Daily/Sunday Reach

★ Daily circulation 169,727 (up 8.6% over 1984)
★ Sunday circulation over 200,168 (up 9.4% over 1984)
★ Over 2,000,000 classified ads in 1984

Austin American-Statesman
Telling Austin's story proudly

® 1984 S&MM Survey of Buying Power

1985 Scarborough Market Study

ABC Publisher's Statement, March 31, 1985

TEXAS (cont.)

Italic ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Edinburg	30.2	.0127	25.9	14.3	16.2	14.8	20.5	8.5	148,698	44,840	12,898	13,174	8,491	34,142	4,491
• McAllen	77.7	.0326	28.0	10.3	17.0	16.7	21.4	22.9	821,145	110,860	67,122	132,533	68,555	135,814	17,958
• Mission	29.1	.0122	28.3	10.7	14.2	14.4	26.1	8.3	109,866	41,767	6,543	13,288	4,282	19,719	2,922
SUBURBAN TOTAL	203.8	.0856	25.0	10.8	15.1	15.0	19.9	51.9	468,036	124,693	34,999	65,145	15,777	68,004	10,261
MIDLAND	**104.8**	**.0440**	**30.1**	**12.1**	**18.8**	**18.6**	**22.1**	**37.8**	**979,898**	**183,723**	**85,896**	**133,361**	**60,805**	**164,127**	**17,399**
Midland	104.8	.0440	30.1	12.1	18.8	18.6	22.1	37.8	979,898	183,723	85,896	133,361	60,805	164,127	17,399
• Midland	94.1	.0395	30.2	12.0	18.9	18.2	22.8	34.3	928,137	180,359	85,169	133,329	60,727	151,372	17,392
SUBURBAN TOTAL	10.7	.0045	28.4	13.1	17.4	22.2	16.3	3.5	51,761	3,364	727	32	78	12,755	7
ODESSA	**137.5**	**.0578**	**28.7**	**13.6**	**18.7**	**18.0**	**20.2**	**49.2**	**1,243,034**	**225,939**	**131,928**	**171,520**	**80,432**	**286,016**	**18,443**
Ector	137.5	.0578	28.7	13.6	18.7	18.0	20.2	49.2	1,243,034	225,939	131,928	171,520	80,432	286,016	18,443
• Odessa	106.8	.0448	29.0	13.6	19.0	17.8	20.8	38.9	1,148,474	214,926	116,046	169,354	77,327	283,950	17,658
SUBURBAN TOTAL	30.7	.0130	27.6	13.7	17.9	18.8	17.9	10.3	94,560	11,013	15,882	2,166	3,105	2,066	785
SAN ANGELO	**95.5**	**.0401**	**30.8**	**14.8**	**16.5**	**16.9**	**26.2**	**34.3**	**681,141**	**132,255**	**67,664**	**91,838**	**38,321**	**152,949**	**13,557**
Tom Green	95.5	.0401	30.8	14.8	16.5	16.9	26.2	34.3	681,141	132,255	67,664	91,838	38,321	152,949	13,557
• San Angelo	84.1	.0353	30.3	15.6	16.6	16.3	25.9	30.6	667,805	130,399	66,901	91,808	38,318	151,795	13,547
SUBURBAN TOTAL	11.4	.0048	35.1	9.0	15.0	21.5	28.6	3.7	13,336	1,856	763	30	3	1,154	10
SAN ANTONIO	**1,190.7**	**.4998**	**29.2**	**12.9**	**17.6**	**17.6**	**22.1**	**394.9**	**6,431,839**	**1,390,785**	**762,439**	**778,421**	**361,010**	**1,214,134**	**115,371**
Bexar	1,091.7	.4582	28.8	13.2	17.7	17.5	21.6	360.4	6,073,349	1,299,153	729,561	757,954	345,142	1,142,798	106,472
• San Antonio	860.1	.3610	29.0	12.8	17.3	16.7	23.0	288.6	5,266,008	1,086,504	641,510	654,717	290,747	1,065,092	96,911
Comal	44.7	.0188	35.7	8.9	14.6	19.1	31.8	16.0	183,432	51,532	18,321	11,682	6,163	35,655	3,689
Guadalupe	54.3	.0228	31.8	11.6	15.2	19.5	25.7	18.5	175,058	40,100	14,557	8,785	9,705	35,681	5,210
SUBURBAN TOTAL	330.6	.1388	29.6	13.2	18.3	20.1	20.0	106.3	1,165,851	304,281	120,929	123,704	70,263	149,042	18,460
SHERMAN - DENISON	**95.7**	**.0402**	**34.4**	**11.1**	**15.2**	**17.9**	**31.2**	**36.2**	**546,724**	**104,635**	**45,549**	**70,715**	**24,746**	**125,940**	**18,672**
Grayson	95.7	.0402	34.4	11.1	15.2	17.9	31.2	36.2	546,724	104,635	45,549	70,715	24,746	125,940	18,672
• Denison	24.4	.0102	34.0	10.8	15.8	16.9	31.5	9.5	173,923	36,474	15,081	16,250	4,043	43,644	10,085
• Sherman	31.4	.0132	32.5	13.7	16.5	16.5	29.4	12.1	298,488	49,578	26,141	50,760	18,609	60,832	5,904
SUBURBAN TOTAL	39.9	.0168	36.4	9.2	14.0	19.7	32.3	14.6	74,313	18,583	4,327	3,705	2,094	21,464	2,683
TEXARKANA	**119.5**	**.0502**	**32.5**	**9.8**	**16.0**	**17.3**	**28.8**	**43.3**	**690,158**	**141,937**	**59,686**	**93,735**	**31,403**	**128,406**	**20,882**
Bowie	80.7	.0339	32.8	9.8	16.0	17.7	28.8	29.4	510,388	81,915	42,008	82,879	24,254	120,128	12,932
• Texarkana	33.5	.0141	33.0	10.5	16.0	14.7	32.1	13.0	393,831	53,820	30,897	72,945	21,799	100,103	9,742
Miller, Ark.	*38.8*	*.0163*	*32.0*	*9.9*	*15.8*	*16.5*	*28.7*	*13.9*	*179,770*	*60,022*	*17,678*	*10,856*	*7,149*	*8,278*	*7,950*
• *Texarkana*	*22.2*	*.0093*	*33.4*	*10.0*	*15.3*	*15.4*	*32.2*	*8.3*	*171,130*	*58,583*	*16,355*	*10,801*	*6,971*	*7,998*	*7,929*
SUBURBAN TOTAL	63.8	.0268	32.0	9.4	16.1	19.3	25.9	22.0	125,197	29,534	12,434	9,989	2,633	20,305	3,211
TYLER	**149.0**	**.0625**	**31.9**	**11.5**	**16.4**	**17.9**	**27.1**	**53.6**	**915,408**	**163,934**	**73,487**	**138,936**	**44,813**	**200,563**	**27,018**
Smith	149.0	.0625	31.9	11.5	16.4	17.9	27.1	53.6	915,408	163,934	73,487	138,936	44,813	200,563	27,018
• Tyler	74.5	.0313	31.4	12.9	16.8	16.8	27.1	27.7	812,722	143,118	66,065	136,457	42,234	188,409	23,317
SUBURBAN TOTAL	74.5	.0312	32.5	10.0	16.1	19.1	26.9	25.9	102,686	20,816	7,422	2,449	2,579	12,154	3,701
VICTORIA	**77.6**	**.0325**	**29.0**	**12.2**	**17.9**	**18.0**	**21.4**	**26.1**	**550,467**	**108,363**	**46,137**	**72,140**	**25,132**	**108,739**	**9,306**
Victoria	77.6	.0325	29.0	12.2	17.9	18.0	21.4	26.1	550,467	108,363	46,137	72,140	25,132	108,739	9,306
• Victoria	57.4	.0241	28.9	12.9	18.0	17.3	21.7	19.6	537,044	105,587	41,814	71,581	24,987	108,215	9,298
SUBURBAN TOTAL	20.2	.0084	29.4	10.4	17.5	19.9	20.4	6.5	13,423	2,776	4,323	559	145	524	8
WACO	**185.9**	**.0780**	**31.3**	**15.2**	**15.1**	**16.2**	**28.3**	**67.3**	**1,044,297**	**222,989**	**105,819**	**144,555**	**46,410**	**210,418**	**21,484**
McLennan	185.9	.0780	31.3	15.2	15.1	16.2	28.3	67.3	1,044,297	222,989	105,819	144,555	46,410	210,418	21,484
• Waco	105.8	.0444	30.3	19.0	14.9	13.4	29.6	39.5	827,761	149,494	91,448	135,791	37,657	162,541	16,980
SUBURBAN TOTAL	80.1	.0336	32.7	10.2	15.4	19.8	26.7	27.8	216,536	73,495	14,371	8,764	8,553	47,877	4,504
WICHITA FALLS	**124.3**	**.0522**	**30.7**	**15.3**	**16.7**	**17.7**	**25.1**	**44.3**	**862,828**	**142,245**	**77,851**	**134,942**	**52,613**	**197,777**	**19,525**
Wichita	124.3	.0522	30.7	15.3	16.7	17.7	25.1	44.3	862,828	142,245	77,851	134,942	52,613	197,777	19,525
• Wichita Falls	97.5	.0409	30.1	16.4	17.5	16.5	24.9	34.8	749,820	119,993	71,685	118,936	50,965	157,134	17,294
SUBURBAN TOTAL	26.8	.0113	33.1	11.0	14.3	21.7	25.6	9.5	113,008	22,252	6,166	16,006	1,648	40,643	2,231
OTHER COUNTIES															
Anderson	47.0	.0197	31.9	13.9	17.4	15.3	29.3	14.6	222,958	53,980	14,888	13,578	9,100	47,137	6,860
Andrews	15.4	.0065	28.5	12.3	15.9	18.2	21.5	5.0	70,626	18,629	6,351	3,087	891	22,298	2,312
Angelina	71.6	.0300	30.6	11.0	16.3	17.8	25.1	24.2	375,829	87,201	29,987	50,260	19,319	75,513	12,890
Aransas	17.8	.0075	36.5	8.8	12.8	17.0	34.8	6.5	79,393	26,526	9,122	2,287	3,940	5,029	1,314
Archer	8.3	.0035	33.9	9.8	14.6	18.9	29.5	2.9	24,344	6,394	1,103	1,152	169	9,440	817
Armstrong	2.1	.0009	39.7	7.3	12.5	18.6	37.7	.8	10,297	1,933	749		150	2,734	155
Atascosa	29.3	.0123	30.4	9.9	14.4	17.4	25.9	9.5	93,724	32,354	5,425	4,824	1,548	14,267	1,859
Austin	21.1	.0088	36.1	8.6	13.8	17.1	34.4	7.6	105,510	23,265	7,451	9,726	2,351	26,326	4,156
Bailey	8.0	.0034	30.6	10.6	13.2	17.9	26.2	2.7	28,740	4,541	2,259	1,210	1,067	10,356	456
Bandera	9.1	.0038	41.7	7.0	11.9	18.5	39.9	3.5	22,128	9,039	1,201	506	772	4,513	746
Bastrop	31.3	.0131	33.9	9.8	14.7	16.5	31.9	11.0	101,412	36,412	10,392	5,102	2,267	17,292	2,811
Baylor	4.9	.0021	43.0	7.2	11.9	16.4	42.6	1.9	36,390	6,672	1,846	1,201	273	9,682	1,100
Bee	28.5	.0119	27.9	14.2	16.8	16.2	22.0	9.0	123,277	32,596	10,201	9,014	5,714	22,415	3,899
Blanco	5.5	.0023	40.6	7.9	12.1	17.0	40.0	2.3	16,034	4,807	2,947		264	771	115
Borden	.9	.0004	33.2	9.1	12.7	20.1	27.7	.3	147	40					
Bosque	15.1	.0063	45.3	7.1	11.3	14.9	46.2	6.1	50,156	10,424	2,768	2,148	1,552	11,910	2,118
Brewster	7.8	.0032	29.2	18.5	15.7	15.2	25.7	2.8	39,336	11,668	3,047	3,211	585	8,779	2,019
Briscoe	2.5	.0011	34.9	8.7	13.9	15.9	34.0	1.0	4,657	1,863	184		73	1,039	179
Brooks	9.0	.0038	30.6	10.7	13.4	16.7	27.4	2.7	36,840	11,769	3,335	900	1,526	8,272	922
Brown	37.1	.0155	34.2	10.9	14.3	16.4	32.4	13.9	192,061	43,587	17,520	22,550	7,691	32,100	7,322
Burleson	14.5	.0061	36.3	9.7	12.7	15.9	35.6	5.0	66,193	17,791	4,585	2,671	1,836	17,924	1,242
Burnet	22.6	.0095	42.4	7.1	11.9	15.5	42.6	9.0	135,611	23,908	11,061	23,866	7,673	18,532	3,384
Caldwell	26.0	.0109	29.6	14.3	14.1	14.6	27.8	8.2	91,855	25,851	7,568	8,666	2,891	21,702	2,052
Calhoun	21.3	.0089	30.0	11.5	15.3	19.3	23.1	7.2	102,165	30,681	7,413	7,965	3,149	15,803	3,030
Callahan	13.2	.0056	38.2	8.2	13.0	18.7	35.4	4.8	31,552	11,236	2,758	962	361	8,743	972
Camp	10.0	.0042	34.4	9.4	14.6	15.7	33.3	3.8	40,379	5,655	3,228	1,078	3,132	10,699	1,634
Carson	6.9	.0029	34.2	8.7	14.3	18.9	30.0	2.4	16,077	5,538	1,110		144	2,742	299
Cass	31.8	.0134	34.2	9.3	13.8	17.6	31.3	11.2	90,573	30,833	4,901	11,626	3,905	14,892	3,261
Castro	10.6	.0044	26.6	9.8	15.3	17.5	19.7	3.3	30,956	9,851	1,428	588	408	7,408	593
Chambers	22.0	.0093	29.4	11.0	18.2	19.0	20.8	7.5	66,959	21,070	2,562	1,689	846	15,877	2,561

TEXAS (cont.)

ESTIMATES

POPULATION--12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Cherokee	42.1	.0176	35.6	9.9	13.8	16.9	33.8	14.8	170,308	34,915	9,606	19,041	3,163	45,734	4,099
Childress	6.9	.0029	39.8	8.3	12.2	16.5	38.9	2.7	28,153	10,787	2,958	1,227	503	5,819	1,036
Clay	10.4	.0044	37.7	9.1	12.9	19.4	34.4	4.0	43,737	7,915	2,629	1,940	1,183	5,943	1,863
Cochran	4.9	.0020	28.8	10.3	13.0	17.9	24.1	1.5	13,179	2,486	316	201	596	5,281	195
Coke	3.4	.0015	45.1	7.4	10.1	16.7	44.3	1.3	14,632	3,861	342	153	193	7,895	
Coleman	10.7	.0045	43.4	7.8	11.0	14.5	44.1	4.3	36,193	12,096	1,771	1,609	455	6,752	1,323
Collingsworth	4.5	.0019	37.7	8.5	12.3	15.0	37.8	1.7	18,397	4,133	684	777	534	5,602	588
Colorado	20.1	.0084	36.2	9.7	13.5	16.7	34.7	7.4	108,284	28,489	9,001	2,871	3,331	26,862	3,822
Comanche	13.2	.0055	41.7	7.3	11.9	16.7	41.2	5.0	46,556	13,878	2,568	4,529	1,078	10,169	1,407
Concho	3.0	.0013	39.5	7.2	12.8	14.6	40.3	1.1	12,331	1,899	238	361	57	6,170	179
Cooke	30.4	.0128	32.7	11.2	15.2	16.5	30.1	11.0	157,697	35,834	12,426	16,586	4,953	29,264	3,794
Cottle	2.8	.0011	40.0	7.8	11.9	16.3	39.6	1.1	11,394	3,108	685	469	181	2,896	305
Crane	4.9	.0021	28.8	11.4	15.3	17.7	22.8	1.7	32,818	13,405	1,544	936	560	10,297	1,891
Crockett	4.9	.0020	29.3	10.8	16.1	18.9	22.0	1.6	39,824	7,887	1,048	566	802	6,510	1,105
Crosby	8.7	.0037	31.3	10.3	11.5	17.7	28.1	2.8	17,564	6,616	282	1,048	464	4,833	331
Culberson	3.5	.0015	26.1	11.3	14.9	18.3	18.5	1.0	36,712	4,982	2,359	212	723	4,830	501
Dallam	6.9	.0029	30.8	10.0	15.1	17.6	26.1	2.5	28,835	5,346	3,363	1,577	84	8,701	344
Dawson	16.7	.0070	31.1	9.9	14.3	16.7	27.7	5.5	80,166	23,602	5,898	4,832	3,248	18,730	4,006
Deaf Smith	22.0	.0092	27.2	10.3	15.7	17.4	20.3	6.8	67,491	20,612	6,077	3,601	2,884	14,070	1,634
Delta	5.0	.0021	43.6	6.9	10.1	15.3	44.9	1.9	9,493	3,538	255	135	246	2,774	116
De Witt	19.6	.0082	38.6	8.6	12.8	14.7	38.8	7.1	92,674	20,420	6,503	8,048	2,404	21,869	4,346
Dickens	3.4	.0015	40.3	7.7	10.9	15.8	40.2	1.3	14,793	4,679	830	560		3,603	650
Dimmit	12.5	.0052	26.5	10.9	15.2	14.6	22.5	3.4	29,213	10,669	1,728	4,110	245	2,099	350
Donley	4.3	.0018	41.2	10.2	11.1	15.8	41.6	1.6	32,547	6,249	1,195	3,780	1,272	13,520	1,686
Duval	13.3	.0056	30.3	10.3	13.1	15.4	28.4	4.1	32,027	12,290	2,226	1,463	854	5,083	583
Eastland	20.6	.0086	40.6	11.2	11.8	14.7	41.0	8.1	92,628	25,068	8,940	2,503	2,138	21,148	3,934
Edwards	2.0	.0008	32.5	7.0	13.0	18.3	28.4	.7	5,942	1,956	398	126		83	117
Erath	25.3	.0106	34.5	15.4	13.6	15.1	34.2	9.9	115,332	27,227	11,376	10,059	2,443	28,710	4,497
Falls	18.7	.0078	40.5	8.8	11.7	14.3	41.0	7.2	57,492	15,881	2,512	7,911	1,323	6,368	3,931
Fannin	25.6	.0108	40.9	8.1	11.8	16.6	40.4	10.0	89,330	21,082	4,090	5,920	2,154	34,731	4,075
Fayette	20.2	.0085	42.7	8.6	12.3	14.4	43.2	8.0	127,981	27,842	18,373	7,599	3,325	21,448	3,565
Fisher	5.7	.0024	39.5	7.2	11.6	16.2	39.1	2.1	13,870	3,736	1,234	805	647	3,693	1,093
Floyd	9.5	.0039	32.4	9.1	12.5	17.3	29.4	3.2	25,334	4,531	1,317	879	141	8,710	752
Foard	2.1	.0009	43.3	7.1	11.6	15.2	43.4	.9	6,406	2,517	300			1,904	139
Franklin	7.9	.0033	38.1	8.0	13.6	16.9	36.8	3.0	24,121	6,909	821	539	1,626	4,288	1,549
Freestone	17.6	.0074	36.5	8.8	13.3	15.0	36.7	6.3	55,847	17,454	6,069	2,992	1,451	9,152	1,445
Frio	15.0	.0063	26.8	10.5	14.4	15.5	22.7	4.3	33,546	10,716	2,651	1,226	904	6,528	1,188
Gaines	14.4	.0060	28.1	11.0	14.7	18.3	21.6	4.6	52,813	15,640	4,964	903	2,940	19,341	2,056
Garza	5.3	.0022	32.2	9.8	13.6	17.4	28.7	1.8	21,362	7,957	1,286	369	711	882	369
Gillespie	15.5	.0065	42.1	7.5	11.8	16.3	41.9	6.0	96,296	24,268	7,770	4,736	4,458	17,210	1,940
Glasscock	1.3	.0005	26.5	10.2	15.8	16.8	19.7	.4	668	466	123				
Goliad	5.5	.0024	34.2	9.3	13.6	16.3	32.7	1.9	19,821	8,269	1,327	511	199	4,441	870
Gonzales	17.3	.0072	34.9	9.3	12.8	15.3	34.6	6.0	88,950	23,377	5,728	12,799	4,164	15,187	3,111
Gray	26.5	.0111	34.7	10.3	14.6	18.4	31.2	10.2	183,597	50,123	14,224	20,913	9,782	33,378	3,683
Grimes	17.6	.0074	38.4	9.1	12.9	14.0	39.5	5.3	76,624	12,706	4,111	11,609	1,109	21,498	1,436
Hale	38.9	.0163	29.7	11.5	14.9	16.9	25.2	12.7	144,155	32,579	12,261	20,567	6,200	36,234	5,046
Hall	5.5	.0023	39.1	7.5	12.4	13.7	39.1	2.1	16,219	7,962	1,201	1,479	269	1,651	696
Hamilton	9.0	.0038	47.0	6.9	10.7	15.2	47.1	3.8	28,399	8,461	2,011	1,923	1,389	3,696	1,621
Hansford	6.4	.0027	31.6	9.8	16.3	20.1	24.3	2.4	31,108	7,313	2,051	1,385	1,320	11,013	1,211
Hardeman	6.3	.0026	40.0	7.8	11.4	15.5	40.1	2.4	18,673	7,755	2,516	476	317	955	485
Hartley	4.5	.0019	34.5	6.9	14.7	20.6	28.6	1.4	16,406	6,554	316		1,852	5,173	
Haskell	7.7	.0032	41.8	7.6	11.0	15.0	41.8	2.9	32,995	7,440	1,970	2,128	797	11,018	1,431
Hemphill	6.5	.0027	28.4	13.1	17.6	17.1	21.2	2.2	28,702	4,880	1,812		834	5,033	1,317
Henderson	53.9	.0226	38.8	9.0	12.2	17.3	37.4	20.6	173,591	44,861	10,039	15,808	3,379	36,745	8,120
Hill	27.3	.0114	40.4	8.5	12.0	15.5	40.4	10.4	131,278	29,842	10,393	11,621	2,617	27,601	4,029
Hockley	25.2	.0106	27.8	14.0	15.0	17.0	22.1	8.2	94,627	27,331	7,931	6,451	1,341	30,416	2,961
Hood	25.1	.0105	36.6	9.4	14.8	17.8	34.3	9.6	109,805	23,390	10,123	13,255	1,531	31,085	2,378
Hopkins	28.4	.0120	34.9	9.5	14.9	16.8	33.0	10.6	134,389	27,871	15,547	12,059	2,923	36,553	4,013
Houston	24.3	.0102	34.7	9.3	13.6	16.4	33.0	8.1	77,356	18,409	4,952	6,496	2,764	25,013	2,813
Howard	32.8	.0137	33.5	10.8	14.7	18.9	28.9	12.1	259,070	59,009	24,199	34,633	8,147	60,605	6,297
Hudspeth	2.7	.0012	27.3	10.9	14.6	17.6	21.1	.8	5,414	2,032	187	79	72	767	
Hunt	63.7	.0267	34.0	12.5	13.6	18.8	29.9	23.4	295,200	75,784	27,259	28,849	12,679	50,725	8,991
Hutchinson	28.1	.0118	33.6	10.5	15.3	16.9	31.0	10.5	155,671	44,963	14,230	15,212	5,168	30,575	5,813
Irion	1.6	.0007	33.9	8.8	13.9	19.3	29.2	.5	2,335	877				45	
Jack	8.0	.0033	36.8	9.3	14.0	16.3	35.8	3.0	25,973	7,057	3,763	1,391	573	5,237	650
Jackson	13.9	.0058	32.9	10.6	14.2	17.5	29.5	4.9	61,589	19,309	2,965	2,803	1,553	21,006	1,501
Jasper	34.4	.0145	33.0	9.5	14.1	17.9	29.2	12.1	160,763	35,878	8,099	17,214	5,481	35,323	4,272
Jeff Davis	1.8	.0007	34.3	8.6	15.1	18.3	30.7	.6	4,370	2,694	779				
Jim Hogg	5.4	.0022	29.8	10.0	14.0	16.4	26.3	1.8	35,156	6,694	1,676	1,709	1,294	7,358	1,086
Jim Wells	39.2	.0165	28.7	11.1	15.5	16.9	23.4	12.2	212,977	56,072	16,257	14,823	7,557	52,429	4,250
Jones	18.4	.0077	37.5	8.0	12.5	16.9	36.1	6.7	72,800	15,032	3,623	2,087	1,177	26,557	2,578
Karnes	13.8	.0058	32.3	10.6	13.5	14.8	31.6	4.6	71,928	18,789	5,018	2,863	1,978	22,427	1,357
Kendall	13.7	.0057	37.5	7.7	12.7	21.3	32.5	4.7	65,511	15,474	4,826	1,658	872	25,733	1,250
Kenedy	.5	.0002	30.9	14.2	9.2	16.8	29.4	.2	2,092	857		1,235			
Kent	1.2	.0005	41.8	9.3	10.6	15.7	40.6	.4	5,096	1,040	116	976	89	1,585	
Kerr	34.7	.0146	43.0	8.4	11.8	15.4	43.2	13.4	183,941	45,113	17,302	19,236	7,121	25,852	4,691
Kimble	4.2	.0018	39.9	7.3	11.7	17.4	38.8	1.6	32,530	6,689	2,645	1,865	429	6,069	222
King	.4	.0001	28.6	12.3	16.7	17.5	21.7	.2	1,139	95				60	
Kinney	2.5	.0011	34.2	8.3	13.0	14.3	34.6	.8	3,342	537	387	63	58	1,249	
Kleberg	34.3	.0144	25.6	19.0	18.1	15.1	17.9	10.7	173,989	34,766	20,893	13,037	6,599	31,859	3,024
Knox	5.3	.0022	40.9	8.1	10.8	15.2	40.8	1.9	15,441	7,008	795	429	134	967	1,590

TEXAS (cont.)

■ ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lamar	46.1	.0194	34.9	9.9	13.6	17.6	32.3	17.1	228,812	42,688	20,212	34,112	11,070	45,193	7,042
Lamb	19.0	.0079	32.3	9.4	13.4	16.7	29.7	6.4	56,081	17,327	3,503	1,942	1,640	11,683	2,503
Lampasas	13.8	.0058	35.3	8.4	13.9	18.8	31.7	5.1	46,857	10,337	3,155	5,312	1,143	13,302	1,560
La Salle	5.9	.0025	29.3	10.1	13.8	16.7	25.4	1.9	13,983	3,442	613	2,540	59	2,428	702
Lavaca	20.1	.0084	40.0	8.5	12.3	14.7	40.5	7.5	95,341	30,906	3,323	2,921	4,572	20,084	3,836
Lee	13.2	.0056	34.5	9.8	13.0	15.8	33.5	4.6	104,044	25,594	9,275	2,250	7,931	18,106	1,943
Leon	11.4	.0048	42.6	7.5	11.3	14.8	43.1	4.7	47,656	10,660	5,175	1,325	3,352	5,883	1,157
Limestone	22.7	.0095	38.6	9.5	13.2	15.5	38.4	8.1	79,235	23,926	3,775	7,539	3,554	12,576	2,150
Lipscomb	4.1	.0017	32.9	8.8	15.3	18.5	28.2	1.4	12,399	3,434	1,470	537	248	1,711	183
Live Oak	10.9	.0046	32.8	10.3	14.6	17.4	29.4	3.7	44,090	11,470	3,154	130	357	11,117	845
Llano	12.3	.0052	55.8	5.2	9.1	13.6	56.9	5.2	44,885	12,466	3,173	1,556	1,683	8,701	1,227
Loving	.1	.0000	44.5	10.0	8.0	25.0	43.0	.1	245	99					
Lynn	8.5	.0036	31.4	9.7	12.3	17.8	27.8	2.7	13,867	5,061	761	503	198	5,200	439
McCulloch	9.1	.0038	41.1	7.3	11.8	15.1	41.4	3.5	38,749	12,718	2,999	2,631	3,118	8,962	609
McMullen	.8	.0004	37.5	9.1	13.0	19.3	34.2	.3	1,978	765	95			91	
Madison	12.2	.0051	27.0	26.1	10.7	12.7	28.7	3.5	51,210	10,709	5,569	1,578	1,732	11,286	1,728
Marion	11.3	.0047	36.9	9.3	12.3	16.2	35.9	4.3	26,131	4,460	2,309	1,001	510	6,932	1,636
Martin	4.8	.0020	32.0	8.7	13.6	18.5	27.4	1.6	18,762	2,092	722		64	9,349	236
Mason	3.9	.0017	43.2	6.7	12.2	15.9	43.2	1.6	12,567	3,183	1,157	486	224	1,839	350
Matagorda	43.6	.0183	29.7	12.4	17.2	17.0	23.8	15.3	177,315	51,794	17,338	7,566	5,778	37,029	4,621
Maverick	38.8	.0163	24.4	11.4	14.8	16.3	17.8	9.5	155,972	39,630	6,270	15,573	7,124	17,402	4,231
Medina	25.3	.0106	32.5	9.0	14.2	17.4	29.0	8.4	111,165	26,041	5,686	5,769	1,947	53,501	1,799
Menard	2.4	.0010	41.2	6.7	12.3	15.1	41.7	.9	9,933	3,754	276			2,224	126
Milam	24.8	.0104	35.5	8.9	13.1	16.1	34.5	8.8	67,325	14,200	3,346	8,634	2,098	14,849	2,168
Mills	4.7	.0020	47.1	6.8	10.6	15.0	47.3	1.9	15,649	3,727	848	277	472	1,492	595
Mitchell	9.1	.0038	36.0	8.5	12.8	14.5	36.4	3.3	43,944	12,324	2,885	958	1,581	7,376	2,813
Montague	18.7	.0078	40.5	8.4	11.9	16.7	39.8	7.2	77,096	16,448	4,735	12,363	2,676	20,601	3,442
Moore	18.0	.0076	29.1	10.7	16.4	18.6	21.7	6.0	88,285	22,744	6,607	6,958	4,225	18,952	2,762
Morris	15.8	.0066	32.6	10.5	15.3	17.4	29.0	5.5	55,432	16,866	3,196	1,704	2,380	12,216	2,215
Motley	1.8	.0008	43.3	6.9	12.7	13.4	44.1	.8	3,964	1,059	104	84		1,061	285
Nacogdoches	52.6	.0220	27.8	22.9	15.7	14.5	24.2	18.5	239,163	53,062	17,932	17,006	11,396	50,299	9,711
Navarro	39.1	.0164	36.5	9.4	13.5	16.1	35.6	14.7	222,698	41,169	17,215	15,379	7,956	46,903	5,647
Newton	14.4	.0061	31.9	9.1	13.8	17.3	28.4	5.0	27,905	10,044	1,061	1,140	270	5,627	1,183
Nolan	18.1	.0076	34.0	9.1	14.8	16.8	31.8	6.5	103,801	22,049	8,033	8,121	2,476	19,497	5,978
Ochiltree	10.3	.0043	29.8	12.3	17.5	17.9	23.0	3.6	69,436	16,465	5,417	4,018	1,581	17,219	2,712
Oldham	2.4	.0010	27.1	8.2	14.5	18.1	20.4	.7	7,606	1,727	865		104	160	273
Palo Pinto	26.0	.0109	35.3	9.8	14.1	17.8	32.6	9.8	171,424	40,913	12,539	7,755	5,745	39,855	5,884
Panola	23.8	.0100	34.2	10.3	14.2	17.5	31.4	8.3	80,435	19,849	5,291	4,810	1,806	23,665	3,059
Parmer	11.3	.0048	28.8	9.9	15.2	18.4	22.2	3.4	19,350	7,131	1,215	328	195	6,706	349
Pecos	16.1	.0067	27.3	11.4	15.6	18.2	19.8	4.7	106,853	29,900	7,928	6,459	3,851	17,799	2,051
Polk	31.0	.0131	36.8	8.6	12.6	16.1	36.0	11.4	115,817	27,342	6,867	15,609	3,671	22,873	2,409
Presidio	5.4	.0022	32.2	8.3	12.0	16.7	29.9	1.8	20,903	2,990	941	7,001	886	1,883	308
Rains	5.7	.0024	40.1	8.3	12.0	17.5	38.9	2.4	15,120	5,784	315		3,281	887	596
Reagan	4.8	.0021	26.0	12.3	18.4	15.4	18.1	1.4	23,939	5,638	1,361	1,387		9,539	430
Real	2.7	.0011	37.5	7.7	11.0	18.5	35.0	1.0	5,665	1,883	587			505	246
Red River	16.9	.0071	37.9	8.2	12.7	15.5	37.7	6.4	74,755	12,163	3,055	15,416	1,335	5,064	1,655
Reeves	15.5	.0065	27.0	11.1	15.2	17.0	20.9	4.7	81,770	23,072	5,136	6,108	2,242	24,358	3,014
Refugio	9.4	.0039	32.6	10.6	13.2	17.2	29.7	3.2	55,119	12,971	4,893	1,401	430	12,896	1,415
Roberts	1.2	.0005	32.1	7.5	15.7	19.8	25.7	.4	3,615	1,439	164		567		
Robertson	15.5	.0065	37.3	8.6	11.6	13.9	38.3	5.9	61,339	16,231	3,265	8,334	721	18,029	1,981
Runnels	12.2	.0051	38.5	8.4	11.7	15.6	38.3	4.6	60,141	19,049	3,641	3,140	1,226	14,477	1,462
Rusk	46.2	.0194	34.8	9.4	14.5	16.2	33.6	16.4	153,360	31,240	10,393	19,621	8,893	37,314	5,671
Sabine	10.0	.0042	40.5	8.8	10.7	16.0	40.2	3.9	31,365	7,545	1,298	1,015	1,865	7,208	1,208
San Augustine	9.0	.0037	38.4	8.4	11.2	16.5	37.5	3.3	25,674	5,294	1,455	986	1,415	8,008	1,262
San Jacinto	14.7	.0062	35.0	8.3	13.1	18.8	31.2	5.5	16,706	6,174	1,340	163	187	3,424	514
San Saba	6.0	.0025	41.4	6.4	12.2	15.0	41.7	2.5	18,910	6,308	500	551	556	5,731	327
Schleicher	3.2	.0013	31.9	10.6	15.2	17.7	27.6	1.0	6,841	3,620	452	783		1,362	
Scurry	19.8	.0083	31.5	11.8	15.0	17.2	27.6	7.0	95,826	23,783	10,201	7,968	4,848	22,311	4,006
Shackelford	4.4	.0019	36.0	9.4	13.8	15.9	35.1	1.6	14,147	4,519	1,094	254	233	3,250	476
Shelby	25.1	.0105	36.6	9.1	12.8	16.7	35.2	9.3	96,936	26,000	3,563	12,311	4,454	15,586	4,622
Sherman	3.0	.0013	33.5	8.9	15.0	20.3	27.5	1.1	7,118	553	245	105	147	3,398	105
Somervell	4.9	.0021	31.7	11.1	17.2	16.3	28.1	1.9	10,934	5,723	1,336	477	247	834	269
Starr	34.4	.0144	24.9	10.7	13.3	16.4	20.1	8.7	81,382	33,915	3,858	4,584	4,747	11,156	763
Stephens	10.9	.0046	35.9	9.3	14.1	16.9	34.2	4.3	60,295	16,221	4,765	1,611	1,491	17,179	5,761
Sterling	1.4	.0006	31.4	10.0	14.9	16.0	28.6	.4	3,897	1,841					
Stonewall	2.4	.0010	41.5	8.0	11.4	16.5	40.8	1.0	7,627	2,581	1,640		55	854	570
Sutton	6.2	.0026	28.7	10.8	19.0	18.5	19.6	1.9	27,726	7,074	3,782	966	387	7,947	349
Swisher	9.5	.0040	32.2	9.5	12.8	17.8	28.7	3.3	34,683	10,360	2,282	1,484	297	6,807	4,198
Terrell	1.5	.0006	32.7	8.3	15.7	18.7	27.6	.6	7,029	353	450	680	75	2,483	
Terry	13.1	.0064	29.9	10.5	14.0	17.7	25.2	5.1	67,332	17,841	4,521	4,971	1,491	19,307	3,520
Throckmorton	2.1	.0009	43.1	7.0	10.6	17.8	43.0	.9	7,680	2,066	298			2,614	222
Titus	24.1	.0101	33.3	10.2	14.9	16.5	30.9	8.6	162,063	26,078	11,633	18,558	6,524	32,528	7,700
Trinity	11.0	.0046	40.3	7.8	11.5	16.2	40.0	4.3	37,382	10,944	1,750	1,503	432	10,868	1,160
Tyler	20.0	.0084	37.5	8.2	11.7	17.2	35.9	7.3	57,960	17,579	2,112	9,491	1,277	15,541	2,442
Upshur	33.6	.0141	33.6	9.5	14.7	17.7	30.2	11.8	91,692	15,824	5,463	7,418	1,148	24,590	3,676
Upton	5.0	.0021	28.4	12.0	15.5	17.1	22.7	1.6	17,459	7,440	1,142	1,329	196	463	376
Uvalde	24.7	.0104	29.5	11.2	14.4	16.6	25.5	7.6	100,428	29,416	8,635	8,741	3,318	14,760	3,015
Val Verde	41.4	.0173	26.3	12.6	16.8	16.9	18.5	12.0	206,179	53,260	19,184	15,042	6,717	48,794	2,588
Van Zandt	38.2	.0161	38.4	7.9	12.5	18.7	35.9	14.1	105,929	23,439	4,903	2,531	1,655	28,282	8,033
Walker	49.2	.0207	29.4	22.8	21.7	18.5	19.3	14.4	230,332	47,282	32,586	20,831	6,321	46,850	5,905
Ward	14.9	.0062	29.3	11.0	16.1	17.9	23.9	4.9	68,611	19,678	5,552	6,895	3,391	14,564	1,832
Washington	24.5	.0103	35.4	12.1	13.5	15.5	34.8	8.6	194,909	49,579	10,037	14,882	7,428	43,063	7,525

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Wharton	43.0	.0181	31.6	11.2	15.2	16.7	28.1	15.0
Wheeler	7.9	.0033	36.6	9.0	12.9	17.4	34.6	3.1
Wilbarger	16.7	.0070	37.0	9.6	13.5	15.5	36.6	6.1
Willacy	18.6	.0078	26.8	10.9	14.3	15.0	23.2	4.9
Wilson	19.6	.0082	32.0	9.5	14.6	17.7	27.9	6.4
Winkler	10.3	.0044	29.8	11.1	15.0	17.5	24.7	3.4
Wise	31.9	.0134	34.2	9.5	14.6	20.0	28.8	11.2
Wood	29.2	.0122	38.8	9.0	12.2	16.6	38.0	10.8
Yoakum	9.4	.0040	28.3	11.3	16.8	17.9	20.9	3.2
Young	21.3	.0089	36.5	9.4	14.2	17.0	34.8	8.3
Zapata	8.1	.0034	32.0	9.0	12.0	14.0	32.4	2.4
Zavala	12.1	.0051	25.7	10.6	14.5	14.5	21.9	3.2
TOTAL METRO COUNTIES	**12,923.0**	**5.4239**	**29.2**	**13.4**	**19.1**	**18.5**	**20.4**	**4,513.1**
TOTAL STATE	**16,167.6**	**6.7853**	**29.8**	**12.8**	**18.1**	**18.2**	**22.5**	**5,647.6**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wharton	226,722	54,891	17,203	16,426	10,517	66,665	6,478
Wheeler	39,852	11,949	3,850	1,699	1,211	7,589	1,214
Wilbarger	82,861	21,374	8,536	9,322	3,088	15,578	3,835
Willacy	48,906	15,468	1,939	2,257	3,348	13,298	1,320
Wilson	61,964	21,418	2,225	3,610	1,401	17,255	1,016
Winkler	57,977	8,279	3,441	3,501	3,289	17,042	2,329
Wise	148,208	29,362	3,648	12,353	1,337	59,891	2,530
Wood	109,486	30,194	6,323	11,303	2,976	24,140	4,198
Yoakum	35,402	12,234	1,193	2,052	683	8,401	499
Young	100,691	26,547	7,654	16,107	4,450	19,472	2,174
Zapata	19,114	7,252	1,696	558	314	1,964	272
Zavala	23,954	9,639	2,382	647	1,103	2,114	923
TOTAL METRO COUNTIES	**80,930,042**	**16,127,052**	**8,578,178**	**9,830,813**	**4,405,573**	**17,040,127**	**1,901,835**
TOTAL STATE	**94,797,004**	**19,643,956**	**9,613,868**	**10,945,168**	**4,870,206**	**20,137,284**	**2,340,959**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ABILENE	**1,197,286**	**22,954**	**25.3**	**31.1**	**16.1**	**10.0**	**.0567**
Taylor	1,197,286	22,954	25.3	31.1	16.1	10.0	.0567
• Abilene	1,087,177	22,990	25.5	31.3	16.1	9.9	.0520
SUBURBAN TOTAL	110,109	22,593	23.2	28.7	16.0	11.2	.0047
AMARILLO	**2,174,701**	**25,495**	**21.9**	**31.0**	**18.2**	**13.0**	**.0895**
Potter	979,649	20,751	27.0	32.4	13.4	6.1	.0501
• Amarillo	1,722,686	23,741	23.9	32.6	16.8	9.6	.0769
Randall	1,195,052	32,992	15.5	29.0	24.4	21.8	.0394
SUBURBAN TOTAL	452,015	41,286	9.6	20.7	27.0	34.1	.0126
AUSTIN	**7,690,794**	**26,269**	**21.2**	**27.2**	**19.0**	**16.1**	**.3002**
Hays	448,340	22,380	23.7	26.5	15.6	13.5	.0176
Travis	6,152,752	25,926	21.7	27.3	18.2	16.3	.2440
• Austin	4,756,193	24,162	23.1	28.2	17.1	13.6	.2026
Williamson	1,089,302	30,473	17.2	26.8	24.6	16.5	.0386
SUBURBAN TOTAL	2,934,196	31,268	17.4	25.5	22.6	21.0	.0976
BEAUMONT - PORT ARTHUR	**4,401,153**	**29,410**	**17.1**	**26.9**	**23.4**	**15.8**	**.1728**
Hardin	446,048	28,059	16.6	31.1	23.2	10.6	.0166
Jefferson	2,944,016	28,665	17.9	26.0	22.5	16.1	.1183
• Beaumont	1,396,992	26,664	19.2	25.3	20.1	16.2	.0621
• Port Arthur	647,818	24,770	19.0	28.0	19.5	11.4	.0264
Orange	1,011,089	32,064	15.4	27.4	26.3	17.2	.0379
SUBURBAN TOTAL	2,356,343	32,161	15.3	27.5	26.7	16.9	.0843
BRAZORIA	**2,442,433**	**36,059**	**12.5**	**25.0**	**29.7**	**22.5**	**.0849**
Brazoria	2,442,433	36,059	12.5	25.0	29.7	22.5	.0849
SUBURBAN TOTAL	2,442,433	36,059	12.5	25.0	29.7	22.5	.0849
BROWNSVILLE - HARLINGEN	**1,543,977**	**18,293**	**28.1**	**27.4**	**11.6**	**6.9**	**.0781**
Cameron	1,543,977	18,293	28.1	27.4	11.6	6.9	.0781
• Brownsville	585,917	18,243	27.5	27.1	11.7	7.0	.0335
• Harlingen	377,917	18,922	28.3	28.2	11.9	7.3	.0212
SUBURBAN TOTAL	580,143	17,946	28.6	27.3	11.3	6.5	.0234
BRYAN - COLLEGE STATION	**1,196,079**	**23,105**	**23.0**	**24.6**	**16.0**	**15.4**	**.0491**
Brazos	1,196,079	23,105	23.0	24.6	16.0	15.4	.0491
• Bryan	653,754	25,602	21.5	27.0	17.5	16.6	.0273
• College Station	440,821	13,381	26.0	20.6	12.9	12.9	.0188
SUBURBAN TOTAL	102,004	29,661	19.0	27.7	22.0	19.1	.0030
CORPUS CHRISTI	**3,364,445**	**25,111**	**21.5**	**29.1**	**19.3**	**12.0**	**.1449**
Nueces	2,822,853	25,277	21.5	29.2	19.7	12.2	.1228
• Corpus Christi	2,576,000	25,607	21.4	29.3	20.1	12.3	.1121
San Patricio	541,592	24,309	21.3	29.9	18.5	10.5	.0221
SUBURBAN TOTAL	788,445	23,604	21.9	28.8	18.0	10.8	.0328

The Corpus Christi Caller-Times

You can't cover South Texas without us.

78% READERSHIP IN THE 11 COUNTY CORPUS CHRISTI ADI.

A MARKET WITH OVER $680,000,000 IN FOOD SALES!

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

SOURCE: CORPUS CHRISTI MARKET STUDY, 1985. SURVEY OF BUYING POWER, 1984

A HARTE-HANKS NEWSPAPER REPRESENTED BY LANDON A Newspaper Sales & Marketing Company

YOU DON'T HAVE ALL OF TEXAS WITHOUT THE

El Paso Times

El Paso Herald-Post

SIMPLY THE BEST COVERAGE OF WEST TEXAS

CONTACT GANNETT MEDIA SALES/STORY & KELLY-SMITH

TEXAS (cont.) ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DALLAS	**28,432,648**	**29,821**	**18.3**	**28.5**	**21.0**	**19.6**	**1.1000**
Collin	2,524,500	39,504	11.9	21.5	24.9	32.8	.0890
Plano	1,384,060	46,333	7.4	18.0	27.9	42.5	.0495
Dallas	22,248,679	28,791	19.1	29.7	20.3	18.2	.8767
Carrollton	814,029	39,079	10.2	26.5	29.5	28.9	.0283
• Dallas	12,344,243	25,118	22.4	29.7	16.3	15.7	.5021
Garland	2,005,349	35,007	12.6	31.2	30.3	19.7	.0706
Grand Prairie	966,783	30,345	16.9	32.6	24.6	15.3	.0342
• Irving	1,613,178	31,276	17.0	33.4	23.8	18.1	.0637
Mesquite	883,795	33,747	13.5	32.2	29.2	17.8	.0378
Richardson	1,730,230	43,990	8.9	20.4	27.9	38.5	.0486
Denton	2,468,443	35,357	14.8	22.6	25.0	25.7	.0828
• Denton	589,717	24,777	22.2	25.6	16.6	16.8	.0255
Ellis	667,046	26,560	19.4	28.3	21.6	12.0	.0250
Kaufman	441,258	24,247	21.5	26.1	19.2	12.5	.0175
Rockwall	282,722	35,240	12.9	24.0	23.7	26.8	.0090
SUBURBAN TOTAL	14,085,510	35,012	13.8	26.9	26.0	24.1	.5087
DALLAS - FORT WORTH CONSOLIDATED AREA	***42,451,292***	***29,786***	***18.3***	***28.7***	***21.4***	***19.0***	***1.6350***

SM ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EL PASO	**4,166,854**	**21,491**	**27.1**	**29.3**	**14.9**	**9.5**	**.1805**
El Paso	4,166,854	21,491	27.1	29.3	14.9	9.5	.1805
• El Paso	3,729,231	21,787	26.4	29.2	15.4	9.7	.1646
SUBURBAN TOTAL	437,623	19,390	34.1	30.4	10.8	6.9	.0159
FORT WORTH - ARLINGTON	**13,818,644**	**29,720**	**18.4**	**29.0**	**22.2**	**17.7**	**.5350**
Johnson	891,382	28,417	19.0	29.6	23.7	12.7	.0330
Parker	559,574	26,715	19.7	29.1	21.6	12.4	.0204
Tarrant	12,367,688	29,986	18.2	29.0	22.2	18.3	.4816
• Arlington	2,930,267	33,741	15.2	28.6	25.1	22.4	.1112
• Fort Worth	4,730,745	24,658	22.6	29.4	17.3	13.5	.2019
SUBURBAN TOTAL	6,157,632	32,463	15.9	28.8	25.4	19.3	.2219
GALVESTON - TEXAS CITY	**2,496,106**	**29,594**	**18.0**	**26.7**	**23.3**	**17.3**	**.0947**
Galveston	2,496,106	29,594	18.0	26.7	23.3	17.3	.0947
• Galveston	680,122	22,408	23.3	27.4	17.0	11.1	.0281
• Texas City	482,755	31,644	16.6	27.7	27.2	16.0	.0193
SUBURBAN TOTAL	1,333,229	33,825	15.0	26.0	25.9	21.9	.0473

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TEXAS (cont.)

S&MM ESTIMATES — SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HOUSTON	**39,853,435**	**31,012**	**17.0**	**28.3**	**22.8**	**19.8**	**1.5233**
Fort Bend	2,343,262	37,561	11.7	24.2	28.8	26.2	.0742
Harris	34,852,137	30,722	17.3	28.6	22.4	19.7	1.3500
• Baytown	706,498	31,608	16.1	27.5	25.6	17.4	.0288
• Houston	21,373,510	27,487	20.0	30.1	19.4	16.5	.8862
Pasadena	1,379,443	31,463	16.0	32.6	25.4	16.5	.0546
Liberty	350,528	26,027	18.3	28.8	20.7	11.4	.0221
Montgomery	1,902,943	31,668	13.7	29.0	25.0	17.9	.0656
Waller	204,565	25,465	18.5	27.4	19.2	13.0	.0114
SUBURBAN TOTAL	17,773,427	36,045	12.7	26.0	27.6	24.5	.6083
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***44,791,974***	***31,212***	***16.9***	***28.0***	***23.2***	***19.7***	***1.7029***
KILLEEN - TEMPLE	**2,157,853**	**21,563**	**28.8**	**30.3**	**14.9**	**8.8**	**.0856**
Bell	1,540,511	20,882	29.3	29.5	14.7	8.1	.0655
• Killeen	477,542	19,025	36.4	29.4	12.5	5.2	.0238
• Temple	471,375	22,332	23.9	29.3	16.4	9.6	.0217
Coryell	617,342	23,858	27.1	33.5	15.6	11.0	.0201
SUBURBAN TOTAL	1,208,936	22,948	26.9	31.3	15.5	10.5	.0401
LAREDO	**657,937**	**16,663**	**23.0**	**24.9**	**10.9**	**6.3**	**.0430**
Webb	657,937	16,663	28.0	24.9	10.9	6.3	.0430
• Laredo	571,278	15,914	29.1	24.6	10.0	5.2	.0401
SUBURBAN TOTAL	86,659	30,000	15.6	28.0	22.0	18.4	.0029
LONGVIEW - MARSHALL	**1,761,552**	**25,847**	**19.8**	**28.8**	**19.9**	**12.6**	**.0763**
Gregg	1,226,262	26,702	19.6	29.2	20.2	13.7	.0552
• Longview	834,165	27,450	19.5	30.1	20.1	14.6	.0392
Harrison	535,290	24,122	20.1	28.7	19.1	10.1	.0211
• Marshall	232,029	21,470	22.2	26.5	16.5	9.8	.0113
SUBURBAN TOTAL	695,358	25,490	19.2	28.5	20.8	11.3	.0258
LUBBOCK	**2,172,943**	**22,723**	**25.2**	**30.7**	**16.2**	**9.7**	**.0949**
Lubbock	2,172,943	22,723	25.2	30.7	16.2	9.7	.0949
• Lubbock	1,820,116	22,785	25.2	30.0	16.3	10.1	.0818
SUBURBAN TOTAL	352,827	22,447	25.8	33.0	15.5	8.0	.0131
McALLEN - EDINBURG - MISSION	**1,994,238**	**17,167**	**29.5**	**25.7**	**10.7**	**6.3**	**.1031**
Hidalgo	1,994,238	17,167	29.5	25.7	10.7	6.3	.1031
• Edinburg	189,804	18,452	25.6	28.3	11.8	6.4	.0097
• McAllen	620,490	21,737	25.6	28.2	14.7	10.9	.0376
• Mission	177,527	17,362	31.9	26.0	10.7	6.0	.0084
SUBURBAN TOTAL	1,006,407	15,486	31.7	24.0	8.7	4.3	.0474
MIDLAND	**1,499,907**	**32,817**	**15.6**	**27.6**	**21.6**	**24.5**	**.0606**
Midland	1,499,907	32,817	15.6	27.6	21.6	24.5	.0606
• Midland	1,378,397	32,941	15.5	27.1	21.3	25.1	.0561
SUBURBAN TOTAL	121,510	31,841	15.7	33.2	24.7	18.3	.0045
ODESSA	**1,612,361**	**29,282**	**18.1**	**30.2**	**22.2**	**16.2**	**.0716**
Ector	1,612,361	29,282	18.1	30.2	22.2	16.2	.0716
• Odessa	1,285,269	29,517	17.7	29.3	22.5	16.8	.0605
SUBURBAN TOTAL	327,092	28,524	19.9	33.9	21.1	13.8	.0111
SAN ANGELO	**1,026,352**	**24,096**	**23.7**	**28.9**	**17.4**	**12.7**	**.0437**
Tom Green	1,026,352	24,096	23.7	28.9	17.4	12.7	.0437
• San Angelo	896,218	23,569	24.2	28.9	17.1	12.0	.0399
SUBURBAN TOTAL	130,134	28,800	19.7	27.9	20.1	19.1	.0038

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TURN TO LANDON FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

Largest Circulation Daily and Sunday

DAILY
169,884*

SUNDAY
204,918

*All Day Circulation (9-30-84 to 9-30-84)

in San Antonio and South Texas!

When you want to reach South Texas, go with the LEADER. The Express-News now LEADS the other paper by 29,743 copies daily and 2,695 copies Sunday according to the Express-News Research Department's calculation based on ABC Newspaper Publishers Statements (Express-News and Light) for the six months ending September 30, 1984.

Express-News

AVENUE E & 3RD ST. • P. O. BOX 2171 • SAN ANTONIO, TEXAS 78297 • (512) 225-7411 • REPRESENTED NATIONALLY BY BRANHAM NEWSPAPER SALES

TEXAS (cont.) — SS EFFECTIVE BUYING INCOME 1984

SMRB ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SAN ANTONIO	**11,552,919**	**24,521**	**22.5**	**29.5**	**17.8**	**12.5**	**.4729**
Bexar	10,518,877	24,355	22.7	29.4	17.6	12.4	.4363
* San Antonio	7,703,122	22,372	24.4	29.7	15.7	10.1	.3435
Comal	316,810	27,367	22.2	28.2	21.0	15.9	.0179
Guadalupe	517,232	25,505	21.0	30.2	19.7	10.9	.0187
SUBURBAN TOTAL	3,841,797	31,045	17.4	29.1	23.4	19.0	.1294
SHERMAN - DENISON	**1,023,459**	**24,465**	**22.5**	**29.6**	**18.8**	**11.2**	**.0405**
Grayson	1,023,459	24,465	22.5	29.6	18.8	11.2	.0405
* Denison	255,217	23,440	22.1	29.5	17.8	9.9	.0110
* Sherman	351,181	25,142	23.0	31.5	18.9	11.3	.0164
SUBURBAN TOTAL	417,061	24,531	22.2	28.3	19.3	12.0	.0131
TEXARKANA	**1,043,038**	**20,759**	**26.0**	**29.7**	**15.1**	**7.0**	**.0461**
Bowie	706,498	20,625	24.4	29.8	14.9	6.9	.0323
* Texarkana	296,358	18,726	26.0	27.5	12.5	6.7	.0177
Miller, Ark.	*336,540*	*21,058*	*23.2*	*29.6*	*15.5*	*7.2*	*.0138*
* *Texarkana*	*197,195*	*20,267*	*24.3*	*28.9*	*14.4*	*7.2*	*.0097*
SUBURBAN TOTAL	549,485	22,311	22.8	31.3	16.8	7.1	.0187
TYLER	**1,692,473**	**27,399**	**19.7**	**28.2**	**19.8**	**16.1**	**.0664**
Smith	1,692,473	27,399	19.7	28.2	19.8	16.1	.0664
* Tyler	886,336	26,959	20.7	28.5	18.4	16.7	.0423
SUBURBAN TOTAL	806,137	27,907	18.6	28.1	21.2	15.3	.0241
VICTORIA	**802,896**	**27,603**	**19.5**	**29.2**	**22.9**	**13.0**	**.0349**
Victoria	802,896	27,603	19.5	29.2	22.9	13.0	.0349
* Victoria	591,575	26,430	20.9	28.8	22.2	12.3	.0287
SUBURBAN TOTAL	211,321	30,716	15.0	30.8	25.0	15.0	.0062
WACO	**1,787,007**	**21,838**	**23.9**	**28.1**	**15.9**	**10.0**	**.0744**
McLennan	1,787,007	21,838	23.9	28.1	15.9	10.0	.0744
* Waco	992,782	19,345	27.0	27.3	12.5	8.6	.0473
SUBURBAN TOTAL	794,225	26,100	19.5	29.4	20.8	11.8	.0271
WICHITA FALLS	**1,285,225**	**23,572**	**23.6**	**30.5**	**17.2**	**10.7**	**.0553**
Wichita	1,285,325	23,572	23.6	30.5	17.2	10.7	.0553
* Wichita Falls	1,010,763	22,903	24.6	30.4	15.9	10.6	.0451
SUBURBAN TOTAL	274,562	26,254	20.0	30.8	22.0	11.0	.0102
OTHER COUNTIES							
Anderson	393,552	21,219	21.3	27.6	15.9	9.0	.0167
Andrews	170,388	31,195	17.8	27.8	25.5	17.9	.0063
Angelina	660,711	24,216	20.8	29.7	18.7	10.2	.0274
Aransas	198,490	24,510	22.6	29.4	16.4	14.5	.0073

In San Antonio...

Nobody outshines The Light!

San Antonio Light

THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE AND C, W, O & O, INC.

TEXAS (cont.)

$ EFFECTIVE BUYING INCOME 1984

ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Archer	74,818	22,243	23.7	33.7	12.9	9.1	.0026
Armstrong	27,792	29,455	21.0	24.1	21.1	20.5	.0011
Atascosa	228,607	20,642	23.7	29.2	14.5	7.7	.0091
Austin	235,269	24,970	18.7	23.4	19.8	16.0	.0087
Bailey	54,798	15,640	34.1	24.6	6.3	6.3	.0024
Bandera	94,002	22,440	24.1	28.7	16.8	10.9	.0031
Bastrop	282,132	20,670	24.9	26.6	16.0	8.8	.0104
Baylor	41,880	17,937	28.0	26.9	12.8	5.3	.0021
Bee	233,053	20,534	25.8	28.4	13.7	9.2	.0098
Blanco	55,905	18,871	29.2	27.8	12.3	6.9	.0020
Borden	5,245	13,818	32.4	18.0	11.3	2.3	.0002
Bosque	148,143	20,223	25.1	27.1	15.1	8.4	.0052
Brewster	56,975	16,737	27.7	26.7	11.4	3.4	.0027
Briscoe	17,383	13,474	32.1	20.6	7.1	3.4	.0006
Brooks	49,735	14,206	30.0	20.0	10.4	2.4	.0026
Brown	349,665	20,366	27.1	27.8	14.2	8.8	.0143
Burleson	120,815	20,467	21.4	27.1	15.1	8.6	.0052
Burnet	226,654	20,560	28.9	28.2	15.0	8.2	.0094
Caldwell	198,583	19,016	26.5	26.3	13.7	7.7	.0080
Calhoun	213,720	27,397	19.5	29.3	20.5	12.9	.0084
Callahan	111,095	20,306	24.0	31.1	13.6	6.0	.0040
Camp	106,395	23,883	20.5	25.7	18.2	12.5	.0038
Carson	71,713	27,074	19.7	32.9	20.1	12.3	.0024
Cass	288,249	22,223	21.2	26.5	17.8	9.9	.0104
Castro	66,246	16,832	33.2	27.3	8.3	5.3	.0029
Chambers	205,007	25,928	19.8	29.5	21.2	9.6	.0073
Cherokee	344,835	18,556	24.9	26.6	13.1	7.1	.0142
Childress	53,027	15,390	32.3	25.2	8.6	4.0	.0022
Clay	102,682	21,815	23.2	28.8	15.5	9.4	.0039
Cochran	29,798	15,228	33.4	22.8	7.0	5.8	.0013
Coke	35,040	20,926	26.7	23.6	18.2	10.1	.0013
Coleman	98,024	18,924	25.6	28.3	12.5	6.7	.0037
Collingsworth	40,879	18,182	25.7	24.3	11.1	11.4	.0016
Colorado	186,239	19,656	22.2	25.7	14.4	9.3	.0078
Comanche	113,160	16,616	28.5	22.8	10.7	7.9	.0044
Concho	25,632	17,926	29.3	28.0	10.0	7.4	.0011
Cooke	281,162	22,560	24.5	32.2	15.2	8.2	.0117
Corle	28,206	17,643	27.5	22.0	9.5	12.5	.0009
Crane	53,000	30,062	19.1	26.7	27.2	12.9	.0023
Crockett	44,343	23,974	22.4	31.5	14.5	12.0	.0022
Crosby	50,080	14,029	34.7	19.4	6.4	4.8	.0021
Culberson	16,611	13,971	36.5	24.3	5.5	1.6	.0015
Dallam	49,483	17,138	30.4	30.6	7.7	4.2	.0021
Dawson	133,835	20,274	26.1	29.3	13.1	8.2	.0059
Deaf Smith	148,563	18,333	31.9	31.3	8.4	5.4	.0062
Delta	40,012	16,190	25.8	26.0	10.6	5.6	.0016
De Witt	170,965	18,761	23.9	24.2	13.7	9.4	.0071
Dickens	20,077	11,710	32.6	19.7	5.8	1.5	.0010
Dimmit	62,139	14,190	30.2	22.6	7.6	3.9	.0030
Donley	33,757	16,119	27.6	25.8	8.4	6.3	.0017
Duval	90,607	17,805	22.8	25.3	13.5	7.0	.0037
Eastland	175,061	17,019	28.6	26.4	10.6	5.5	.0072
Edwards	15,241	16,500	37.5	24.4	8.9	6.0	.0006
Erath	257,750	19,575	25.4	27.5	11.8	9.8	.0098
Falls	152,566	15,761	26.5	21.5	12.1	6.4	.0058
Fannin	217,527	17,937	25.2	28.8	10.7	5.5	.0086
Fayette	202,274	19,932	23.1	22.9	16.9	10.1	.0086
Fisher	46,402	18,482	25.7	31.1	8.6	6.2	.0016
Floyd	58,490	15,223	32.4	23.4	8.6	3.7	.0025
Foard	16,113	13,194	31.4	18.3	6.3	5.6	.0006
Franklin	71,119	18,935	26.0	28.7	12.4	6.9	.0026
Freestone	153,007	18,554	22.3	23.2	14.9	9.1	.0058
Frio	85,003	15,613	32.0	23.2	10.0	4.1	.0036
Gaines	118,501	20,845	26.7	27.1	14.3	10.2	.0047
Garza	49,158	21,325	26.6	27.0	15.1	11.1	.0019
Gillespie	139,746	19,715	28.7	31.7	11.1	6.3	.0062
Glasscock	8,476	16,667	34.1	23.4	7.5	8.3	.0003
Goliad	50,566	22,222	22.9	27.1	17.1	10.2	.0020
Gonzales	135,593	17,547	26.3	25.4	11.2	7.8	.0060
Gray	292,026	25,064	20.5	31.7	18.2	11.0	.0122
Grimes	122,940	17,597	23.3	25.8	12.0	6.9	.0056
Hale	283,322	18,497	28.4	28.7	10.8	6.4	.0120
Hall	29,854	10,675	30.1	16.2	3.6	2.6	.0015
Hamilton	82,595	16,530	28.0	25.8	10.6	5.1	.0029
Hansford	59,530	21,075	26.3	32.1	12.9	7.3	.0026
Hardeman	58,936	19,959	25.2	27.8	14.6	7.5	.0020
Hartley	39,848	24,176	24.5	33.7	12.0	13.0	.0016
Haskell	56,676	14,965	28.1	23.7	7.0	6.5	.0025
Hemphill	56,567	22,918	26.6	35.9	13.4	7.0	.0022
Henderson	547,728	22,242	24.0	29.1	16.0	9.9	.0193
Hill	241,916	18,209	26.7	26.2	12.3	7.5	.0100
Hockley	210,426	22,988	21.5	30.7	16.6	8.8	.0084
Hood	336,062	31,105	18.4	25.2	23.3	20.5	.0111
Hopkins	242,570	18,878	28.1	28.3	12.0	6.7	.0102
Houston	205,106	17,696	24.9	22.0	12.8	10.4	.0078
Howard	329,992	22,647	23.6	29.5	15.9	10.4	.0152
Hudspeth	15,830	15,032	37.8	23.1	5.9	4.9	.0006
Hunt	630,633	23,189	22.1	28.1	17.3	11.0	.0244
Hutchinson	353,132	31,861	16.3	27.7	26.0	17.3	.0129
Irion	14,218	24,083	19.0	30.2	16.4	13.0	.0004
Jack	74,638	21,141	25.7	31.9	12.6	8.0	.0027
Jackson	126,660	22,370	22.2	29.8	15.6	9.8	.0052
Jasper	306,424	22,132	21.9	28.6	17.5	8.3	.0125
Jeff Davis	12,545	15,955	35.9	23.8	8.0	5.0	.0005
Jim Hogg	34,646	15,053	24.9	27.5	6.7	5.2	.0020
Jim Wells	272,717	18,820	24.6	30.1	11.0	6.1	.0135
Jones	152,816	18,106	25.2	28.1	10.1	7.4	.0061
Karnes	109,453	19,295	23.9	25.3	14.1	9.2	.0050
Kendall	132,044	23,605	22.5	26.1	17.9	13.1	.0053
Kenedy	7,134	17,200	28.0	26.0	6.0	9.5	.0001
Kent	7,585	15,000	31.5	24.5	9.8	3.3	.0004
Kerr	411,013	25,113	23.6	31.4	16.5	12.9	.0152
Kimble	32,384	17,778	26.9	32.6	9.2	3.6	.0017
King	3,832	16,333	39.5	33.5	1.5	2.5	.0001
Kinney	14,958	15,821	32.9	23.1	9.6	3.1	.0006
Kleberg	267,456	19,784	25.4	26.8	14.5	8.1	.0121
Knox	38,534	14,367	25.5	22.1	9.6	5.9	.0016
Lamar	410,189	19,906	24.3	27.7	13.7	8.3	.0171
Lamb	130,099	16,308	33.2	25.1	9.1	4.5	.0053
Lampasas	118,809	18,890	29.2	27.1	11.7	8.0	.0047
La Salle	37,792	14,404	25.8	20.4	10.9	4.4	.0015
Lavaca	181,779	20,027	21.9	25.7	15.4	8.9	.0074
Lee	104,473	18,235	24.5	25.3	14.6	6.3	.0055
Leon	104,200	16,149	22.7	23.5	11.1	8.7	.0042
Limestone	179,882	16,423	25.5	24.4	10.2	7.5	.0072
Lipscomb	38,508	22,969	22.9	30.1	13.9	13.3	.0014
Live Oak	83,860	19,011	27.3	29.0	11.7	6.9	.0036
Llano	121,509	17,823	31.9	25.7	11.0	7.0	.0045
Loving	2,227	10,062	31.0	6.0	5.9	9.0	.0000
Lynn	49,066	14,952	31.5	24.4	7.4	3.7	.0019
McCulloch	71,228	15,255	31.0	21.8	7.4	7.5	.0031
McMullen	8,868	24,600	25.7	31.9	22.7	7.7	.0003
Madison	103,550	20,478	22.5	22.9	15.6	12.4	.0043
Marion	88,718	17,225	23.6	28.2	11.5	4.8	.0032
Martin	43,650	22,091	26.3	28.5	12.6	12.5	.0016
Mason	27,633	13,962	32.0	20.9	8.2	2.8	.0012
Matagorda	457,816	29,020	17.0	29.4	23.1	12.9	.0167
Maverick	165,142	13,863	33.9	23.3	6.0	2.4	.0101
Medina	203,010	20,311	26.9	29.3	13.6	7.8	.0086
Menard	13,798	12,344	33.5	19.2	5.1	1.4	.0007
Milam	216,971	20,065	21.2	21.9	18.7	9.6	.0078
Mills	46,940	20,592	25.4	29.9	13.5	8.1	.0017
Mitchell	76,673	18,063	24.8	24.6	11.3	9.5	.0032
Montague	155,224	17,841	28.5	28.5	11.1	4.8	.0064
Moore	168,593	26,042	20.3	38.2	19.5	8.5	.0068
Morris	129,159	21,881	20.4	31.4	17.3	5.0	.0052
Motley	13,496	12,387	31.2	17.9	7.5	3.4	.0005
Nacogdoches	441,283	18,184	27.1	26.4	11.7	7.7	.0184
Navarro	359,550	19,089	26.4	25.9	13.9	8.3	.0155
Newton	123,261	21,506	22.1	25.4	19.8	7.3	.0042
Nolan	172,123	22,007	23.7	28.7	15.9	9.9	.0072
Ochiltree	112,455	28,489	19.9	34.5	22.4	11.8	.0046
Oldham	14,199	16,393	39.7	25.6	8.6	4.6	.0007
Palo Pinto	252,917	21,024	24.9	30.9	12.9	8.9	.0110
Panola	196,814	21,023	22.8	31.4	15.6	5.2	.0077
Parmer	64,187	16,441	35.6	25.5	8.0	3.6	.0026
Pecos	131,253	25,535	21.1	32.6	21.8	8.8	.0064
Polk	252,271	17,184	29.0	24.0	12.1	6.9	.0102
Presidio	28,082	11,796	28.3	18.8	5.9	2.4	.0015
Rains	52,266	17,242	25.0	29.7	7.6	6.0	.0018
Reagan	40,342	26,515	21.3	34.8	19.9	9.9	.0017
Real	15,086	11,346	33.2	17.5	4.2	2.3	.0007
Red River	112,338	13,305	30.2	21.1	6.1	3.9	.0053
Reeves	116,387	20,648	23.5	29.0	13.4	9.1	.0055
Refugio	92,550	24,453	20.8	26.7	16.9	13.8	.0039
Roberts	11,236	23,444	22.2	33.1	12.4	14.5	.0003
Robertson	121,487	15,617	22.3	23.2	11.4	5.9	.0051
Runnels	107,203	19,459	25.2	29.3	12.3	7.0	.0046
Rusk	471,701	25,497	19.7	28.3	18.3	13.4	.0165
Sabine	73,834	14,651	27.0	23.7	9.2	3.7	.0031

TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
San Augustine	70,838	16,551	26.8	24.2	9.7	7.5	.0027
San Jacinto	113,801	17,047	24.7	26.3	13.0	4.4	.0039
San Saba	53,934	16,493	29.0	23.9	10.2	6.5	.0020
Schleicher	26,599	21,826	24.3	29.3	16.3	8.6	.0009
Scurry	217,359	26,740	20.9	29.5	18.1	16.1	.0081
Shackelford	45,239	22,400	23.0	27.3	15.9	12.2	.0016
Shelby	202,154	17,119	22.0	25.1	12.2	6.3	.0083
Sherman	43,301	26,952	21.3	29.6	21.4	15.0	.0013
Somervell	49,485	23,351	22.5	30.7	16.6	9.5	.0017
Starr	142,397	12,098	28.4	19.8	5.6	3.9	.0076
Stephens	103,435	20,204	25.3	29.1	14.0	7.3	.0043
Sterling	9,474	16,833	31.3	24.7	11.5	5.8	.0004
Stonewall	25,315	21,333	25.0	28.1	16.6	8.8	.0007
Sutton	53,064	23,390	22.6	33.7	16.8	7.2	.0023
Swisher	61,788	15,673	32.4	25.7	6.6	4.8	.0028
Terrell	16,247	22,583	17.8	26.4	14.8	13.0	.0005
Terry	127,862	21,475	23.8	30.4	14.1	9.0	.0054
Throckmorton	13,513	11,194	29.9	16.7	4.8	3.4	.0007
Titus	243,715	25,154	18.6	27.8	19.5	12.6	.0104
Trinity	90,551	16,538	23.9	26.0	17.3	5.7	.0035
Tyler	171,854	19,233	24.6	27.4	13.7	7.4	.0064
Upshur	287,893	21,996	22.7	32.1	15.1	7.1	.0105
Upton	43,103	22,971	22.9	27.1	17.5	11.9	.0017
Uvalde	174,059	18,355	28.9	27.0	12.1	6.7	.0077
Val Verde	273,565	17,806	31.1	27.5	10.1	6.2	.0136
Van Zandt	343,642	20,304	26.2	27.5	15.7	7.4	.0123
Walker	450,854	21,802	21.8	25.1	15.9	12.3	.0182
Ward	139,396	26,225	19.0	29.5	21.1	12.0	.0036
Washington	259,409	23,750	20.4	25.8	18.5	12.8	.0115
Wharton	388,668	22,729	20.4	28.1	17.8	9.4	.0163
Wheeler	79,157	19,797	24.3	27.5	12.6	9.5	.0032
Wilbarger	155,208	19,177	24.8	26.6	14.2	9.6	.0063
Willacy	92,104	13,592	30.9	20.6	6.9	5.0	.0045
Wilson	140,986	19,068	25.9	30.7	11.7	5.3	.0059
Winkler	93,447	26,586	17.3	31.1	21.3	10.2	.0039
Wise	328,490	26,282	20.9	28.3	19.7	13.5	.0125
Wood	274,185	20,783	25.2	27.1	16.2	8.2	.0104
Yoakum	97,948	28,892	15.7	31.9	25.1	11.3	.0035
Young	237,901	21,663	24.0	28.7	13.9	11.5	.0086
Zapata	41,532	13,528	32.5	20.7	6.6	4.0	.0020
Zavala	55,720	13,752	34.4	20.8	7.1	3.0	.0026
TOTAL METRO COUNTIES	**144,711,865**	**27,565**	**20.0**	**28.4**	**20.2**	**16.3**	**5.7652**
TOTAL STATE	**172,873,159**	**26,004**	**20.9**	**28.2**	**19.1**	**14.7**	**6.9030**

UTAH

UTAH

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
PROVO - OREM	**255.7**	**.1073**	**22.7**	**20.5**	**16.4**	**12.3**	**14.4**	**69.0**
Utah	255.7	.1073	22.7	20.5	16.4	12.3	14.4	69.0
• Orem	62.3	.0261	21.8	13.5	18.3	13.3	12.3	16.7
• Provo	77.9	.0327	22.6	38.6	15.9	8.0	13.0	21.2
SUBURBAN TOTAL	115.5	.0485	23.2	12.0	15.7	14.7	16.6	31.1
SALT LAKE CITY - OGDEN	**1,032.7**	**.4334**	**26.6**	**12.4**	**18.4**	**16.4**	**18.1**	**334.3**
Davis	171.9	.0722	24.2	11.8	16.7	17.9	14.0	48.0
Salt Lake	703.1	.2951	26.9	12.5	19.2	16.1	18.3	233.0
• Salt Lake City	166.9	.0700	30.7	15.4	20.2	12.9	28.4	71.2
Sandy	64.6	.0271	22.7	7.2	24.8	16.6	6.2	16.7
Weber	157.7	.0661	27.7	12.9	16.4	16.0	22.0	53.3
• Ogden	68.7	.0288	29.3	15.2	16.2	13.3	27.4	26.3
SUBURBAN TOTAL	797.1	.3346	25.4	11.5	18.3	17.4	15.2	236.8
OTHER COUNTIES								
Beaver	4.9	.0020	30.3	8.6	13.0	14.5	29.5	1.5
Box Elder	36.8	.0155	26.4	9.9	14.0	16.8	21.1	10.9
Cache	64.9	.0272	24.1	19.3	17.0	13.0	17.5	20.1
Carbon	26.2	.0110	27.8	11.8	17.6	14.6	22.8	8.7
Daggett	.8	.0003	26.2	11.1	19.4	16.8	16.2	.2
Duchesne	16.0	.0067	23.4	10.8	15.7	15.8	16.1	4.4
Emery	14.4	.0060	23.5	11.6	17.2	15.1	15.1	4.0
Garfield	4.0	.0017	30.1	9.9	14.9	15.5	27.1	1.2
Grand	8.6	.0036	27.5	11.8	18.4	18.0	18.1	3.1
Iron	20.2	.0085	24.3	15.2	15.2	14.8	18.5	6.2
Juab	6.2	.0026	28.2	8.9	14.9	14.6	25.4	1.8
Kane	4.8	.0020	29.4	6.8	14.3	16.1	25.9	1.5
Millard	12.8	.0054	27.6	8.0	13.5	14.2	25.9	3.9
Morgan	5.5	.0023	25.8	9.3	12.7	21.1	17.2	1.5
Piute	1.4	.0006	33.3	5.8	11.0	15.2	32.9	.4
Rich	2.5	.0010	25.0	11.9	17.9	13.6	18.5	.7
San Juan	13.0	.0055	20.9	10.9	15.4	14.4	13.9	3.3
Sanpete	17.0	.0071	26.4	12.1	13.0	13.0	25.7	5.1
Sevier	17.2	.0072	27.9	8.9	14.0	15.1	24.9	5.2
Summit	13.1	.0055	27.9	10.5	21.4	18.4	16.4	4.4
Tooele	28.6	.0120	26.3	10.3	15.9	18.1	18.1	8.8
Uintah	27.1	.0114	24.2	11.6	17.3	16.4	15.0	8.0
Wasatch	9.9	.0042	26.5	9.9	16.9	15.4	20.2	3.1
Washington	33.9	.0142	26.9	11.2	13.2	12.9	26.4	10.0
Wayne	2.3	.0010	29.9	7.3	14.5	14.0	28.6	.6
TOTAL METRO COUNTIES	**1,288.4**	**.5407**	**25.6**	**14.0**	**18.0**	**15.6**	**17.4**	**403.3**
TOTAL STATE	**1,680.5**	**.7052**	**25.6**	**13.6**	**17.4**	**15.5**	**18.1**	**521.9**

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**834,423**	**193,061**	**52,784**	**112,402**	**51,173**	**153,300**	**30,126**
Utah	834,423	193,061	52,784	112,402	51,173	153,300	30,126
• Orem	302,138	57,110	15,968	68,873	19,144	38,966	9,980
• Provo	281,168	55,104	18,568	19,216	24,377	71,761	12,273
SUBURBAN TOTAL	251,117	80,847	18,248	24,313	7,652	42,573	7,873
SALT LAKE CITY - OGDEN	**4,976,401**	**1,092,515**	**381,863**	**658,903**	**353,853**	**959,318**	**133,670**
Davis	623,094	155,866	29,371	67,889	48,807	164,393	7,923
Salt Lake	3,553,087	761,892	294,647	462,715	261,354	631,479	102,393
• Salt Lake City	1,422,851	237,980	154,695	139,791	129,239	252,259	43,269
Sandy	152,711	54,661	11,785	16,474	4,193	11,430	2,031
Weber	800,220	174,757	57,845	128,299	43,692	163,446	23,354
• Ogden	609,357	113,585	40,616	108,576	30,233	134,565	13,643
SUBURBAN TOTAL	2,944,193	740,950	186,552	410,536	194,381	572,494	76,758
OTHER COUNTIES							
Beaver	19,184	4,181	2,850	820	790	560	295
Box Elder	134,895	35,722	12,350	8,521	6,357	33,490	6,516
Cache	254,551	58,756	14,973	39,367	15,852	38,001	7,903
Carbon	133,245	44,495	8,787	12,150	7,064	22,223	5,153
Daggett	3,730	1,538	230	645			
Duchesne	79,013	21,017	2,699	6,227	2,343	18,115	4,631
Emery	31,416	6,954	2,884	369	463	1,099	292
Garfield	8,035	2,238	1,039	294	115	759	347
Grand	58,306	14,360	4,034	2,459	1,068	4,273	2,175
Iron	127,410	26,500	9,585	9,409	5,846	26,952	1,946
Juab	21,477	5,098	2,300		436	4,625	418
Kane	17,053	2,554	2,706	740	235	614	269
Millard	39,962	13,849	2,329	914	1,468	4,554	1,220
Morgan	8,254	705	826		151	5,143	161
Piute	1,308	482	177	91	77	104	
Rich	4,020	234	655	200			
San Juan	28,061	5,581	1,691	4,772	519	3,712	285
Sanpete	26,388	8,651	1,405	1,462	1,861	3,485	1,461
Sevier	81,820	18,843	4,766	5,115	2,291	15,854	2,047
Summit	65,993	21,226	12,908	70	635	5,574	6,164
Tooele	88,014	32,103	6,873	1,987	2,928	10,722	2,420
Uintah	187,956	42,516	10,077	15,862	7,147	36,557	5,359
Wasatch	31,662	8,939	4,311	1,362	131	4,449	992
Washington	155,337	35,167	10,326	11,476	7,718	30,061	4,732
Wayne	2,817	427	498	195	131	172	
TOTAL METRO COUNTIES	**5,810,824**	**1,285,576**	**434,647**	**771,305**	**405,026**	**1,112,618**	**163,796**
TOTAL STATE	**7,420,731**	**1,697,712**	**555,876**	**895,812**	**470,652**	**1,383,716**	**218,582**

UTAH — S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1984							
METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PROVO - OREM	**1,635,218**	**20,633**	**30.1**	**33.6**	**13.5**	**4.6**	**.0725**
Utah	1,635,218	20,633	30.1	33.6	13.5	4.6	.0725
• Orem	403,357	22,139	29.3	37.4	14.5	4.2	.0201
• Provo	464,165	16,631	36.4	25.3	9.9	4.6	.0221
SUBURBAN TOTAL	767,696	22,802	26.1	37.2	15.5	4.9	.0303
SALT LAKE CITY - OGDEN	**9,451,236**	**25,768**	**22.5**	**35.5**	**19.4**	**9.4**	**.3851**
Davis	1,358,129	26,639	22.2	40.9	20.5	7.2	.0553
Salt Lake	6,714,045	26,124	22.0	34.5	19.6	10.4	.2714
• Salt Lake City	1,706,024	19,178	29.6	28.1	12.2	7.6	.0800
Sandy	571,597	33,132	11.3	39.3	31.2	12.9	.0200
Weber	1,379,062	23,492	25.2	35.2	17.4	6.8	.0584
• Ogden	600,199	19,440	30.0	30.5	12.7	5.3	.0315
SUBURBAN TOTAL	7,145,013	28,167	19.6	38.3	22.3	10.3	.2736
OTHER COUNTIES							
Beaver	26,715	15,476	38.9	25.7	7.7	1.1	.0014
Box Elder	338,286	28,935	18.0	34.2	23.3	13.5	.0128
Cache	496,267	21,775	27.7	35.3	12.9	6.7	.0210
Carbon	225,694	25,564	22.0	38.0	18.9	6.0	.0097
Daggett	4,209	20,143	25.5	36.0	13.5	1.0	.0001
Duchesne	123,617	26,323	19.4	38.4	20.3	8.2	.0055
Emery	112,858	28,219	19.1	37.5	24.8	6.6	.0041
Garfield	20,278	14,709	38.6	26.8	4.3	.8	.0010
Grand	75,443	22,759	25.9	35.9	16.7	4.8	.0035
Iron	116,305	16,524	37.6	29.8	6.6	1.7	.0069
Juab	32,644	16,429	38.9	30.9	4.3	2.1	.0017
Kane	30,878	18,420	32.2	33.5	7.5	3.7	.0014
Millard	85,845	19,197	30.5	31.8	11.2	4.6	.0036
Morgan	44,152	28,049	17.5	38.2	23.1	9.6	.0015
Piute	5,888	12,136	40.5	17.8	1.0	2.5	.0003
Rich	17,776	23,278	25.1	34.6	15.3	7.3	.0007
San Juan	53,172	15,058	36.9	26.5	3.4	1.1	.0029
Sanpete	93,195	15,704	32.7	27.5	7.1	2.1	.0038
Sevier	116,652	20,803	28.0	37.8	11.3	3.1	.0056
Summit	128,203	25,172	23.4	36.2	17.9	9.6	.0050
Tooele	266,931	29,059	17.5	37.5	24.1	10.5	.0096
Uintah	251,600	30,562	14.7	31.2	25.4	14.3	.0116
Wasatch	56,793	16,563	36.5	29.9	6.7	1.4	.0026
Washington	209,707	18,354	31.2	31.5	10.2	3.5	.0106
Wayne	13,289	18,471	28.1	31.4	10.8	4.0	.0006
TOTAL METRO COUNTIES	**11,086,454**	**24,857**	**23.8**	**35.2**	**18.4**	**8.5**	**.4576**
TOTAL STATE	**14,032,801**	**24,263**	**24.3**	**34.9**	**17.7**	**8.1**	**.5851**

VERMONT

VT. — S&MM ESTIMATES — POPULATION—12/31/84									RETAIL SALES BY STORE GROUP 1984						
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**126.0**	**.0528**	**28.4**	**17.8**	**19.3**	**18.4**	**18.8**	**44.4**	**892,803**	**172,431**	**87,479**	**92,242**	**39,264**	**207,178**	**23,456**
Chittenden	121.0	.0507	28.2	18.2	19.2	18.4	18.6	42.7	882,581	170,245	86,864	91,177	39,117	204,709	23,456
• Burlington	37.2	.0156	26.5	29.1	17.0	12.9	22.6	13.7	282,647	43,004	39,558	44,507	13,502	25,482	7,779
Grand Isle	5.0	.0021	32.1	9.2	18.2	18.4	26.3	1.7	10,222	2,186	615	1,065	147	2,469	
SUBURBAN TOTAL	88.6	.0372	29.0	13.1	20.1	20.7	17.3	30.7	610,156	129,427	47,921	47,735	25,762	181,696	15,677
OTHER COUNTIES															
Addison	31.1	.0131	28.9	15.6	18.2	17.0	21.9	10.4	149,568	39,804	12,222	8,345	2,033	28,757	5,464
Bennington	34.5	.0145	33.1	10.9	16.2	18.0	28.9	13.1	343,088	56,981	23,652	20,795	10,055	45,411	8,039
Caledonia	26.9	.0113	31.6	11.2	17.3	17.0	27.1	9.9	153,634	38,002	9,846	13,350	4,132	32,894	4,105
Essex	6.7	.0029	32.5	9.4	16.0	18.1	27.8	2.3	8,272	1,760	1,953	583	96	475	
Franklin	36.0	.0151	30.6	10.1	17.3	17.5	24.9	12.4	193,887	51,159	9,704	11,731	4,822	50,101	5,800
Lamoille	17.8	.0074	30.0	13.1	19.7	17.7	22.5	6.6	108,326	25,281	12,728	5,523	2,264	10,718	4,049
Orange	24.5	.0103	31.1	10.8	18.0	17.8	25.2	8.7	86,451	22,245	5,973	3,642	776	8,534	2,607
Orleans	24.4	.0103	31.6	9.6	16.8	17.2	27.2	8.7	102,523	29,501	6,973	6,595	2,127	27,607	3,591

VT. (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Rutland		.0252	32.5	11.8	17.4	17.5	28.1	22.2	399,537	81,984	37,561	27,878	13,144	95,000	11,276
Washington	53.6	.0225	31.8	12.1	17.8	18.2	26.0	19.9	318,609	70,392	31,291	23,113	16,059	76,465	10,182
Windham	38.6	.0162	32.6	10.0	19.4	17.6	27.8	15.2	269,490	62,356	31,297	10,941	7,548	36,293	8,601
Windsor	53.1	.0223	33.6	9.5	17.7	18.5	29.1	20.6	264,849	55,986	23,933	8,389	3,656	74,383	5,224
TOTAL METRO COUNTIES	**126.0**	**.0528**	**28.4**	**17.8**	**19.3**	**18.4**	**18.8**	**44.4**	**892,803**	**172,431**	**87,479**	**92,242**	**39,364**	**207,178**	**23,456**
TOTAL STATE	**533.4**	**.2239**	**31.0**	**12.8**	**18.1**	**17.9**	**24.8**	**194.4**	**3,291,037**	**707,882**	**294,612**	**233,127**	**105,976**	**693,816**	**92,394**

VT. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1984							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BURLINGTON	**1,371,313**	**27,876**	**21.2**	**21.8**	**20.6**	**14.1**	**.0577**	Franklin	301,338	21,332	27.5	33.2	14.1	6.3	.0133
Chittenden	1,330,455	27,358	20.9	21.0	20.8	14.4	.0563	Lamoille	157,733	21,126	27.5	35.1	12.9	5.2	.0071
* Burlington	368,526	21,204	26.7	29.1	13.7	10.1	.0168	Orange	208,646	20,855	31.2	34.4	13.6	4.6	.0081
Grand Isle	40,858	21,596	28.6	34.5	14.2	5.8	.0014	Orleans	184,731	18,293	33.4	31.8	9.2	3.7	.0080
SUBURBAN TOTAL	1,002,787	29,890	18.8	31.9	23.6	15.9	.0409	Rutland	533,819	21,418	28.2	35.2	13.5	5.1	.0247
OTHER COUNTIES								Washington	477,936	20,957	29.3	33.8	13.8	5.1	.0212
Addison	268,217	22,460	27.2	35.3	15.1	6.7	.0113	Windham	387,394	21,890	28.1	32.5	14.8	7.4	.0169
Bennington	343,198	22,465	27.8	35.3	14.4	7.4	.0175	Windsor	485,040	20,920	29.0	35.3	12.1	5.3	.0201
Caledonia	220,523	19,510	31.1	33.7	11.0	3.8	.0102	**TOTAL METRO COUNTIES**	**1,371,313**	**27,876**	**21.2**	**31.0**	**20.6**	**14.1**	**.0577**
Essex	51,310	20,164	32.3	36.1	11.1	3.3	.0018	**TOTAL STATE**	**4,991,198**	**22,235**	**27.2**	**23.6**	**14.9**	**7.5**	**.2179**

VIRGINIA

VA. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**120.7**	**.0506**	**29.6**	**19.1**	**19.6**	**17.3**	**22.0**	**42.3**	**779,677**	**165,117**	**59,173**	**106,597**	**42,819**	**134,108**	**23,533**
Albemarle	60.4	.0253	29.1	19.2	20.0	18.5	19.7	22.2	240,907	39,957	19,414	59,614	8,339	25,454	4,471
Charlottesville city	40.5	.0170	29.3	23.3	19.7	14.3	24.5	13.4	499,516	113,461	38,936	45,174	34,181	98,006	17,934
* Charlottesville	40.5	.0170	29.3	23.3	19.7	14.3	24.5	13.4	499,516	113,461	38,936	45,174	34,181	98,006	17,934
Fluvanna	11.0	.0046	32.2	10.3	16.7	18.7	26.6	3.8	21,563	6,751	202		152	4,711	1,016
Greene	8.8	.0037	30.9	9.7	20.6	20.1	21.5	2.9	17,691	4,948	621	1,809	147	5,937	112
SUBURBAN TOTAL	80.2	.0336	29.7	16.9	19.6	18.7	20.8	28.9	280,161	51,656	20,237	61,423	8,638	36,102	5,599
DANVILLE	**112.5**	**.0472**	**33.6**	**11.0**	**16.1**	**18.3**	**29.4**	**40.0**	**447,367**	**112,559**	**37,721**	**39,920**	**17,120**	**106,610**	**20,259**
Danville city	44.5	.0187	36.0	11.1	15.4	17.0	34.1	17.1	338,366	81,499	27,916	34,731	14,359	86,241	15,794
* Danville	44.5	.0187	36.0	11.1	15.4	17.0	34.1	17.1	338,366	81,499	27,916	34,731	14,359	86,241	15,794

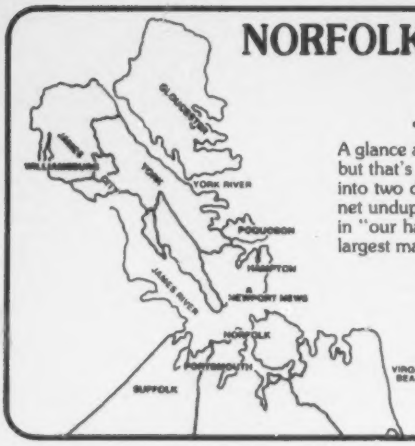
THE NEW STAR IN THE EAST IS THE MOST POWERFUL MARKET BETWEEN WASHINGTON AND ATLANTA.

Reach for Norfolk/Virginia Beach/Newport News, Virginia. A bright new star that's now the 30th largest Metropolitan Statistical Area. This star is really a constellation of 11 cities and counties known as Hampton Roads and situated at the mouth of the Chesapeake Bay.

Hampton Roads boasts a population of over 1.1 million people and Virginia's two largest cities—Virginia Beach and Norfolk.

And its strong, diversified economy really performs. With tourism, the military, new high tech business, and great air, sea and road connections all playing vital roles.

Put a star in your future. Call or write Dale Bowen, General Advertising Manager, (804) 446-2092, 150 West Brambleton Avenue, Norfolk, VA 23510.



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA

(WE CALL IT HAMPTON ROADS)

...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

National Reps:
SAWYER-FERGUSON-WALKER CO.
(212) 661-6262 in N.Y.
Gen. Adv. Mgr.
JERRY MARPLE
(804) 247-4668

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

VA. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pittsylvania	68.0	.0285	32.3	11.0	16.5	19.1	26.4	22.9	109,001	31,060	9,805	5,189	2,761	20,369	4,565
SUBURBAN TOTAL	68.0	.0285	32.3	11.0	16.5	19.1	26.4	22.9	109,001	31,060	9,805	5,189	2,761	20,369	4,565
LYNCHBURG	**145.0**	**.0609**	**32.1**	**13.1**	**16.6**	**19.1**	**26.1**	**49.2**	**772,208**	**168,196**	**61,428**	**129,280**	**33,099**	**148,403**	**27,248**
Amherst	30.3	.0127	32.0	12.3	17.6	20.2	24.5	9.5	107,227	35,438	7,761	8,502	1,575	23,665	4,518
Campbell	48.1	.0202	31.5	10.6	17.2	21.8	22.2	15.3	112,652	37,403	7,574	5,140	4,636	26,183	7,228
Lynchburg city	66.6	.0280	32.6	15.3	15.9	16.6	29.6	24.4	552,329	95,355	46,093	115,638	26,888	98,555	15,502
• Lynchburg	66.6	.0280	32.6	15.3	15.9	16.6	29.6	24.4	552,329	95,355	46,093	115,638	26,888	98,555	15,502
SUBURBAN TOTAL	78.4	.0329	31.7	11.3	17.4	21.2	23.1	24.8	219,879	72,841	15,335	13,642	6,211	49,848	11,746
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,260.9**	**.5294**	**28.7**	**16.8**	**18.4**	**18.2**	**20.2**	**420.8**	**6,475,831**	**1,203,317**	**604,894**	**788,241**	**397,645**	**1,496,351**	**165,594**
Chesapeake city	128.0	.0537	29.9	11.5	17.8	20.6	20.3	41.4	507,456	107,909	32,161	65,585	13,821	131,278	12,500
Chesapeake	128.0	.0537	29.9	11.5	17.8	20.6	20.3	41.4	507,456	107,909	32,161	65,585	13,821	131,278	12,500
Gloucester	24.7	.0104	33.9	9.8	16.3	20.7	27.5	8.7	96,511	35,944	4,954	8,957	2,694	19,449	4,075
Hampton city	125.8	.0528	29.5	15.2	17.3	20.0	20.4	43.3	899,515	147,797	63,941	135,105	42,836	171,987	15,494
• Hampton	125.8	.0528	29.5	15.2	17.3	20.0	20.4	43.3	899,515	147,797	63,941	135,105	42,836	171,987	15,494
James City	24.7	.0104	32.1	11.3	17.5	20.6	24.4	8.5	103,989	11,635	7,516		66,727	2,324	424
Newport News city	150.8	.0633	29.4	15.0	19.3	17.9	21.3	53.5	784,463	136,837	60,703	102,097	21,567	235,142	16,433
• Newport News	150.8	.0633	29.4	15.0	19.3	17.9	21.3	53.5	784,463	136,837	60,703	102,097	21,567	235,142	16,433
Norfolk city	279.0	.1171	25.7	27.1	18.1	12.8	20.5	91.5	1,488,920	233,641	164,141	197,064	96,677	361,006	37,338
• Norfolk	279.0	.1171	25.7	27.1	18.1	12.8	20.5	91.5	1,488,920	233,641	164,141	197,064	96,677	361,006	37,338

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 22% of Virginia's total population. 29% of total retail sales in the state, and 33% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

VA. (cont.) [redacted] ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Poquoson city	10.2	.0043	32.2	8.7	15.7	27.2	18.4	3.2	24,647	15,679	1,303	143	1,386	1,279	595
Poquoson	10.2	.0043	32.2	8.7	15.7	27.2	18.4	3.2	24,647	15,679	1,303	143	1,386	1,279	595
Portsmouth city	103.1	.0433	31.1	12.5	17.0	15.8	27.6	36.2	480,553	103,099	34,609	56,087	18,570	129,916	16,888
• Portsmouth	103.1	.0433	31.1	12.5	17.0	15.8	27.6	36.2	480,553	103,099	34,609	56,087	18,570	129,916	16,888
Suffolk city	48.6	.0204	32.9	10.5	15.2	18.7	28.0	16.0	284,171	66,339	12,357	8,785	10,330	50,667	9,655
• Suffolk	48.6	.0204	32.9	10.5	15.2	18.7	28.0	16.0	284,171	66,339	12,357	8,785	10,330	50,667	9,655
Virginia Beach city	315.6	.1325	28.3	14.7	21.0	21.0	14.9	103.4	1,456,513	260,430	157,679	191,983	102,609	340,787	39,594
• Virginia Beach	315.6	.1325	28.3	14.7	21.0	21.0	14.9	103.4	1,456,513	260,430	157,679	191,983	102,609	340,787	39,594
Williamsburg city	10.6	.0045	24.0	48.0	13.1	9.2	21.2	3.1	247,104	63,869	45,754	16,664	14,838	42,867	7,297
Williamsburg	10.6	.0045	24.0	48.0	13.1	9.2	21.2	3.1	247,104	63,869	45,754	16,664	14,838	42,867	7,297
York	39.8	.0167	30.1	11.3	17.2	24.6	17.0	12.0	101,989	20,138	19,776	5,771	5,590	9,649	5,301
SUBURBAN TOTAL	238.0	.1000	30.3	12.8	17.3	21.0	20.9	76.9	1,081,696	255,174	111,464	97,120	105,056	206,846	30,192
RICHMOND - PETERSBURG	**799.9**	**.3360**	**21.5**	**12.2**	**19.3**	**19.3**	**24.1**	**283.6**	**4,591,647**	**956,852**	**365,303**	**614,853**	**196,146**	**1,017,086**	**169,950**
Charles City	6.9	.0029	29.7	12.5	17.5	19.2	21.5	2.0	1,845	504	105			89	
Chesterfield	166.9	.0701	29.6	10.5	21.0	23.2	15.5	53.9	813,602	191,908	47,310	153,061	34,665	129,859	34,600
Colonial Heights city	17.1	.0072	34.8	10.3	15.3	22.2	27.4	5.9	83,228	13,483	8,181	12,311	1,434	18,665	3,742
Colonial Heights	17.1	.0072	34.8	10.3	15.3	22.2	27.4	5.9	83,228	13,483	8,181	12,311	1,434	18,665	3,742
Dinwiddie	22.4	.0094	32.5	11.5	15.8	20.5	25.6	6.0	28,183	13,237	2,640		171	348	224
Goochland	12.6	.0053	33.2	10.6	17.8	21.5	25.2	4.0	27,432	5,714	670	1,213	1,865	6,419	130
Hanover	55.4	.0233	32.8	10.5	16.4	22.6	23.8	17.8	262,608	62,088	19,878	7,219	5,398	30,577	9,879
Henrico	192.3	.0807	32.5	11.2	19.6	19.5	25.7	72.2	1,289,819	246,647	104,077	237,306	61,990	308,491	50,899
Hopewell city	23.4	.0098	31.6	12.0	16.6	18.4	26.0	8.6	112,763	28,031	9,533	15,994	5,534	12,698	7,877
Hopewell	23.4	.0098	31.6	12.0	16.6	18.4	26.0	8.6	112,763	28,031	9,533	15,994	5,534	12,698	7,877
New Kent	10.4	.0044	31.3	9.8	19.7	19.9	22.8	3.6	18,282	5,564	1 323	474	70	3,987	652
Petersburg city	40.7	.0171	32.1	12.3	16.3	16.8	28.5	15.1	287,357	34,954	18,513	62,507	14,244	79,101	11,220
• Petersburg	40.7	.0171	32.1	12.3	16.3	16.8	28.5	15.1	287,357	34,954	18,513	62,507	14,244	79,101	11,220
Powhatan	14.9	.0063	30.6	10.1	21.9	21.8	18.6	4.1	22,534	6,297	207	753	285	10,847	525
Prince George	26.6	.0112	26.2	18.8	21.2	19.4	11.9	6.3	68,556	14,110	7,042	1,676	1,458	28,699	
Richmond city	210.3	.0883	32.4	14.7	19.6	15.1	29.8	84.1	1,575,438	334,315	145,824	122,339	69,032	387,306	50,202
• Richmond	210.3	.0883	32.4	14.7	19.6	15.1	29.8	84.1	1,575,438	334,315	145,824	122,339	69,032	387,306	50,202
SUBURBAN TOTAL	548.9	.2306	31.2	11.2	19.4	21.1	21.5	184.4	2,728,852	587,583	200,966	430,007	112,870	550,679	108,528
ROANOKE	**224.3**	**.0942**	**33.9**	**10.6**	**17.6**	**19.2**	**28.9**	**83.3**	**1,250,309**	**276,514**	**111,853**	**186,043**	**68,681**	**227,325**	**47,188**
Botetourt	24.9	.0105	33.7	9.0	17.1	21.7	26.1	8.5	53,875	7,672	2,943	732	1,216	5,307	842
Roanoke	77.6	.0326	33.4	9.8	17.8	22.8	24.4	25.5	274,549	80,056	22,528	47,526	21,059	14,981	10,564
Roanoke city	97.5	.0409	34.2	11.0	17.7	15.7	32.9	40.7	744,777	145,081	75,595	123,773	39,890	153,628	26,913
• Roanoke	97.5	.0409	34.2	11.0	17.7	15.7	32.9	40.7	744,777	145,081	75,595	123,773	39,890	153,628	26,913
Salem city	24.3	.0102	34.5	13.2	16.5	19.1	30.0	8.6	177,108	43,705	10,787	14,012	6,516	53,409	8,869
Salem	24.3	.0102	34.5	13.2	16.5	19.1	30.0	8.6	177,108	43,705	10,787	14,012	6,516	53,409	8,869
SUBURBAN TOTAL	126.8	.0533	33.7	10.3	17.3	21.9	25.9	42.6	505,532	131,433	36,258	62,270	28,791	73,697	20,275
OTHER COUNTIES															
Accomack	31.8	.0134	36.6	9.5	13.8	17.1	34.7	11.5	121,663	39,684	11,245	9,599	4,283	15,150	4,435
☐ Alexandria city	107.0	.0449	32.4	12.2	28.1	19.4	23.4	52.2	968,529	124,627	102,733	157,317	51,740	329,012	26,702
Alexandria	107.0	.0449	32.4	12.2	28.1	19.4	23.4	52.2	968,529	124,627	102,733	157,317	51,740	329,012	26,702
Alleghany	14.1	.0059	32.8	9.4	16.2	20.9	25.6	4.5	786	546	104	101			
Amelia	8.6	.0036	33.0	10.4	15.2	19.7	27.4	2.7	17,510	4,049	415	679	311	4,343	901
Appomattox	12.7	.0054	33.5	10.0	14.7	20.5	27.3	4.3	39,465	9,225	2,535	629	399	13,236	2,454
☐ Arlington	152.2	.0638	33.3	13.7	25.9	19.0	26.6	71.7	1,052,830	183,001	136,353	80,287	59,533	362,116	53,411
• Arlington	152.2	.0638	33.3	13.7	25.9	19.0	26.6	71.7	1,052,830	183,001	136,353	80,287	59,533	362,116	53,411
Augusta	56.7	.0238	33.1	10.4	17.2	20.9	25.7	18.8	199,043	33,441	10,671	4,982	1,707	81,560	1,692
Bath	5.9	.0025	34.8	10.3	16.2	21.3	28.4	2.0	9,354	2,953	288	518	912	325	332

Next to Atlanta, Richmond has more Fortune 500 Companies than any other city in the Southeast.*

*Fortune magazine's Industrial 500 and Service 500 lists 14 headquarters in Richmond and 15 in Atlanta.

Nothing Delivers Advertising Like The Richmond Newspapers.

Richmond, Virginia 23293 An affiliate of Media General Represented nationally by Sawyer-Ferguson-Walker Company

VA. (cont.)

■ ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bedford	38.7	.0163	33.1	9.3	17.6	20.6	26.0	12.2	18,938	6,089	1,344	57	1,133	1,887	939
Bedford city	6.0	.0025	41.0	9.4	13.8	16.1	40.6	2.2	77,301	26,869	4,061	10,234	1,792	14,388	2,366
Bedford	6.0	.0025	41.0	9.4	13.8	16.1	40.6	2.2	77,301	26,869	4,061	10,234	1,792	14,388	2,366
Bland	6.6	.0027	32.7	10.6	19.8	18.4	27.0	2.2	6,722	1,659	258		88	2,936	154
☐ Bristol city	18.3	.0077	35.6	11.7	14.7	17.9	32.8	7.2	195,452	30,195	13,606	39,266	8,307	48,394	3,861
• Bristol	18.3	.0077	35.6	11.7	14.7	17.9	32.8	7.2	195,452	30,195	13,606	39,266	8,307	48,394	3,861
Brunswick	15.8	.0066	32.2	12.5	14.3	16.4	29.6	4.9	30,627	11,351	917	1,331	416	8,601	1,251
Buchanan	38.9	.0163	27.8	12.3	17.8	19.4	17.9	12.2	109,573	16,597	6,814	13,491	8,167	20,615	6,107
Buckingham	12.3	.0052	32.2	10.0	15.0	17.5	28.3	3.9	19,219	6,103	1,039	2,060	163	3,716	305
Buena Vista city	6.5	.0027	32.6	11.4	16.0	19.7	26.5	2.2	25,300	8,205	2,388	1,522	782	1,525	1,778
Buena Vista	6.5	.0027	32.6	11.4	16.0	19.7	26.5	2.2	25,300	8,205	2,388	1,522	782	1,525	1,778
Caroline	19.6	.0082	30.8	11.5	16.3	18.6	24.5	6.2	39,361	11,283	3,643	459	777	9,408	1,066
Carroll	28.3	.0119	34.8	9.2	15.8	19.8	29.9	9.6	55,146	14,047	3,757	6,072	1,962	8,644	3,058
Charlotte	12.0	.0050	34.3	9.9	13.4	18.0	31.0	4.0	17,026	6,623	847	978	495	2,927	808
Clarke	10.6	.0044	34.8	8.2	17.1	19.8	29.9	3.7	26,800	7,323	2,846	550	833	4,221	294
Clifton Forge city	4.7	.0020	40.2	9.1	12.6	15.8	40.2	1.8	22,641	8,630	876	1,920	413	3,554	2,060
Clifton Forge	4.7	.0020	40.2	9.1	12.6	15.8	40.2	1.8	22,641	8,630	876	1,920	413	3,554	2,060
Covington city	8.0	.0033	37.0	10.3	14.7	16.5	35.8	3.0	95,977	20,551	6,589	9,596	3,713	24,894	3,431
Covington	8.0	.0033	37.0	10.3	14.7	16.5	35.8	3.0	95,977	20,551	6,589	9,596	3,713	24,894	3,431
Craig	4.2	.0018	34.5	9.6	16.8	19.8	29.4	1.5	4,508	2,032	457		77	154	49
Culpeper	24.4	.0102	32.8	9.8	16.4	19.2	27.2	8.1	87,106	25,437	5,089	12,924	5,050	14,615	4,345
Cumberland	8.6	.0036	32.8	9.0	14.0	18.5	28.5	2.8	16,893	6,766	351	971	1,381	367	136
Dickenson	20.9	.0088	29.8	11.1	16.6	18.6	22.8	6.9	58,684	17,867	2,825	3,212	1,747	16,891	1,679
Emporia city	4.6	.0019	38.4	9.3	13.0	15.9	37.9	1.8	76,381	18,264	6,465	3,797	4,497	13,696	2,453
Emporia	4.6	.0019	38.4	9.3	13.0	15.9	37.9	1.8	76,381	18,264	6,465	3,797	4,497	13,696	2,453
Essex	9.3	.0039	34.3	9.3	15.8	17.7	31.2	3.1	62,245	16,618	6,598	5,946	3,073	9,411	3,611
☐ Fairfax	668.4	.2805	31.5	10.0	19.8	25.5	17.6	236.6	4,384,937	828,257	365,598	615,163	306,718	1,009,009	146,738
☐ Fairfax city	19.7	.0083	31.2	13.9	19.8	21.8	20.7	7.1	635,803	72,260	48,574	124,461	47,204	201,220	21,741
Fairfax	19.7	.0083	31.2	13.9	19.8	21.8	20.7	7.1	635,803	72,260	48,574	124,461	47,204	201,220	21,741
☐ Falls Church city	9.1	.0038	36.6	9.1	20.9	20.8	31.8	4.2	247,418	24,865	14,763	51,792	10,151	97,333	6,994
Falls Church	9.1	.0038	36.6	9.1	20.9	20.8	31.8	4.2	247,418	24,865	14,763	51,792	10,151	97,333	6,994
Fauquier	40.8	.0171	32.0	10.5	16.7	22.1	23.0	13.3	142,936	42,471	14,554	1,791	2,347	23,739	6,698
Floyd	12.2	.0052	35.6	9.6	15.4	19.1	31.8	4.3	24,860	5,818	650	937	2,334	10,335	178
Franklin	37.9	.0159	32.1	12.6	16.6	19.9	25.4	13.5	76,544	25,871	5,435	2,825	3,114	13,748	4,568
Franklin city	7.5	.0032	32.5	11.2	15.5	16.3	29.9	2.6	52,629	10,885	4,126	7,169	3,822	7,258	4,957
Franklin	7.5	.0032	32.5	11.2	15.5	16.3	29.9	2.6	52,629	10,885	4,126	7,169	3,822	7,258	4,957
Frederick	37.2	.0156	31.3	9.9	17.8	21.8	21.6	11.8	114,017	27,671	4,565	5,285	3,865	36,170	1,226
Fredericksburg city	16.2	.0068	32.0	20.2	15.8	15.1	30.1	6.3	293,870	45,083	30,614	30,446	19,382	53,631	14,674
Fredericksburg	16.2	.0068	32.0	20.2	15.8	15.1	30.1	6.3	293,870	45,083	30,614	30,446	19,382	53,631	14,674
Galax city	6.6	.0027	38.4	9.7	14.7	18.4	35.9	2.8	78,610	20,453	6,977	9,721	5,050	14,532	2,729
Galax	6.6	.0027	38.4	9.7	14.7	18.4	35.9	2.8	78,610	20,453	6,977	9,721	5,050	14,532	2,729
Giles	17.9	.0075	34.2	9.3	15.8	18.9	29.8	6.1	76,694	28,260	1,951	5,434	3,051	21,519	3,174
Grayson	16.7	.0070	35.5	9.5	15.2	19.4	31.2	6.1	27,732	9,581	1,413	3,112	2,169	6,669	1,017
Greensville	10.5	.0044	30.4	10.4	15.4	17.3	25.6	3.1	1,998	1,669					118
Halifax	30.1	.0126	33.4	10.2	15.4	18.4	29.1	9.5	22,039	6,192	1,128	1,159	521	2,636	799
Harrisonburg city	26.6	.0112	26.0	32.4	14.5	13.6	23.4	8.6	296,064	64,081	27,916	61,646	19,814	50,202	10,277
Harrisonburg	26.6	.0112	26.0	32.4	14.5	13.6	23.4	8.6	296,064	64,081	27,916	61,646	19,814	50,202	10,277
Henry	59.0	.0247	32.1	10.9	16.4	22.1	23.2	20.1	167,349	51,959	11,876	4,588	4,802	32,121	7,824
Highland	3.2	.0014	36.0	11.0	16.3	18.0	33.4	1.1	5,221	459	492	171	432	515	
Isle of Wight	23.4	.0098	31.9	10.8	16.7	19.8	25.0	7.6	56,613	22,430	4,448	2,837	779	11,708	2,836
King and Queen	6.0	.0025	34.2	10.0	15.7	17.4	31.3	2.1	5,677	2,234	263	277	130	1,571	
King George	11.6	.0048	31.0	9.2	17.3	21.1	21.9	3.7	15,872	3,815	1,208	586	331	4,700	704
King William	9.8	.0042	32.5	9.2	17.2	19.6	26.1	3.4	40,507	11,434	717	721	2,190	13,046	1,431
Lancaster	10.5	.0044	42.5	8.4	12.2	16.5	42.0	4.0	52,584	16,324	1,813	2,283	2,949	14,941	1,519
Lee	27.6	.0115	32.8	9.8	15.4	17.4	29.1	9.3	46,495	17,107	2,466	4,288	1,174	7,932	1,974
Lexington city	6.9	.0029	24.8	36.7	10.9	12.7	25.3	2.1	63,388	17,709	8,727	5,089	2,863	10,090	2,679
Lexington	6.9	.0029	24.8	36.7	10.9	12.7	25.3	2.1	63,388	17,709	8,727	5,089	2,863	10,090	2,679
☐ Loudoun	66.4	.0279	30.6	8.7	19.9	24.1	17.1	21.8	315,584	108,503	18,728	14,002	15,581	55,785	16,073
Louisa	19.4	.0082	33.2	10.2	15.2	19.1	28.1	6.5	39,987	16,819	1,740	2,260	969	5,144	1,521
Lunenburg	12.2	.0051	34.7	9.5	14.4	17.6	31.9	4.1	29,363	10,321	781	2,324	876	4,223	1,257
Madison	10.9	.0045	33.8	9.7	16.0	18.3	29.7	3.7	33,233	12,860	1,100	1,290	80	4,302	1,019
☐ Manassas city	17.1	.0072	28.4	11.3	23.7	19.5	14.8	5.7	240,465	47,127	14,944	14,068	6,354	102,676	4,290
Manassas	17.1	.0072	28.4	11.3	23.7	19.5	14.8	5.7	240,465	47,127	14,944	14,068	6,354	102,676	4,290
☐ Manassas Park city	6.7	.0028	25.3	13.3	21.1	18.7	10.8	2.0	14,117	7,126	1,051		644	2,479	1,117
Manassas Park	6.7	.0028	25.3	13.3	21.1	18.7	10.8	2.0	14,117	7,126	1,051		644	2,479	1,117
Martinsville city	17.9	.0075	36.7	9.7	14.8	17.7	34.3	6.7	157,557	33,954	10,724	28,101	8,547	29,953	6,513
Martinsville	17.9	.0075	36.7	9.7	14.8	17.7	34.3	6.7	157,557	33,954	10,724	28,101	8,547	29,953	6,513
Mathews	8.5	.0036	42.0	8.2	12.2	17.6	41.2	3.4	19,750	8,461	702	219	756	2,619	1,124
Mecklenburg	29.5	.0124	34.5	9.9	14.9	17.6	31.7	10.2	124,143	33,549	6,746	8,186	4,643	27,084	5,350
Middlesex	8.2	.0034	41.3	8.1	12.9	17.1	40.1	3.1	23,133	8,516	1,500	814	1,220	2,066	789
Montgomery	66.5	.0279	24.7	32.1	16.9	15.2	16.5	21.9	307,837	64,331	28,524	39,861	11,067	75,714	8,240
Nelson	12.3	.0052	35.2	9.5	15.1	18.7	31.7	4.2	37,802	5,237	1,442	454	471	16,873	641
Northampton	14.6	.0061	35.7	10.8	13.1	16.1	34.7	5.4	47,030	17,659	3,098	3,395	1,004	3,820	3,200
Northumberland	10.0	.0042	42.8	8.8	12.1	16.1	42.3	3.9	34,248	12,716	1,187	1,698	102	2,870	5,172
Norton city	4.7	.0019	32.5	11.0	15.8	17.1	29.0	1.7	95,288	15,642	4,816	12,445	2,120	30,394	4,686
Norton	4.7	.0019	32.5	11.0	15.8	17.1	29.0	1.7	95,288	15,642	4,816	12,445	2,120	30,394	4,686
Nottoway	14.4	.0060	37.0	9.5	13.1	17.6	34.9	5.0	51,374	13,022	3,438	1,961	4,236	12,133	2,863
Orange	19.9	.0084	34.2	9.6	15.5	19.1	29.6	6.9	65,295	14,658	3,193	3,958	1,738	19,126	4,042
Page	20.3	.0085	34.3	9.6	15.8	19.5	29.4	7.3	70,944	20,580	11,370	4,808	2,367	11,228	4,224
Patrick	18.3	.0077	34.9	9.1	15.3	21.0	28.9	6.3	31,450	9,926	1,339	5,831	950	4,395	1,619
Prince Edward	17.0	.0071	28.5	22.8	12.6	14.9	26.8	4.9	89,019	20,408	8,242	11,784	6,119	19,257	4,585
☐ Prince William	170.9	.0717	27.4	11.3	21.9	24.0	9.3	49.8	830,502	163,473	69,190	74,553	44,246	212,494	26,018

VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pulaski	36.4	.0153	32.6	9.9	17.5	19.2	20.6	12.7	113,813	34,511	5,974	10,558	3,060	22,604	5,199
Radford city	14.0	.0058	24.6	35.3	12.6	13.6	21.6	3.9	70,589	14,437	4,131	5,811	4,291	21,383	3,530
Radford	14.0	.0058	24.6	35.3	12.6	13.6	21.6	3.9	70,589	14,437	4,131	5,811	4,291	21,383	3,530
Rappahannock	6.7	.0028	34.9	9.0	16.8	20.2	29.6	2.4	6,384	1,637	775	201	919	125	
Richmond	7.0	.0029	36.0	9.9	14.3	18.9	32.5	2.5	27,560	12,253	1,984	1,642	2,048	4,072	1,145
Rockbridge	18.3	.0077	34.1	10.2	15.9	20.3	28.2	6.3	95,135	13,976	5,492	448	3,166	16,846	1,168
Rockingham	53.9	.0226	31.3	14.0	17.3	18.9	24.6	18.0	106,822	26,089	8,023	5,921	3,205	22,497	2,540
Russell	34.3	.0144	31.0	11.2	17.8	18.9	24.0	11.6	67,723	22,944	4,363	3,971	4,790	13,985	2,683
☐ Scott	24.9	.0104	34.9	9.7	15.[illegible]	20.0	29.8	8.5	95,153	27,068	3,092	1,379	2,858	32,528	2,371
Shenandoah	29.4	.0124	35.5	9.5	15.7	19.2	31.4	10.8	108,186	32,068	7,723	2,059	2,794	17,923	2,666
Smyth	33.7	.0141	34.5	10.1	15.2	20.1	29.2	11.6	117,196	26,332	7,811	9,708	3,706	23,202	4,975
Southampton	18.0	.0076	32.3	12.9	15.2	18.4	27.6	5.2	41,015	9,126	2,180	1,012	1,546	14,459	506
South Boston city	7.2	.0030	35.8	8.5	15.4	17.2	33.8	2.5	98,136	24,577	6,254	16,649	6,461	15,639	4,497
South Boston	7.2	.0030	35.8	8.5	15.4	17.2	33.8	2.5	98,136	24,577	6,254	16,649	6,461	15,639	4,497
Spotsylvania	41.1	.0172	29.0	9.2	20.3	30.2	17.7	12.8	191,650	35,808	11,997	54,704	4,609	49,009	2,261
☐ Stafford	49.0	.0206	29.3	11.0	19.0	22.7	16.4	14.6	155,931	53,594	15,754	10,357	992	24,514	911
Staunton city	21.7	.0091	36.1	12.2	15.7	18.9	32.5	7.8	141,590	38,638	10,867	26,811	7,814	17,817	7,316
Staunton	21.7	.0091	36.1	12.2	15.7	18.9	32.5	7.8	141,590	38,638	10,867	26,811	7,814	17,817	7,316
Surry	6.2	.0026	32.4	11.0	15.0	17.0	29.1	2.0	9,557	4,799	695	556	116	1,847	66
Sussex	10.4	.0044	32.5	10.5	15.4	17.6	28.5	3.4	50,319	16,754	4,975	1,562	1,584	8,732	1,791
Tazewell	52.9	.0222	31.2	10.9	17.5	18.6	24.7	17.7	264,642	79,162	11,939	25,531	9,652	71,176	11,380
Warren	23.4	.0098	34.1	9.7	16.2	19.7	28.7	8.6	91,087	31,565	6,995	6,680	3,020	14,316	2,834
☐ Washington	49.2	.0206	32.9	10.9	16.3	20.2	26.4	16.3	118,944	37,649	11,204	9,125	8,058	18,697	2,631
Waynesboro city	14.9	.0062	35.0	10.5	15.4	19.4	30.5	5.7	133,863	30,197	10,700	15,569	7,351	31,381	5,761
Waynesboro	14.9	.0062	35.0	10.5	15.4	19.4	30.5	5.7	133,863	30,197	10,700	15,569	7,351	31,381	5,761
Westmoreland	14.8	.0062	36.9	9.2	13.2	17.2	35.2	5.5	36,918	13,580	3,328	1,731	441	10,715	1,306
Winchester city	20.3	.0085	34.7	13.1	15.9	17.0	32.6	8.1	224,079	46,807	21,096	33,584	12,753	50,918	14,060
Winchester	20.3	.0085	34.7	13.1	15.9	17.0	32.6	8.1	224,079	46,807	21,096	33,584	12,753	50,918	14,060
Wise	43.8	.0197	30.4	11.9	17.3	17.3	24.7	15.2	178,247	66,356	9,324	13,205	3,614	31,844	5,959
Wythe	26.2	.0110	33.7	9.8	16.0	19.4	28.6	9.3	141,019	28,287	10,529	9,218	3,724	27,997	5,366
TOTAL METRO COUNTIES	**4,022.2**	**1.6885**	**30.7**	**13.3**	**19.4**	**20.2**	**21.5**	**1,416.9**	**23,572,704**	**4,590,300**	**2,055,962**	**3,056,904**	**1,317,896**	**5,626,148**	**766,730**
TOTAL STATE	**5,692.4**	**2.3890**	**31.2**	**13.0**	**18.3**	**19.8**	**23.2**	**1,987.2**	**20,045,655**	**4,272,590**	**2,516,820**	**3,675,387**	**1,581,115**	**7,000,155**	**1,025,670**

VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHARLOTTESVILLE	**1,290,932**	**25,260**	**22.6**	**30.4**	**19.1**	**13.0**	**.0530**
Albemarle	767,135	28,732	19.7	30.6	19.9	17.8	.0255
Charlottesville city	337,885	20,771	27.0	29.0	15.3	7.5	.0216
• Charlottesville	337,885	20,771	27.0	29.0	15.3	7.5	.0216
Fluvanna	96,449	21,565	26.9	29.9	16.6	8.1	.0033
Greene	79,463	26,257	18.4	36.3	20.0	8.0	.0026
SUBURBAN TOTAL	943,047	27,453	20.5	31.2	19.4	15.5	.0314
DANVILLE	**1,009,816**	**22,056**	**24.9**	**31.9**	**16.5**	**6.7**	**.0393**
Danville city	422,318	20,874	25.7	29.4	15.6	7.2	.0197
• Danville	422,318	20,874	25.7	29.4	15.6	7.2	.0197
Pittsylvania	587,498	22,877	24.5	33.5	17.2	6.4	.0196
SUBURBAN TOTAL	587,498	22,877	24.5	33.5	17.2	6.4	.0196
LYNCHBURG	**1,406,314**	**25,081**	**22.6**	**32.7**	**18.8**	**10.5**	**.0573**
Amherst	260,791	25,385	22.7	36.1	20.8	6.4	.0100
Campbell	445,828	26,682	20.5	33.6	21.7	10.7	.0153
Lynchburg city	699,695	23,897	23.9	30.6	16.3	12.0	.0320
• Lynchburg	699,695	23,897	23.9	30.6	16.3	12.0	.0320
SUBURBAN TOTAL	706,619	26,168	21.4	34.4	21.4	9.1	.0253
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**12,622,003**	**25,496**	**22.2**	**31.2**	**19.6**	**11.6**	**.5006**
Chesapeake city	1,235,623	28,022	18.8	33.8	23.3	11.0	.0464
Chesapeake	1,235,623	28,022	18.8	33.8	23.3	11.0	.0464
Gloucester	219,274	23,210	24.2	34.1	16.3	7.2	.0085
Hampton city	1,316,689	26,874	21.5	31.6	20.8	12.9	.0569
• Hampton	1,316,689	26,874	21.5	31.6	20.8	12.9	.0569
James City	271,545	28,456	20.2	29.7	21.4	16.2	.0098
Newport News city	1,399,248	22,680	25.4	32.6	17.0	7.1	.0580
• Newport News	1,399,248	22,680	25.4	32.6	17.0	7.1	.0580
Norfolk city	2,504,277	19,647	28.6	28.9	12.9	7.3	.1065
• Norfolk	2,504,277	19,647	28.6	28.9	12.9	7.3	.1065
Poquoson city	106,674	33,056	15.0	29.9	30.1	15.3	.0035
Poquoson	106,674	33,056	15.0	29.9	30.1	15.3	.0035
Portsmouth city	965,824	23,057	23.6	30.1	17.6	9.5	.0385
• Portsmouth	965,824	23,057	23.6	30.1	17.6	9.5	.0385
Suffolk city	445,110	24,536	21.6	30.0	19.7	10.4	.0193
• Suffolk	445,110	24,536	21.6	30.0	19.7	10.4	.0193
Virginia Beach city	3,612,108	31,268	16.8	32.0	24.8	17.2	.1303
• Virginia Beach	3,612,108	31,268	16.8	32.0	24.8	17.2	.1303

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Williamsburg city	103,742	23,092	27.0	28.4	13.8	14.9	.0086
Williamsburg	103,742	23,092	27.0	28.4	13.8	14.9	.0086
York	441,889	33,719	15.3	30.2	26.7	21.0	.0143
SUBURBAN TOTAL	2,378,747	28,284	19.2	32.5	22.7	13.0	.0911
RICHMOND - PETERSBURG	**8,785,256**	**27,808**	**19.8**	**30.5**	**21.7**	**13.9**	**.3440**
Charles City	53,047	24,385	22.5	36.4	15.7	9.0	.0016
Chesterfield	2,013,601	35,951	12.1	29.4	30.9	21.4	.0718
Colonial Heights city	168,170	27,711	20.1	35.9	24.0	8.0	.0065
Colonial Heights	168,170	27,711	20.1	35.9	24.0	8.0	.0065
Dinwiddie	174,032	26,269	21.0	31.6	20.9	10.2	.0060
Goochland	140,366	29,855	16.9	28.2	19.8	19.5	.0045
Hanover	630,286	33,851	15.3	26.5	27.4	20.2	.0230
Henrico	2,415,312	30,612	17.5	33.0	24.6	15.6	.0928
Hopewell city	245,041	27,055	19.7	31.7	21.0	11.6	.0094
Hopewell	245,041	27,055	19.7	31.7	21.0	11.6	.0094
New Kent	104,392	27,922	16.5	27.1	21.7	10.3	.0033
Petersburg city	337,401	18,552	28.7	29.3	11.2	5.8	.0167
• Petersburg	337,401	18,552	28.7	29.3	11.2	5.8	.0167
Powhatan	131,916	30,531	15.7	31.5	26.4	13.2	.0043
Prince George	213,657	26,673	22.7	34.6	22.3	10.4	.0080
Richmond city	2,158,035	20,825	25.9	29.2	13.9	9.0	.0961
• Richmond	2,158,035	20,825	25.9	29.2	13.9	9.0	.0961
SUBURBAN TOTAL	6,289,820	31,776	16.2	31.3	26.1	16.8	.2312
ROANOKE	**2,287,345**	**23,771**	**24.1**	**31.3**	**18.2**	**9.1**	**.0921**
Botetourt	215,472	23,247	25.5	34.7	16.5	6.0	.0076
Roanoke	847,341	30,666	17.0	33.3	26.1	14.0	.0292
Roanoke city	972,497	19,780	27.9	29.4	13.6	6.4	.0443
• Roanoke	972,497	19,780	27.9	29.4	13.6	6.4	.0443
Salem city	252,035	23,972	25.6	32.5	17.9	9.9	.0110
Salem	252,035	23,972	25.6	32.5	17.9	9.9	.0110
SUBURBAN TOTAL	1,314,848	27,840	20.5	33.3	22.6	11.6	.0478
OTHER COUNTIES							
Accomack	252,048	17,209	29.3	25.1	10.5	7.3	.0103
☐ Alexandria city	2,021,273	33,763	14.1	30.2	21.7	26.0	.0705
Alexandria	2,021,273	33,763	14.1	30.2	21.7	26.0	.0705
Alleghany	132,858	27,130	19.1	31.4	22.1	12.2	.0038
Amelia	59,981	19,987	29.4	34.7	11.1	4.1	.0023
Appomattox	103,697	22,041	25.0	35.3	14.9	5.3	.0041

VA. (cont.)

SMRA ESTIMATES

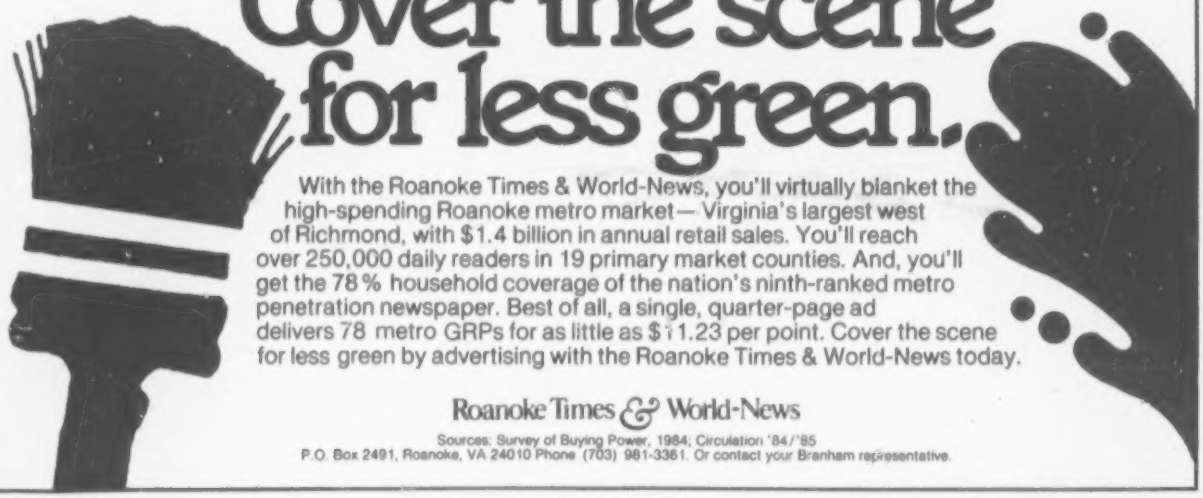
$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
☐ Arlington	3,018,930	36,611	13.5	27.0	20.5	32.0	.0957
• Arlington	3,018,930	36,611	13.5	27.0	20.5	32.0	.0957
Augusta	559,504	26,094	21.3	32.9	20.6	11.4	.0201
Bath	53,638	19,500	30.3	23.1	16.1	8.9	.0018
Bedford	317,800	24,009	23.8	35.9	17.3	7.4	.0099
Bedford city	52,534	19,965	26.9	29.1	13.6	7.2	.0034
Bedford	52,534	19,965	26.9	29.1	13.6	7.2	.0034
Bland	45,502	19,827	27.7	38.5	8.6	2.4	.0015
☐ Bristol city	164,647	19,762	24.3	30.3	13.2	5.9	.0094
• Bristol	164,647	19,762	24.3	30.3	13.2	5.9	.0094
Brunswick	99,978	16,684	33.5	26.8	10.6	3.0	.0040
Buchanan	314,067	23,633	22.3	34.3	16.9	6.9	.0118
Buckingham	72,903	15,888	32.3	27.2	7.4	3.2	.0030
Buena Vista city	53,822	22,718	25.7	40.0	16.0	3.1	.0020
Buena Vista	53,822	22,718	25.7	40.0	16.0	3.1	.0020
Caroline	150,233	21,480	29.0	31.2	16.2	6.1	.0054
Carroll	210,773	19,625	28.0	33.8	11.2	4.0	.0073
Charlotte	79,425	16,919	28.2	29.9	8.5	3.6	.0030
Clarke	117,436	26,500	19.7	32.5	18.7	14.7	.0038
Clifton Forge city	43,316	20,159	25.6	27.6	15.7	7.1	.0019
Clifton Forge	43,316	20,159	25.6	27.6	15.7	7.1	.0019
Covington city	63,208	18,987	30.4	32.4	12.6	2.4	.0042
Covington	63,208	18,987	30.4	32.4	12.6	2.4	.0042
Craig	35,542	22,594	26.9	37.0	16.4	2.7	.0012
Culpeper	199,555	21,386	24.9	32.6	14.1	7.2	.0080
Cumberland	58,051	17,798	29.4	28.3	10.0	5.3	.0021
Dickenson	158,984	20,941	25.1	34.6	12.9	4.8	.0063
Emporia city	40,880	18,731	31.9	28.5	11.8	5.1	.0030
Emporia	40,880	18,731	31.9	28.5	11.8	5.1	.0030
Essex	62,318	17,439	33.2	30.1	7.4	4.0	.0033
☐ Fairfax	11,409,079	45,976	8.3	20.2	24.0	43.5	.3790
☐ Fairfax ci /	329,026	43,214	9.5	23.0	22.6	40.3	.0226
Fairfax	329,026	43,214	9.5	23.0	22.6	40.3	.0226
☐ Falls Church city	187,903	40,458	11.0	24.3	23.1	37.1	.0102
Falls Church	187,903	40,458	11.0	24.3	23.1	37.1	.0102
Fauquier	422,741	28,393	20.2	29.7	21.3	15.5	.0150
Floyd	92,394	19,198	26.8	33.6	10.2	4.2	.0033
Franklin	304,760	21,891	27.0	35.2	15.0	4.9	.0109
Franklin city	64,923	20,525	25.1	28.3	13.2	9.8	.0032
Franklin	64,923	20,525	25.1	28.3	13.2	9.8	.0032
Frederick	334,927	26,353	21.5	34.0	22.2	8.9	.0122
Fredericksburg city	174,295	22,636	24.2	31.0	14.6	11.6	.0115
Fredericksburg	174,295	22,636	24.2	31.0	14.6	11.6	.0115
Galax city	64,060	17,816	35.3	29.2	9.3	4.5	.0036
Galax	64,060	17,816	35.3	29.2	9.3	4.5	.0036
Giles	148,310	21,618	27.5	34.6	13.9	6.0	.0062
Grayson	140,400	19,750	29.6	34.9	9.0	5.5	.0048
Greensville	63,529	17,545	29.5	30.5	9.1	3.9	.0022
Halifax	233,577	21,644	25.0	31.8	16.3	6.1	.0076

SMRA ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Harrisonburg city	215,304	18,384	30.1	28.1	12.2	5.8	.0132
Harrisonburg	215,304	18,384	30.1	28.1	12.2	5.8	.0132
Henry	535,911	24,689	23.4	37.1	17.7	7.1	.0192
Highland	21,185	17,100	26.5	29.5	9.5	3.2	.0008
Isle of Wight	209,089	25,599	20.4	33.5	19.6	9.3	.0073
King and Queen	42,946	16,617	29.9	28.8	9.2	4.0	.0014
King George	106,256	26,343	21.2	28.2	22.4	11.9	.0034
King William	84,202	22,278	25.4	35.1	13.9	7.1	.0035
Lancaster	104,398	21,337	25.7	27.1	15.0	10.6	.0041
Lee	177,311	15,872	31.5	27.1	8.5	2.8	.0067
Lexington city	62,474	20,400	26.7	24.5	12.8	13.8	.0033
Lexington	62,474	20,400	26.7	24.5	12.8	13.8	.0033
☐ Loudoun	774,779	33,409	14.1	29.9	27.3	19.4	.0279
Louisa	124,974	17,182	30.0	31.5	7.5	2.5	.0052
Lunenburg	95,356	19,437	28.5	29.2	12.8	6.7	.0035
Madison	81,302	19,922	28.8	35.1	10.2	4.4	.0032
☐ Manassas city	210,895	36,411	12.9	27.8	33.7	19.3	.0110
Manassas	210,895	36,411	12.9	27.8	33.7	19.3	.0110
☐ Manassas Park city	53,312	26,557	16.7	52.5	18.1	3.0	.0020
Manassas Park	53,312	26,557	16.7	52.5	18.1	3.0	.0020
Martinsville city	187,983	23,237	24.1	30.6	14.4	12.9	.0087
Martinsville	187,983	23,237	24.1	30.6	14.4	12.9	.0087
Mathews	91,774	23,458	22.7	30.0	17.1	10.5	.0030
Mecklenburg	234,028	19,763	26.2	31.6	12.4	5.4	.0098
Middlesex	74,191	19,453	28.2	27.4	12.6	8.5	.0028
Montgomery	626,863	22,729	25.3	28.9	15.7	11.3	.0247
Nelson	107,744	21,080	25.5	27.3	15.9	9.0	.0041
Northampton	115,398	17,293	28.0	25.5	11.2	5.8	.0045
Northumberland	97,459	20,296	29.0	29.2	13.3	8.3	.0035
Norton city	40,143	18,452	28.3	28.1	11.9	6.2	.0033
Norton	40,143	18,452	28.3	28.1	11.9	6.2	.0033
Nottoway	122,743	21,127	25.5	31.2	14.8	6.6	.0048
Orange	178,804	22,232	25.8	30.0	16.0	9.6	.0067
Page	164,099	19,572	30.2	31.8	12.5	4.5	.0065
Patrick	155,039	21,779	26.5	32.7	16.3	5.1	.0053
Prince Edward	108,003	17,739	29.1	30.3	9.8	3.9	.0056
☐ Prince William	1,993,656	38,946	10.5	25.9	32.5	26.3	.0723
Pulaski	318,886	22,815	26.0	35.5	15.8	5.9	.0118
Radford city	124,605	24,466	25.4	29.1	17.0	12.3	.0051
Radford	124,605	24,466	25.4	29.1	17.0	12.3	.0051
Rappahannock	61,169	22,080	24.6	30.4	14.7	9.0	.0018
Richmond	60,642	21,393	24.5	32.5	13.6	7.0	.0025
Rockbridge	133,006	18,905	29.8	31.8	12.2	2.9	.0064
Rockingham	442,702	21,398	26.4	36.0	13.2	5.7	.0156
Russell	250,663	19,337	27.9	32.2	12.2	3.9	.0094
☐ Scott	207,534	20,707	25.6	26.9	16.7	7.9	.0082
Shenandoah	250,705	20,300	29.4	33.2	11.8	5.9	.0099
Smyth	281,163	20,972	28.5	34.7	12.8	5.2	.0109
Southampton	121,244	20,532	21.9	31.0	14.5	5.6	.0049



VA. (cont.)

SMRB ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
South Boston city	61,195	21,299	25.5	32.8	13.2	7.5	.0041
South Boston	61,195	21,299	25.5	32.8	13.2	7.5	.0041
Spotsylvania	399,912	29,515	17.5	34.5	24.8	12.1	.0156
☐ Stafford	307,758	32,464	16.3	31.6	27.0	16.9	.0176
Staunton city	198,163	21,774	27.0	33.2	15.5	6.0	.0088
Staunton	198,163	21,774	27.0	33.2	15.5	6.0	.0088
Surry	42,928	18,638	29.3	31.1	11.4	3.5	.0015
Sussex	84,877	22,224	22.4	31.3	14.9	8.1	.0038
Tazewell	367,416	18,528	30.3	33.9	8.7	3.3	.0177
Warren	197,026	20,637	28.2	34.2	13.7	3.9	.0078
☐ Washington	388,839	20,128	28.0	31.6	13.1	5.6	.0144
Waynesboro city	168,136	25,721	22.4	34.2	18.3	12.0	.0077
Waynesboro	168,136	25,721	22.4	34.2	18.3	12.0	.0077
Westmoreland	111,809	17,279	31.1	27.1	9.7	4.9	.0043
Winchester city	223,609	22,077	26.9	28.5	15.6	10.9	.0113
Winchester	223,609	22,077	26.9	28.5	15.6	10.9	.0113
Wise	391,146	23,129	24.2	32.2	16.8	7.6	.0156
Wythe	206,444	19,281	31.6	33.6	10.0	4.3	.0095
TOTAL METRO COUNTIES	**48,659,297**	**29,990**	**18.2**	**28.8**	**21.2**	**19.3**	**1.8271**
TOTAL STATE	**62,701,191**	**27,170**	**20.5**	**29.7**	**19.3**	**15.9**	**2.3897**

WASHINGTON

WASH.

SMRB ESTIMATES

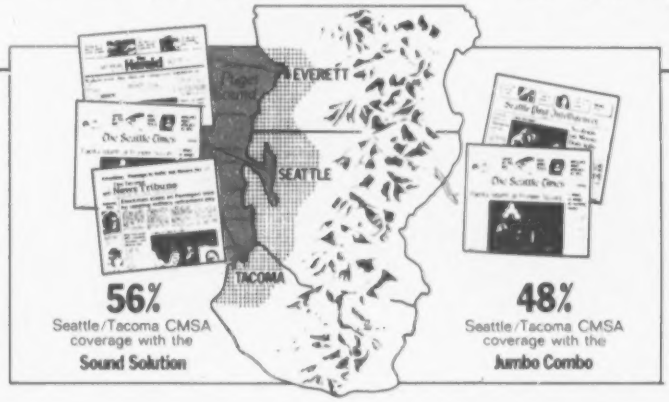
POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
BELLINGHAM	**113.9**	**.0478**	**30.2**	**15.0**	**19.8**	**16.3**	**24.1**	**43.4**
Whatcom	113.9	.0478	30.2	15.0	19.8	16.3	24.1	43.4
• Bellingham	45.6	.0191	29.7	21.5	20.0	13.8	25.7	18.8
SUBURBAN TOTAL	68.3	.0287	30.4	10.7	19.5	18.0	23.1	24.6
BREMERTON	**169.5**	**.0712**	**30.5**	**13.2**	**19.2**	**18.6**	**22.7**	**61.7**
Kitsap	169.5	.0712	30.5	13.2	19.2	18.6	22.7	61.7
• Bremerton	35.6	.0149	28.5	22.9	18.5	12.8	25.2	14.1
SUBURBAN TOTAL	133.9	.0563	31.0	10.6	19.4	20.2	22.0	47.6
OLYMPIA	**140.7**	**.0591**	**31.0**	**11.0**	**19.1**	**19.2**	**23.2**	**54.4**
Thurston	140.7	.0591	31.0	11.0	19.1	19.2	23.2	54.4
• Olympia	29.5	.0124	32.8	11.8	19.2	17.9	27.8	13.0
SUBURBAN TOTAL	111.2	.0467	30.6	10.8	19.0	19.5	22.0	41.4
RICHLAND - KENNEWICK - PASCO	**153.0**	**.0642**	**29.3**	**11.6**	**20.0**	**18.8**	**19.7**	**56.3**
Benton	115.8	.0486	29.6	11.4	20.3	19.8	19.2	43.1
• Kennewick	40.1	.0168	28.0	14.1	23.4	17.4	16.2	15.7

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**623,129**	**142,363**	**75,478**	**73,420**	**30,679**	**113,275**	**20,020**
Whatcom	623,129	142,363	75,478	73,420	30,679	113,275	20,020
• Bellingham	432,569	95,003	50,474	61,462	23,191	75,468	16,384
SUBURBAN TOTAL	190,560	47,360	24,984	11,958	7,488	37,807	3,636
BREMERTON	**673,988**	**159,767**	**75,932**	**62,811**	**33,086**	**130,243**	**38,376**
Kitsap	673,988	159,767	75,932	62,811	33,086	130,243	38,376
• Bremerton	354,593	59,893	40,008	55,491	21,760	85,410	22,222
SUBURBAN TOTAL	319,395	99,874	35,924	7,320	11,326	44,833	16,154
OLYMPIA	**722,606**	**178,626**	**77,565**	**105,397**	**34,041**	**122,688**	**22,871**
Thurston	722,606	178,626	77,565	105,397	34,041	122,688	22,871
• Olympia	398,655	69,405	37,747	67,341	24,426	98,505	8,463
SUBURBAN TOTAL	323,951	109,221	39,818	38,056	9,615	24,183	14,408
RICHLAND - KENNEWICK - PASCO	**754,667**	**179,481**	**69,193**	**102,208**	**26,843**	**138,429**	**36,374**
Benton	519,654	135,559	49,134	75,729	21,985	68,517	26,653
• Kennewick	308,738	70,431	24,614	55,823	11,828	38,900	15,494

Reach over 50% of the Seattle Market more efficiently with the Sound Solution.



Now there's a better way to reach the over 2 million people who reside along the shores of Puget Sound. It's the Sound Solution. With The Herald, The Seattle Times, and The Tacoma News Tribune, your Seattle/Tacoma CMSA buy becomes 11% more efficient. And you can maximize your reach at a discount. For details see the Seattle Sound Unit at the beginning of Washington state's listing in SRDS.

SOUND SOLUTION

The Herald • The Tacoma News Tribune

See the Seattle Sound Unit in SRDS

Represented Nationally by Sawyer-Ferguson-Walker, Inc. ■ 1983 Scarborough

WASH. (cont.) [redacted] ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Richland	33.8	.0142	32.1	10.0	17.7	21.6	23.3	13.1	153,658	44,863	17,523	19,230	7,754	15,425	10,009
Franklin	37.2	.0156	28.2	12.2	18.9	15.7	21.5	13.2	235,013	43,922	20,059	26,479	4,858	69,912	9,721
• Pasco	19.4	.0081	28.5	14.6	17.8	13.5	24.8	7.5	202,053	30,532	16,325	24,187	4,650	66,521	8,721
SUBURBAN TOTAL	59.7	.0251	29.1	9.8	19.6	19.9	18.4	20.0	90,218	33,655	10,731	2,968	2,611	17,583	2,150
SEATTLE	**1,699.9**	**.7134**	**31.9**	**12.2**	**20.5**	**19.7**	**23.9**	**676.3**	**11,004,876**	**2,234,250**	**1,347,912**	**1,234,238**	**549,221**	**2,109,891**	**369,934**
King	1,329.5	.5579	32.2	12.3	20.7	19.6	24.6	537.4	9,071,628	1,813,418	1,145,329	983,954	453,981	1,721,396	314,958
• Auburn	29.4	.0123	30.5	14.5	18.8	17.9	23.6	11.9	306,632	53,731	18,720	1,721	12,668	151,718	10,637
Bellevue	79.1	.0332	32.7	13.0	16.9	24.6	21.5	31.0	974,941	127,709	89,687	93,243	56,905	233,616	28,527
• Seattle	487.4	.2046	33.6	14.2	22.7	15.5	31.3	224.7	3,610,560	656,032	547,068	382,488	178,383	609,448	110,502
Snohomish	370.4	.1555	30.7	11.2	19.6	20.0	21.6	138.9	1,933,248	420,832	202,583	250,284	95,340	388,495	54,976
• Everett	56.8	.0238	32.6	13.4	17.6	15.8	29.9	24.5	588,912	99,193	68,720	106,471	25,838	125,688	21,928
SUBURBAN TOTAL	1,126.3	.4727	31.0	11.1	19.7	21.8	20.4	415.2	6,498,772	1,425,294	713,404	743,558	332,432	1,223,037	226,867
SEATTLE - TACOMA CONSOLIDATED AREA	***2,219.0***	***.9313***	***31.5***	***12.7***	***19.9***	***19.3***	***23.7***	***870.8***	***13,591,118***	***2,758,440***	***1,623,290***	***1,535,966***	***660,570***	***2,674,851***	***445,054***
SPOKANE	**354.4**	**.1487**	**31.0**	**12.8**	**18.3**	**17.3**	**25.4**	**137.9**	**1,965,434**	**434,133**	**211,573**	**251,774**	**93,354**	**421,971**	**61,567**
Spokane	354.4	.1487	31.0	12.8	18.3	17.3	25.4	137.9	1,965,434	434,133	211,573	251,774	93,354	421,971	61,567
• Spokane	174.9	.0734	32.4	13.5	18.5	14.6	30.5	75.2	1,265,395	268,319	136,539	193,145	66,498	250,162	42,999
SUBURBAN TOTAL	179.5	.0753	29.7	12.2	18.2	20.0	20.4	62.7	700,039	165,814	75,034	58,629	26,856	171,809	18,568
TACOMA	**519.1**	**.2179**	**30.0**	**14.3**	**18.4**	**18.0**	**22.8**	**194.5**	**2,586,242**	**524,190**	**275,378**	**321,728**	**111,249**	**564,960**	**75,120**
Pierce	519.1	.2179	30.0	14.3	18.4	18.0	22.8	194.5	2,586,242	524,190	275,378	321,728	111,249	564,960	75,120
• Tacoma	159.4	.0669	31.7	12.9	18.0	15.6	28.4	66.7	1,254,445	182,909	130,052	244,662	59,285	303,701	32,617
SUBURBAN TOTAL	359.7	.1510	29.2	15.0	18.6	19.0	20.3	127.8	1,331,797	341,281	145,326	77,066	51,964	261,259	42,503

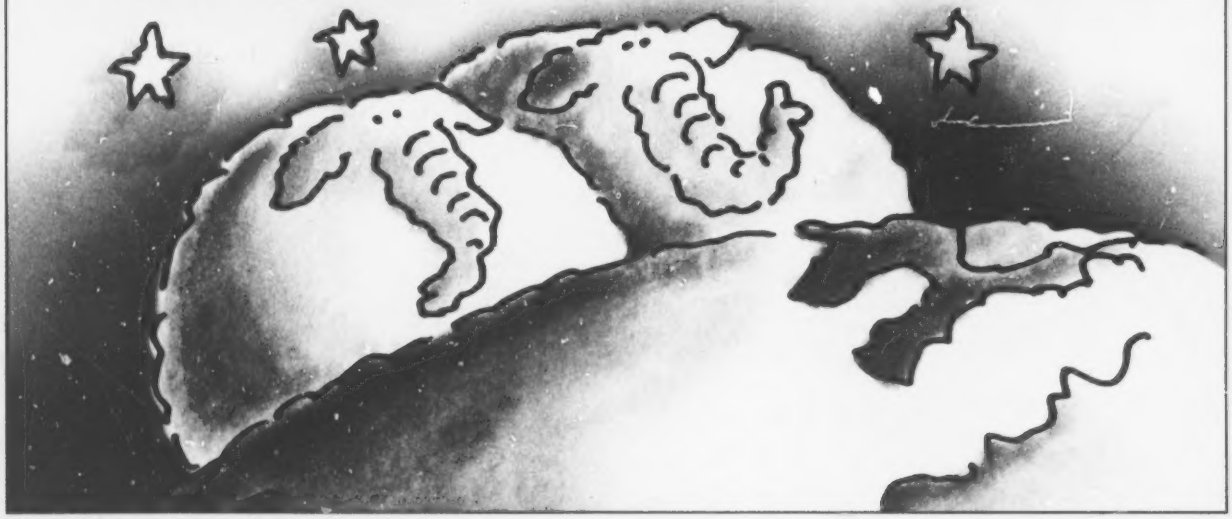
Seattle is the 13th largest CMSA in the country. A growing, affluent market that's easy to reach with our Jumbo Combo package.

Our low combination rate delivers two daily giants, The Seattle Times and Seattle Post-Intelligencer. Together, they cover 47% of the market daily and 56% on Sundays.

For details, contact your CWO&O representative. Find out how the Jumbo Combo can help put you on the map.

The Seattle Times/Seattle Post-Intelligencer

ARE YOU OVERLOOKING A MAMMOTH MARKET?



WASH. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
VANCOUVER	**208.2**	**.0874**	**30.2**	**10.4**	**19.4**	**19.1**	**21.6**	**77.1**	**803,207**	**195,969**	**98,020**	**146,257**	**30,040**	**136,448**	**28,350**
Clark	208.2	.0874	30.2	10.4	19.4	19.1	21.6	77.1	803,207	195,969	98,020	146,257	30,040	136,448	28,350
• Vancouver	43.9	.0184	33.0	14.0	17.7	15.0	31.5	20.2	269,299	50,291	37,875	24,012	12,286	83,290	7,883
SUBURBAN TOTAL	164.3	.0690	29.6	9.4	20.0	20.2	19.0	56.9	533,908	145,678	60,145	122,245	17,754	53,158	20,467
YAKIMA	**180.7**	**.0758**	**31.4**	**10.7**	**16.5**	**17.4**	**26.6**	**66.4**	**868,773**	**211,572**	**84,863**	**104,518**	**27,879**	**185,282**	**26,609**
Yakima	180.7	.0758	31.4	10.7	16.5	17.4	26.6	66.4	868,773	211,572	84,863	104,518	27,879	185,282	26,609
• Yakima	48.9	.0205	33.3	11.7	17.1	15.8	31.3	20.4	499,933	94,463	50,579	71,173	18,884	119,261	14,356
SUBURBAN TOTAL	131.8	.0553	30.6	10.3	16.1	18.1	24.9	46.0	368,840	117,109	34,284	33,345	8,995	66,021	12,253
OTHER COUNTIES															
Adams	13.6	.0057	29.4	9.7	16.6	17.7	23.0	4.9	55,419	15,528	6,362	2,363	1,699	7,642	2,558
Asotin	17.5	.0074	32.5	10.3	16.5	17.1	28.8	6.9	52,590	20,523	7,788	56	3,417	3,665	3,324
Chelan	47.1	.0197	34.6	10.2	16.3	17.8	31.6	19.3	292,567	61,976	29,148	27,940	12,877	65,224	12,985
Clallam	53.4	.0224	33.1	10.8	17.4	16.4	30.3	21.2	246,067	59,271	25,249	25,020	7,489	53,676	11,827
Columbia	4.0	.0017	38.7	5.8	14.7	17.6	37.1	1.6	12,858	4,278	1,804	735	293	815	505
Cowlitz	82.3	.0345	31.2	10.6	18.1	18.2	24.9	31.5	428,297	114,121	47,943	62,244	12,182	91,325	13,183
Douglas	23.6	.0099	31.8	9.6	18.1	19.9	24.3	9.2	93,759	35,441	10,756	5,151	2,058	5,861	4,520
Ferry	6.4	.0027	28.9	11.0	18.9	17.6	20.9	2.1	10,154	5,543	920		265	822	299
Garfield	2.3	.0010	38.3	6.9	14.0	17.9	36.1	1.0	2,811	1,281	221		95	71	30
Grant	51.6	.0217	30.5	10.5	16.1	17.4	25.3	18.9	229,466	64,601	26,334	6,465	6,042	4,327	10,999
Grays Harbor	66.0	.0277	32.5	10.5	17.0	17.5	28.2	25.8	311,577	102,924	35,818	16,355	14,674	47,140	14,284
Island	49.0	.0205	30.7	13.5	18.4	17.1	25.0	18.2	149,408	43,678	19,222	5,666	9,377	30,159	5,050
Jefferson	17.7	.0075	36.3	7.7	17.5	17.3	34.3	7.3	67,953	20,916	8,057	2,170	1,811	4,775	916
Kittitas	24.7	.0103	29.5	20.7	16.9	15.5	25.2	9.6	136,284	33,836	20,734	11,288	2,818	20,869	1,404
Klickitat	16.7	.0070	31.8	9.2	17.9	17.6	26.7	6.2	44,431	12,794	4,383	568	790	9,760	1,677
Lewis	57.8	.0243	32.8	9.5	15.7	17.7	28.9	22.0	297,830	78,922	30,868	35,063	9,290	48,505	11,261
Lincoln	9.4	.0039	36.8	7.0	14.9	18.3	34.2	3.7	26,734	10,110	2,305	676	156	5,503	1,309
Mason	35.4	.0149	33.5	11.5	16.0	17.1	30.6	13.7	118,103	45,259	12,040	6,175	4,161	14,435	2,372
Okanogan	32.3	.0136	32.6	8.8	17.0	18.7	27.3	12.5	144,192	39,254	15,643	23,336	4,367	17,699	5,643
Pacific	17.4	.0073	37.3	8.5	15.0	15.8	36.8	7.4	59,159	18,875	9,298	4,583	951	3,752	2,428
Pend Oreille	9.2	.0038	32.7	7.5	16.0	18.9	27.5	3.3	30,769	17,142	2,029	334	157	3,891	1,627
San Juan	9.0	.0038	38.1	6.2	19.5	17.0	37.0	3.9	33,214	12,535	4,239	656	213	1,389	1,036
Skagit	67.8	.0284	33.4	9.9	17.4	17.7	29.5	26.8	440,537	117,434	49,007	14,391	14,510	114,863	17,980
Skamania	8.1	.0034	31.4	9.5	17.8	20.0	23.7	3.0	8,411	3,995	1,011	381		476	292
Stevens	31.8	.0133	30.2	8.4	18.4	18.8	22.4	10.9	88,883	26,871	9,296	2,752	3,155	16,255	2,269
Wahkiakum	3.6	.0015	33.4	7.8	16.1	17.2	30.2	1.4	6,103	3,376	786	240	79	155	
Walla Walla	48.5	.0204	32.4	14.2	16.9	16.7	28.9	17.7	226,541	49,627	20,947	24,087	10,176	52,372	11,667
Whitman	40.8	.0171	24.7	33.0	17.0	13.3	18.5	14.1	110,040	37,505	9,688	1,462	4,043	25,696	3,799
TOTAL METRO COUNTIES	**3,539.4**	**1.4855**	**31.1**	**12.4**	**19.4**	**18.9**	**23.7**	**1,368.8**	**20,002,922**	**4,260,351**	**2,315,914**	**2,492,351**	**936,492**	**3,923,187**	**679,221**
TOTAL STATE	**4,386.4**	**1.8409**	**31.3**	**12.3**	**19.8**	**18.6**	**24.4**	**1,692.1**	**23,727,079**	**5,317,967**	**2,727,810**	**2,682,508**	**1,063,637**	**4,618,109**	**824,736**

WASH.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BELLINGHAM	**1,108,340**	**21,848**	**24.8**	**31.7**	**14.7**	**7.9**	**.0455**
Whatcom	1,108,340	21,848	24.8	31.7	14.7	7.9	.0455
• Bellingham	446,723	18,798	26.2	27.9	12.2	7.1	.0225
SUBURBAN TOTAL	661,617	24,123	23.7	34.4	16.7	8.5	.0230
BREMERTON	**1,813,739**	**26,365**	**21.8**	**33.5**	**20.4**	**10.4**	**.0651**
Kitsap	1,813,739	26,365	21.8	33.5	20.4	10.4	.0651
• Bremerton	369,142	20,831	27.0	31.3	14.7	6.1	.0184
SUBURBAN TOTAL	1,444,597	28,044	20.2	34.3	22.1	11.7	.0467

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OLYMPIA	**1,537,650**	**25,399**	**22.8**	**31.1**	**20.0**	**10.6**	**.0584**
Thurston	1,537,650	25,399	22.8	31.1	20.0	10.6	.0584
• Olympia	350,181	22,245	23.9	28.1	16.4	11.6	.0185
SUBURBAN TOTAL	1,187,469	26,367	22.4	32.0	21.4	10.3	.0399
RICHLAND - KENNEWICK - PASCO	**1,928,347**	**32,672**	**15.4**	**28.0**	**24.1**	**19.2**	**.0677**
Benton	1,548,588	34,660	13.9	27.1	27.6	21.7	.0518
• Kennewick	521,304	31,291	15.8	29.2	26.6	16.8	.0206
• Richland	515,794	38,739	11.9	23.5	27.9	28.9	.0164

WESTERN WASHINGTON NEWSPAPER NETWORKS

WWNN(1): 1 order—1 buy—1 bill at a discount that makes it easy to buy 106,600 circulation, 7 daily newspapers and 20.6% coverage of Western Washington.
WWNN(2): Greater Seattle Newspaper Network (2 newspapers).
WWNN(3): Puget Sound Newspaper Network (3 newspapers).

TURN TO LINDON FOR RESULTS (SEE PAGE 8-9)

Aberdeen (WA) World (1)(3) • Bellevue (WA) Journal-American (1)(2) • Longview (WA) News (1)(3) • Port Angeles (WA) News (1)(3) • Valley (Renton, Kent, Auburn) Newspapers (1)(2)

WASH. (cont.) SMSA ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Franklin	379,759	26,237	20.2	30.8	21.2	11.2	.0159
• Pasco	189,685	23,179	21.7	31.1	18.7	7.1	.0100
SUBURBAN TOTAL	701,564	33,538	15.0	28.7	27.4	19.3	.0207
SEATTLE	**23,020,738**	**30,639**	**17.4**	**28.5**	**22.9**	**18.5**	**.8440**
King	18,567,358	30,833	17.4	27.7	22.6	19.5	.6817
• Auburn	352,660	27,585	19.1	32.9	22.2	11.7	.0164
Bellevue	1,297,588	37,430	14.4	25.2	23.4	30.7	.0544
• Seattle	6,702,125	24,440	22.3	28.1	17.6	13.6	.2545
Snohomish	4,453,380	30,017	17.6	31.7	24.1	14.6	.1623
• Everett	654,105	23,309	22.3	30.4	17.1	9.6	.0311
SUBURBAN TOTAL	15,311,848	34,043	14.4	28.6	26.2	21.8	.5420
SEATTLE - TACOMA CONSOLIDATED AREA	***27,937,897***	***28,418***	***19.2***	***29.6***	***21.2***	***15.8***	***1.0429***

SMSA ESTIMATES	SS EFFECTIVE BUYING INCOME 1984						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SPOKANE	**3,316,296**	**20,855**	**25.8**	**32.2**	**14.1**	**5.8**	**.1394**
Spokane	3,316,296	20,855	25.8	32.2	14.1	5.8	.1394
• Spokane	1,644,362	18,296	27.7	29.8	11.1	4.8	.0759
SUBURBAN TOTAL	1,671,934	24,085	23.7	34.8	17.8	7.1	.0635
TACOMA	**4,917,159**	**21,921**	**25.6**	**33.1**	**15.0**	**6.6**	**.1989**
Pierce	4,917,159	21,921	25.6	33.1	15.0	6.6	.1989
• Tacoma	1,453,035	18,704	26.8	30.6	11.6	4.6	.0706
SUBURBAN TOTAL	3,464,124	23,626	25.0	34.3	16.8	7.6	.1283
VANCOUVER	**2,202,326**	**26,643**	**20.2**	**33.6**	**20.8**	**10.0**	**.0789**
Clark	2,202,326	26,643	20.2	33.6	20.8	10.0	.0789
• Vancouver	479,566	19,577	26.5	28.5	13.1	7.4	.0192
SUBURBAN TOTAL	1,722,360	28,781	17.9	35.4	23.6	11.0	.0597

THE CASE FOR SPOKANE

A ONE NEWSPAPER BUY

Just one newspaper buy reaches virtually every household in Spokane County, PLUS an impressive 48% coverage in the 17-county primary market area. That's over 696,000 people with *one* cost-effective buy!

The wide *Spokane circulation area mirrors the wholesale distribution pattern* for the Inland Pacific Northwest. Its geographic isolation and newspaper penetration make the Spokane area a *prime test market*. In addition, Spokane duplicates the nation's demographics — it's large enough to give you an accurate reading, yet small enough to minimize your cost and control variables.

The Spokesman-Review and **Spokane Chronicle** build a great case for a simple, one newspaper buy in Spokane.

For additional information call (509) 495-5045, or write to: National Advertising Department, P.O. Box 2160, Spokane, WA 99210.

THE SPOKESMAN-REVIEW
Spokane Chronicle

Represented nationally by Cramer, Woodward, O'Mara & Ormsbee, Inc.

Reach the entire Northwest market. Include the . . .

YAKIMA HERALD-REPUBLIC

53% MARKET PENETRATION
165,768 CIRCULATION

Represented by BRANHAM Newspaper Sales

YAKIMA HERALD-REPUBLIC

Group Discount
7 DAILIES • ONE BILL
• YAKIMA HERALD REPUBLIC • WENATCHEE WORLD • PASCO TRI-CITY HERALD
• WALLA WALLA UNION BULLETIN • PENDLETON EAST OREGONIAN
• LEWISTON MORNING TRIBUNE • MOSCOW IDAHOIAN

WASH. (cont.) SMS ESTIMATES	EFFECTIVE BUYING INCOME 1984						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
YAKIMA	1,566,065	19,893	26.9	30.6	13.1	6.1	.0656
Yakima	1,566,065	19,893	26.9	30.6	13.1	6.1	.0656
• Yakima	466,771	18,746	27.2	28.4	12.8	5.9	.0247
SUBURBAN TOTAL	1,099,294	20,372	26.9	31.5	13.2	6.2	.0409
OTHER COUNTIES							
Adams	139,885	26,045	20.4	34.7	18.4	11.2	.0051
Asotin	178,900	22,932	23.6	27.9	19.6	8.3	.0061
Chelan	465,879	20,382	27.6	30.3	13.8	6.9	.0197
Clallam	494,396	20,476	28.4	33.6	12.3	5.3	.0198
Columbia	37,517	20,641	25.9	33.5	12.3	5.8	.0013
Cowlitz	848,310	25,273	19.9	33.7	20.0	7.8	.0333
Douglas	231,961	22,797	25.8	32.2	17.8	6.3	.0086
Ferry	52,798	22,780	22.0	34.2	15.8	6.5	.0019
Garfield	26,080	23,160	25.2	33.1	17.1	8.1	.0008
Grant	466,737	22,091	25.3	32.5	15.8	7.0	.0186
Grays Harbor	737,336	25,728	20.6	29.6	20.5	11.3	.0271
Island	503,892	22,798	28.1	32.5	14.9	9.7	.0174
Jefferson	181,370	20,777	27.3	30.9	13.7	7.4	.0065
Kittitas	193,548	15,982	28.9	26.8	8.9	3.8	.0090
Klickitat	149,802	21,609	26.9	33.7	14.6	5.7	.0053
Lewis	539,941	21,252	25.2	30.5	15.5	7.0	.0223
Lincoln	119,080	27,728	20.2	33.2	20.8	14.0	.0037
Mason	334,196	21,348	27.4	33.0	13.9	6.6	.0122
Okanogan	222,169	15,136	30.7	28.2	5.6	2.4	.0104
Pacific	164,202	18,342	28.3	28.6	11.6	5.6	.0059
Pend Oreille	62,015	15,864	28.3	30.0	8.7	1.9	.0027
San Juan	101,222	21,472	26.1	32.5	11.5	10.1	.0034
Skagit	702,733	22,910	24.6	31.9	15.7	8.9	.0295
Skamania	54,584	17,000	36.5	31.9	3.9	1.5	.0020
Stevens	262,664	21,249	25.6	31.5	15.5	6.3	.0099
Wahkiakum	35,090	22,812	20.5	36.5	12.4	7.1	.0012
Walla Walla	479,860	22,775	23.8	30.1	17.4	9.0	.0186
Whitman	401,353	21,800	26.7	28.2	16.0	10.1	.0138
TOTAL METRO COUNTIES	41,410,660	26,709	20.6	30.3	20.0	13.4	1.5630
TOTAL STATE	49,598,180	25,694	21.5	30.5	19.1	12.3	1.8796

WEST VIRGINIA

W.VA. SMS ESTIMATES	POPULATION—12/31/84							RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	260.3	.1131	33.0	10.7	17.7	18.5	27.9	104.2	1,507,716	334,219	107,953	190,718	54,731	488,246	51,858
Kanawha	226.8	.0952	33.3	10.8	17.6	18.1	29.0	89.2	1,359,169	300,045	98,276	183,534	52,401	353,463	47,858
• Charleston	59.0	.0248	36.6	10.4	16.9	16.6	35.3	25.6	701,324	113,328	58,930	135,629	23,357	179,973	19,668
Putnam	42.5	.0179	31.3	9.8	18.8	20.7	22.3	15.0	148,547	34,174	9,677	7,184	2,330	46,883	3,200
SUBURBAN TOTAL	210.3	.0883	32.2	10.8	17.9	19.1	25.8	78.6	806,392	220,891	49,023	55,089	31,374	220,373	31,390
HUNTINGTON - ASHLAND	341.0	.1430	32.4	11.2	16.2	18.7	27.0	134.5	1,698,307	349,802	136,960	303,702	67,206	284,840	55,380
Cabell	105.9	.0444	33.5	12.7	15.9	17.6	30.0	41.5	815,469	140,941	70,790	186,066	35,960	156,901	22,131
• Huntington	60.9	.0256	35.7	14.2	14.5	15.6	35.3	25.5	544,942	110,916	56,805	61,880	29,147	119,282	18,528
Wayne	47.9	.0201	31.6	10.6	16.1	19.3	23.3	16.8	120,532	20,949	7,743	24,340	2,720	20,539	1,507
Boyd, Ky.	*55.4*	*.0233*	*33.2*	*10.6*	*16.6*	*19.2*	*27.9*	*20.5*	*333,697*	*74,963*	*26,725*	*65,651*	*10,156*	*56,998*	*14,817*
• *Ashland*	*26.5*	*.0111*	*37.2*	*10.3*	*14.1*	*17.6*	*34.9*	*10.7*	*267,390*	*48,335*	*23,745*	*63,680*	*9,264*	*51,210*	*14,134*
Carter, Ky.	*20.3*	*.0110*	*30.0*	*11.8*	*13.9*	*18.1*	*24.0*	*8.7*	*84,651*	*26,302*	*5,880*	*9,243*	*6,736*	*11,711*	*3,073*
Greenup, Ky.	*40.4*	*.0169*	*31.2*	*10.0*	*16.7*	*20.3*	*23.1*	*13.5*	*79,437*	*31,049*	*4,111*	*4,356*	*2,810*	*14,617*	*2,406*
Lawrence, Ohio	*65.1*	*.0273*	*32.0*	*10.1*	*15.8*	*18.8*	*26.4*	*23.5*	*166,421*	*47,688*	*10,503*	*14,120*	*9,116*	*26,079*	*11,369*
SUBURBAN TOTAL	253.6	.1063	31.3	10.5	16.9	19.6	24.1	88.3	787,075	190,631	46,410	178,222	39,048	114,353	22,641
PARKERSBURG - MARIETTA	159.8	.0669	32.2	11.1	16.6	18.9	26.0	58.6	847,886	179,209	68,268	134,384	35,396	107,690	26,681
Wood	92.9	.0390	32.7	10.6	16.3	19.1	27.1	35.1	543,267	102,633	42,738	103,236	24,853	130,783	15,330

W.VA. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
* Parkersburg	39.3	.0165	35.3	10.6	15.2	16.6	33.9	16.4	373,808	81,875	30,522	56,211	12,838	105,606	12,931
Washington, Ohio	66.1	.0277	31.6	11.8	18.2	18.7	25.8	23.5	304,559	67,626	26,830	31,158	11,343	56,909	20,331
* Marietta	16.8	.0071	32.1	17.0	15.4	14.9	30.6	6.5	180,923	36,933	20,098	26,838	7,089	24,020	16,298
SUBURBAN TOTAL	102.9	.0431	31.2	10.3	16.9	20.5	23.1	35.7	293,075	51,451	18,948	51,335	15,469	58,066	6,422
STEUBENVILLE - WEIRTON	156.4	.0657	33.5	11.1	15.8	17.8	29.8	57.7	624,683	172,327	51,332	80,273	22,822	114,145	25,530
Brooke	29.8	.0126	32.4	12.7	15.9	18.0	27.9	10.6	93,499	27,709	11,143	6,763	4,891	13,552	4,579
Hancock	39.3	.0165	33.0	10.8	16.2	18.1	28.7	14.6	161,572	55,653	16,226	17,178	4,219	23,891	7,603
* Weirton	23.6	.0099	35.8	11.2	15.1	17.7	33.2	9.2	152,655	44,034	16,030	18,617	4,379	27,085	7,102
Jefferson, Ohio	67.3	.0366	34.1	10.7	15.5	17.5	31.1	32.5	369,612	88,965	23,963	56,332	12,712	76,702	13,348
* Steubenville	24.1	.0101	38.2	11.8	14.0	15.1	38.2	9.6	205,447	33,544	13,792	43,935	9,934	38,701	9,943
SUBURBAN TOTAL	188.7	.0457	32.3	11.0	16.2	18.3	27.3	38.9	266,581	94,749	21,510	17,717	8,509	48,359	8,480
WHEELING	180.1	.0768	33.8	11.2	16.2	16.6	31.4	69.7	915,630	208,016	70,697	168,270	44,697	161,725	29,955
Marshall	41.6	.0174	32.4	10.0	17.8	17.7	27.6	15.0	142,033	46,477	8,741	24,155	4,965	25,435	5,482
Ohio	59.2	.0248	34.5	13.1	15.3	15.9	33.4	23.1	323,246	59,471	32,402	24,413	26,428	76,481	10,124
* Wheeling	41.1	.0172	37.3	11.9	14.5	15.5	37.0	17.0	279,269	56,441	27,121	24,225	25,609	64,959	9,491
Belmont, Ohio	82.5	.0346	34.1	10.3	16.0	16.6	31.9	31.6	450,351	102,068	29,554	119,702	13,304	59,809	14,349
SUBURBAN TOTAL	142.0	.0596	33.0	11.0	16.5	17.0	29.8	52.7	636,361	151,575	43,576	144,045	19,088	96,766	20,464
OTHER COUNTIES															
Barbour	17.0	.0071	31.9	12.3	15.3	16.2	29.1	6.1	40,918	12,503	2,944	1,624	1,579	9,709	1,488
Berkeley	80.5	.0212	32.3	10.2	16.9	18.5	26.9	18.7	225,851	66,796	13,749	20,850	4,028	41,149	8,214
Boone	31.5	.0133	29.7	10.9	17.9	16.8	23.7	10.8	112,817	34,613	6,220	15,813	4,358	17,544	5,847
Braxton	14.5	.0060	33.8	9.5	15.5	16.6	31.6	5.4	74,615	18,280	3,536	8,287	1,045	15,745	2,203
Calhoun	8.9	.0037	32.8	9.8	16.4	16.1	30.4	3.3	19,938	7,647	408	1,634	630	3,702	1,434
Clay	11.9	.0050	29.8	9.9	16.1	16.3	25.3	4.1	21,769	9,346	557	1,784	1,073	2,343	718
Doddridge	7.9	.0033	32.8	9.5	15.0	16.6	30.2	2.7	8,905	3,240	477	141	411	967	369
Fayette	58.8	.0247	31.7	11.7	15.7	15.1	29.7	21.1	210,826	42,655	11,154	22,285	12,362	65,095	11,404
Gilmer	8.3	.0035	30.3	16.9	14.6	15.2	27.9	3.0	17,573	6,019	1,348	851	304	4,632	1,050
Grant	10.5	.0044	32.3	9.2	17.0	18.5	26.9	3.7	29,888	10,132	1,222	1,150	471	9,140	709
Greenbrier	38.3	.0160	33.5	10.2	15.8	17.6	30.1	14.3	191,134	62,808	10,695	19,018	2,065	47,948	8,634
Hampshire	16.0	.0068	32.4	9.4	16.0	17.7	28.1	5.7	43,688	13,192	2,002	1,492	1,104	9,474	1,243
Hardy	10.3	.0043	33.9	10.0	15.7	17.8	30.5	3.7	39,469	12,713	2,111	4,218	460	3,468	1,592
Harrison	78.0	.0327	34.3	10.2	15.3	17.1	31.8	29.5	355,894	87,103	26,108	56,120	10,888	79,563	15,096
Jackson	27.1	.0114	32.3	10.5	15.1	21.5	24.5	9.4	82,199	31,535	6,866	6,739	2,340	6,406	2,803
Jefferson	30.5	.0140	30.7	12.6	17.4	17.9	24.6	11.6	84,187	27,166	15,005	3,087	3,421	8,553	2,527
Lewis	19.0	.0080	34.8	9.3	15.5	17.3	32.4	7.0	74,476	18,363	5,938	7,444	5,010	19,891	2,364
Lincoln	24.4	.0102	30.1	10.5	16.2	17.7	24.3	8.0	31,533	10,607	1,784	2,759	1,593	4,913	1,107
Logan	50.3	.0212	29.4	11.1	17.7	16.0	24.0	17.2	211,828	46,985	11,938	34,738	10,422	46,890	10,382
McDowell	47.1	.0197	29.9	11.1	16.0	14.9	25.4	15.9	115,664	40,451	5,673	8,344	6,678	25,322	4,418
Marion	65.3	.0274	33.9	11.4	15.6	16.7	31.6	25.1	361,427	88,035	17,919	75,087	19,969	70,469	12,073
Mason	27.0	.0113	32.2	10.6	16.0	19.4	26.2	10.0	77,416	26,298	4,680	6,256	1,333	6,790	4,976
Mercer	74.5	.0313	32.4	11.3	16.6	16.5	29.1	27.9	441,338	85,506	27,751	90,389	23,843	110,131	14,981
Mineral	27.9	.0117	32.4	10.2	16.0	18.5	27.4	10.1	55,720	13,398	5,216	5,674	2,345	11,982	2,516
Mingo	38.1	.0160	28.0	11.7	17.0	15.6	22.3	12.6	165,621	27,909	5,772	16,569	13,414	43,590	7,227
Monongalia	76.3	.0320	27.8	23.9	18.6	14.7	21.9	28.7	337,151	78,939	23,005	49,366	20,731	60,781	11,664
Monroe	13.4	.0056	34.0	8.8	15.1	17.8	30.8	4.7	12,786	3,015	319	922	333	2,339	1,498
Morgan	11.4	.0048	34.0	9.8	15.5	18.3	30.1	4.3	23,233	6,661	1,263	2,620	445	4,185	793
Nicholas	29.4	.0124	30.5	10.3	17.1	17.3	25.0	10.3	109,644	30,807	4,923	18,724	2,737	20,992	3,846
Pendleton	8.0	.0034	33.9	10.4	16.1	17.0	31.2	3.0	16,807	6,622	709	266	318	4,633	387
Pleasants	8.4	.0035	30.7	12.0	16.7	17.0	25.8	2.9	18,497	5,473	1,145	1,029	147	5,710	981
Pocahontas	10.6	.0044	34.8	9.7	15.0	17.3	32.4	3.8	42,083	9,818	5,812	2,043	783	13,602	1,756
Preston	31.6	.0132	31.6	10.4	16.3	17.1	27.4	11.1	100,899	26,787	3,941	6,561	1,771	40,589	1,782
Raleigh	89.3	.0374	31.6	9.9	17.6	16.7	27.4	32.6	460,935	99,584	29,329	91,728	21,895	99,278	14,835
Randolph	29.8	.0125	31.9	12.6	16.3	17.0	28.0	10.5	136,240	32,520	10,130	14,580	4,528	34,000	4,787
Ritchie	11.8	.0050	34.0	9.7	15.3	16.4	32.1	4.4	30,688	11,332	1,740	1,254	834	10,025	894
Roane	16.2	.0068	33.5	9.8	15.9	17.9	29.8	5.5	68,635	21,102	1,913	6,427	353	19,959	2,515
Summers	16.1	.0067	32.9	10.3	18.2	16.5	29.6	5.5	39,608	13,862	1,449	5,713	1,267	5,153	997
Taylor	17.2	.0073	33.0	9.5	16.2	17.0	29.7	6.2	40,343	10,407	3,177	3,843	1,538	7,919	2,732
Tucker	8.8	.0037	33.7	9.4	15.9	17.6	30.3	3.4	36,016	9,443	3,048	2,331	301	5,018	1,827
Tyler	11.4	.0047	32.6	9.4	15.3	18.2	28.1	4.1	20,645	5,376	1,161	876	579	5,143	1,083
Upshur	24.2	.0102	30.4	14.6	16.1	16.8	25.9	8.8	99,050	25,218	8,096	10,708	1,436	25,432	3,579
Webster	12.8	.0054	30.9	9.8	16.2	16.0	27.4	4.5	33,714	10,321	750	1,936	294	5,723	943
Wetzel	22.0	.0092	32.3	9.8	15.8	18.5	27.3	7.9	106,238	32,083	7,733	10,908	3,991	21,368	4,477
Wirt	5.4	.0023	32.8	10.4	14.3	19.2	27.7	1.9	6,601	1,444	558	192		1,078	
Wyoming	36.4	.0152	28.1	11.6	18.2	16.9	20.5	12.1	110,676	35,610	2,473	11,759	3,857	29,295	3,273
TOTAL METRO COUNTIES	713.6	.2996	33.0	11.2	16.7	18.2	28.4	271.0	3,763,034	809,470	302,952	582,539	160,312	859,918	120,320
TOTAL STATE	1,972.5	.8278	32.0	11.4	16.7	17.3	27.7	724.0	8,652,497	2,075,796	601,483	1,233,504	357,251	1,935,566	307,828

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

W.VA. — ESTIMATES — $$ EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
CHARLESTON	**2,860,833**	**24,947**	**21.6**	**32.2**	**19.9**	**9.8**	**.1132**
Kanawha	2,475,626	24,947	21.9	31.3	18.8	10.4	.0986
• Charleston	741,254	23,197	22.7	26.3	16.1	14.1	.0356
Putnam	385,207	24,949	20.6	36.7	19.3	5.9	.0146
SUBURBAN TOTAL	2,119,579	25,424	21.3	34.1	19.8	8.4	.0776
HUNTINGTON - ASHLAND	**2,902,992**	**20,399**	**24.9**	**30.6**	**14.6**	**5.7**	**.1218**
Cabell	955,097	19,219	27.3	29.0	13.2	5.9	.0464
• Huntington	556,550	17,131	28.5	26.5	10.9	5.5	.0285
Wayne	380,345	19,975	25.1	30.2	14.7	5.0	.0142
Boyd, Ky.	*510,992*	*22,096*	*22.5*	*30.2*	*17.5*	*6.7*	*.0222*
• *Ashland*	*262,593*	*20,187*	*23.9*	*27.3*	*15.4*	*7.6*	*.0135*
Carter, Ky.	*175,420*	*16,548*	*27.4*	*27.5*	*10.5*	*4.0*	*.0075*
Greenup, Ky.	*310,544*	*21,459*	*24.1*	*36.8*	*12.9*	*4.3*	*.0112*
Lawrence, Ohio	*570,594*	*22,385*	*22.7*	*32.0*	*16.9*	*6.1*	*.0203*
SUBURBAN TOTAL	2,083,849	21,433	24.1	32.3	15.6	5.4	.0798
PARKERSBURG - MARIETTA	**1,491,970**	**23,095**	**23.7**	**34.4**	**16.7**	**6.6**	**.0619**
Wood	902,111	23,376	23.2	33.6	17.0	7.3	.0379
• Parkersburg	377,253	19,857	26.3	31.1	12.6	5.8	.0193
Washington, Ohio	*589,859*	*22,732*	*24.5*	*35.3*	*16.3*	*5.7*	*.0240*
• *Marietta*	*150,581*	*19,264*	*28.5*	*30.4*	*11.7*	*5.9*	*.0085*
SUBURBAN TOTAL	964,136	25,160	21.6	36.5	19.4	7.2	.0341
STEUBENVILLE - WEIRTON	**1,461,525**	**24,043**	**21.7**	**34.2**	**18.5**	**6.0**	**.0557**
Brooke	262,107	24,234	22.6	37.7	17.1	4.5	.0096
Hancock	375,987	24,743	20.9	34.8	19.8	6.0	.0143
• Weirton	249,297	26,323	19.6	33.4	21.6	7.9	.0104
Jefferson, Ohio	*823,429*	*23,706*	*21.7*	*32.9*	*18.4*	*6.5*	*.0318*
• *Steubenville*	*237,411*	*20,667*	*22.3*	*27.0*	*16.4*	*8.0*	*.0114*
SUBURBAN TOTAL	974,815	24,346	22.1	36.2	18.3	5.1	.0339
WHEELING	**1,724,989**	**22,615**	**23.1**	**33.0**	**17.0**	**5.9**	**.0699**
Marshall	385,161	24,382	21.6	34.4	19.3	5.8	.0142
Ohio	567,645	20,813	24.7	30.2	14.9	6.8	.0234
• Wheeling	400,259	19,236	25.5	27.8	13.7	6.8	.0177
Belmont, Ohio	*772,183*	*23,054*	*22.7*	*34.3*	*17.5*	*5.4*	*.0323*
SUBURBAN TOTAL	1,324,730	23,597	22.4	34.5	18.1	5.7	.0522
OTHER COUNTIES							
Barbour	116,976	16,615	31.0	28.9	9.3	2.0	.0046
Berkeley	468,974	22,175	24.2	31.6	16.8	6.6	.0185
Boone	254,351	22,279	23.3	35.6	14.3	5.1	.0103
Braxton	102,345	15,760	28.9	26.9	8.9	3.0	.0050
Calhoun	58,866	14,509	31.7	25.4	7.4	2.2	.0023
Clay	69,836	14,650	29.8	26.2	6.1	1.7	.0029
Doddridge	45,588	14,416	34.3	23.5	7.0	1.6	.0018
Fayette	410,822	16,564	32.6	28.7	9.5	2.4	.0176
Gilmer	52,640	13,935	32.0	25.3	4.4	2.7	.0022
Grant	79,802	18,538	28.3	28.7	12.5	4.7	.0031
Greenbrier	290,018	17,013	31.1	29.4	8.5	4.2	.0133
Hampshire	106,255	16,006	32.9	27.5	7.8	2.8	.0044
Hardy	69,365	16,583	31.6	30.1	7.4	2.0	.0031
Harrison	652,646	18,999	27.8	31.0	11.6	4.8	.0275
Jackson	210,766	21,467	21.3	35.1	14.5	4.0	.0083
Jefferson	286,931	21,842	27.7	33.9	15.2	5.9	.0103
Lewis	147,655	17,852	27.4	29.9	11.8	3.2	.0062
Lincoln	149,822	16,601	26.9	30.9	8.5	2.5	.0056
Logan	417,103	21,280	26.4	31.3	15.4	6.4	.0172
McDowell	321,426	17,193	30.8	28.9	10.4	3.4	.0129
Marion	570,862	20,142	27.0	31.5	14.2	4.7	.0249
Mason	190,806	17,331	30.0	31.3	8.4	2.3	.0078
Mercer	605,106	18,503	29.0	30.9	10.7	4.5	.0282
☐ Mineral	215,365	19,556	27.2	33.9	11.2	3.6	.0078
Mingo	246,324	16,373	27.5	28.1	9.7	3.3	.0119
Monongalia	720,232	19,879	26.7	26.7	14.6	8.4	.0281
Monroe	100,815	18,776	30.2	30.3	13.3	2.6	.0034
Morgan	91,998	17,991	28.4	31.3	10.1	3.6	.0033
Nicholas	258,512	21,949	25.5	30.0	17.5	6.9	.0100
Pendleton	49,477	14,165	37.3	24.9	5.3	.9	.0021
Pleasants	61,463	19,750	25.2	35.5	11.1	2.8	.0023
Pocahontas	67,099	15,217	32.0	26.2	7.2	1.9	.0032
Preston	230,598	17,756	28.2	31.2	9.3	3.7	.0093
Raleigh	769,363	20,896	27.1	33.0	13.8	5.5	.0330
Randolph	234,750	18,653	28.7	30.9	10.7	4.7	.0103
Ritchie	76,974	14,854	33.1	25.5	7.4	1.6	.0032
Roane	106,968	16,500	30.6	29.9	7.7	2.9	.0050
Summers	109,204	15,497	29.6	26.9	8.5	4.1	.0044
Taylor	138,942	19,756	27.4	30.7	13.4	5.3	.0050
Tucker	61,160	15,427	32.0	28.1	7.4	1.7	.0029
Tyler	113,088	25,548	22.2	26.7	24.6	8.7	.0035
Upshur	198,005	19,647	26.6	32.2	12.8	4.2	.0082
Webster	82,251	15,248	31.0	27.7	7.3	2.4	.0035
Wetzel	160,385	18,960	23.8	34.6	10.9	2.2	.0074
Wirt	37,512	17,730	26.9	34.5	9.2	1.8	.0013
Wyoming	275,069	21,651	23.4	35.5	14.3	4.0	.0109
TOTAL METRO COUNTIES	**6,904,651**	**22,881**	**23.3**	**32.2**	**16.9**	**7.5**	**.2810**
TOTAL STATE	**16,773,799**	**20,183**	**26.3**	**31.0**	**13.8**	**5.6**	**.6912**

WISCONSIN

WISC. — ESTIMATES — POPULATION—12/31/84

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
APPLETON - OSHKOSH - NEENAH	**298.4**	**.1252**	**30.1**	**13.3**	**17.1**	**17.5**	**24.1**	**108.1**
Calumet	32.8	.0138	29.1	11.5	16.4	17.5	22.8	11.0
Outagamie	132.3	.0555	29.4	12.6	17.2	17.5	22.8	46.8
• Appleton	62.3	.0261	30.5	13.4	18.0	17.2	24.6	23.7
Winnebago	133.3	.0559	31.1	14.4	17.2	17.5	25.7	50.3
• Neenah	22.5	.0094	31.0	11.6	17.1	18.4	24.7	8.6
• Oshkosh	50.0	.0210	30.6	19.5	16.6	14.7	28.0	19.6
SUBURBAN TOTAL	163.6	.0687	29.7	11.6	16.9	18.4	22.6	56.2
EAU CLAIRE	**136.9**	**.0574**	**29.6**	**15.6**	**16.6**	**15.2**	**25.2**	**48.7**
Chippewa	53.2	.0223	30.9	10.5	16.0	16.6	26.9	18.3
Eau Claire	83.7	.0351	28.8	18.9	17.1	15.3	24.2	30.4
• Eau Claire	54.6	.0229	27.9	23.9	16.9	13.3	24.8	20.4
SUBURBAN TOTAL	82.3	.0345	30.8	10.2	16.5	17.5	25.5	28.3
GREEN BAY	**182.0**	**.0764**	**29.1**	**13.2**	**18.4**	**17.4**	**21.8**	**66.6**
Brown	182.0	.0764	29.1	13.2	18.4	17.4	21.8	66.6
• Green Bay	90.3	.0379	30.3	14.1	18.7	15.6	25.5	36.5
SUBURBAN TOTAL	91.7	.0385	27.9	12.4	17.7	19.3	18.2	30.1
JANESVILLE - BELOIT	**139.5**	**.0585**	**30.8**	**11.9**	**16.8**	**18.5**	**24.4**	**51.5**
Rock	139.5	.0585	30.8	11.9	16.8	18.5	24.4	51.5
• Beloit	34.1	.0143	30.2	13.5	16.8	16.2	25.8	13.0
• Janesville	51.9	.0218	30.1	12.4	17.6	18.6	22.9	19.8
SUBURBAN TOTAL	53.5	.0224	31.9	10.5	15.8	19.9	25.2	18.7

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Applianca ($000)	Auto-motive ($000)	Drug ($000)
APPLETON - OSHKOSH - NEENAH	**1,458,178**	**270,310**	**135,123**	**215,393**	**72,526**	**285,257**	**31,541**
Calumet	101,976	22,211	10,049	18,127	2,837	23,411	2,991
Outagamie	703,587	124,904	58,512	129,549	42,488	155,726	11,302
• Appleton	346,338	74,010	30,495	75,826	29,719	41,936	7,083
Winnebago	652,615	123,195	66,562	67,717	27,201	106,120	17,248
• Neenah	118,794	27,593	9,352	3,967	4,024	21,704	6,472
• Oshkosh	368,481	60,829	38,640	50,773	13,518	52,395	8,228
SUBURBAN TOTAL	624,565	107,878	56,636	84,827	25,265	169,222	9,758
EAU CLAIRE	**757,883**	**121,557**	**64,477**	**98,185**	**32,202**	**149,345**	**15,995**
Chippewa	233,154	35,427	16,003	11,647	3,134	72,054	5,267
Eau Claire	524,729	86,130	48,474	86,538	27,068	117,291	10,728
• Eau Claire	482,931	78,473	42,399	86,273	24,176	99,646	10,359
SUBURBAN TOTAL	274,952	43,084	22,078	11,912	8,026	89,699	5,636
GREEN BAY	**1,009,362**	**146,523**	**102,572**	**210,211**	**54,518**	**202,270**	**16,827**
Brown	1,009,362	146,523	102,572	210,211	54,518	202,270	16,827
• Green Bay	607,555	74,713	65,763	129,287	38,092	96,998	12,665
SUBURBAN TOTAL	401,807	71,810	36,809	80,924	16,426	105,272	4,162
JANESVILLE - BELOIT	**716,649**	**146,997**	**66,529**	**122,234**	**24,708**	**118,488**	**22,802**
Rock	718,649	146,997	66,529	122,234	24,708	118,488	22,802
• Beloit	251,679	54,667	21,870	39,938	7,237	42,983	8,992
• Janesville	381,855	73,842	34,826	81,448	15,503	65,002	10,501
SUBURBAN TOTAL	85,115	18,488	9,833	848	1,968	10,503	3,309

Green Bay's outstanding reach & frequency

1-issue daily reach

70.6%

(5-issue reach — 84.0%
5-issue frequency — 4.2x)

1-issue Sunday reach

84.6%

(5-issue reach — 95.6%
5-issue frequency — 4.4x)

Represented by
Gannett Media Sales

Source: Survey of Green Bay SMA adults, 18+, by Bergo & Matousek Research, Nov. 1984.

Green Bay
Press-Gazette
Circulation more than
54,000 daily **74,000 Sunday**

WISC. (cont.)
ESTIMATES

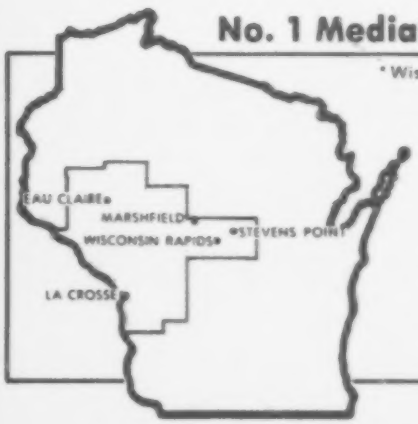
POPULATION—12/31/84

RETAIL SALES BY STORE GROUP
1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KENOSHA	**122.5**	**.0514**	**31.3**	**12.2**	**16.6**	**18.3**	**25.5**	**45.0**	**549,703**	**144,153**	**60,463**	**65,580**	**20,426**	**77,437**	**17,547**
Kenosha	122.5	.0514	31.3	12.2	16.6	18.3	25.5	45.0	549,703	144,153	60,463	65,560	20,426	77,437	17,547
• Kenosha	76.2	.0320	31.1	13.2	16.9	16.8	26.5	28.8	412,500	108,711	45,245	57,560	18,478	61,165	15,485
SUBURBAN TOTAL	46.3	.0194	31.6	10.7	16.3	20.7	23.7	16.2	137,203	35,442	15,218	8,020	1,948	16,272	2,062
LA CROSSE	**93.4**	**.0392**	**29.6**	**18.0**	**17.2**	**15.5**	**25.2**	**34.3**	**568,997**	**102,918**	**55,465**	**92,341**	**33,505**	**115,153**	**15,838**
La Crosse	93.4	.0392	29.6	18.0	17.2	15.5	25.2	34.3	568,997	102,918	55,465	92,341	33,505	115,153	15,838
• La Crosse	47.5	0199	29.7	24.9	14.4	12.7	29.6	18.6	462,332	67,187	45,393	83,400	31,882	89,755	11,769
SUBURBAN TOTAL	45.9	.0193	29.5	10.9	19.9	18.5	20.6	15.7	106,665	35,731	10,072	8,941	1,623	25,398	4,069
MADISON	**334.7**	**.1404**	**29.1**	**17.6**	**22.2**	**17.2**	**19.8**	**131.9**	**2,161,418**	**345,772**	**230,999**	**255,666**	**220,099**	**441,150**	**52,860**
Dane	334.7	.1404	29.1	17.6	22.2	17.2	19.8	131.9	2,161,418	345,772	230,999	255,666	220,099	441,150	52,860
• Madison	171.6	0718	28.6	22.6	22.8	15.3	20.2	70.5	1,277,445	194,716	160,455	222,987	67,083	223,232	37,344
SUBURBAN TOTAL	163.7	.0686	29.7	12.4	21.6	19.1	19.4	61.4	883,973	151,056	70,514	32,679	153,016	217,918	15,516
MILWAUKEE	**1,390.9**	**.5839**	**31.5**	**12.1**	**17.6**	**18.0**	**25.9**	**523.1**	**7,369,238**	**1,504,536**	**731,403**	**971,136**	**345,674**	**1,473,944**	**242,489**
Milwaukee	934.9	.3924	31.9	13.0	17.8	16.2	28.2	370.5	5,182,640	1,015,803	557,771	725,870	271,332	905,143	181,470
• Milwaukee	608.7	2555	30.7	14.1	18.6	14.7	27.2	243.9	2,822,460	624,000	367,739	337,239	161,230	404,101	113,736
Waukesha	49.9	0209	38.2	9.4	15.5	17.4	36.5	19.7	551,763	37,155	39,616	91,884	20,935	117,706	11,698
West Allis	64.3	0270	34.8	12.4	16.7	15.6	34.1	27.1	448,201	75,046	42,760	47,728	34,431	118,477	12,165
Ozaukee	70.4	.0296	31.6	10.2	16.3	21.8	22.7	24.1	315,893	68,117	25,233	8,327	10,253	110,623	11,630
Washington	91.2	.0383	29.6	10.3	18.1	20.1	20.2	30.1	324,200	82,537	32,558	36,272	14,437	45,082	10,375
Waukesha	294.4	.1236	31.0	10.1	16.8	22.3	21.0	98.4	1,546,505	338,079	115,841	200,667	49,652	413,096	39,014
• Waukesha	52.4	0220	28.7	14.2	20.6	17.6	19.4	19.4	378,854	68,782	25,453	47,315	8,947	131,853	9,139
SUBURBAN TOTAL	729.8	.3064	32.6	10.2	16.4	20.8	25.3	259.8	4,167,924	811,754	338,211	586,582	175,497	937,990	119,614
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,564.1***	***.6566***	***31.4***	***12.0***	***17.4***	***18.1***	***25.8***	***585.5***	***8,165,619***	***1,685,831***	***804,287***	***1,077,560***	***381,121***	***1,633,514***	***268,324***
RACINE	**173.2**	**.0727**	**30.7**	**11.5**	**17.0**	**18.4**	**24.3**	**62.4**	**796,381**	**181,295**	**72,884**	**106,424**	**35,447**	**149,570**	**25,835**
Racine	173.2	.0727	30.7	11.5	17.0	18.4	24.3	62.4	796,381	181,295	72,884	106,424	35,447	149,570	25,835

MADISON
SOLID NO.1
IN WISCONSIN
—outside Milwaukee

WISC. (cont.) NEW ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Racine	82.8	.0347	30.7	12.3	17.6	15.6	26.8	32.2	474,135	122,870	39,065	89,130	23,218	46,631	23,667
SUBURBAN TOTAL	90.4	.0380	30.7	10.7	16.6	20.9	22.0	30.2	322,246	58,425	33,819	17,294	12,229	102,939	2,168
SHEBOYGAN	**101.4**	**.0436**	**32.2**	**11.2**	**16.2**	**17.1**	**28.3**	**37.0**	**428,336**	**94,449**	**39,339**	**69,913**	**14,571**	**83,671**	**14,084**
Sheboygan	101.4	.0426	32.2	11.2	16.2	17.1	28.3	37.0	428,336	94,449	39,339	69,913	14,571	83,671	14,084
• Sheboygan	47.2	0198	33.4	11.7	15.9	15.6	31.8	18.6	290,217	64,710	26,309	57,616	10,238	53,024	11,507
SUBURBAN TOTAL	54.2	.0228	31.2	10.8	16.5	18.4	25.4	18.4	138,119	29,739	13,030	12,297	4,333	30,647	2,577
WAUSAU	**114.6**	**.0481**	**30.5**	**11.6**	**17.0**	**17.8**	**24.5**	**40.9**	**510,161**	**100,818**	**34,252**	**80,254**	**21,690**	**104,371**	**7,449**
Marathon	114.6	.0481	30.5	11.6	17.0	17.8	24.5	40.9	510,161	100,818	34,252	80,254	21,690	104,371	7,449
• Wausau	32.2	.0135	33.6	13.1	16.3	15.8	32.0	13.4	309,294	54,901	19,515	58,483	11,034	61,094	6,269
SUBURBAN TOTAL	82.4	.0346	29.3	11.0	17.3	18.5	21.6	27.5	200,867	45,917	14,737	21,771	10,656	43,277	1,180
OTHER COUNTIES															
Adams	14.3	.0060	37.2	9.0	15.0	17.4	35.4	5.4	23,371	7,398	2,202	1,855	684	4,972	582
Ashland	16.7	.0070	33.5	11.5	14.3	14.7	33.2	6.3	83,599	13,746	6,985	6,824	2,296	15,882	2,257
Barron	40.6	.0171	33.2	10.8	14.9	16.2	31.1	15.3	213,949	35,740	18,239	22,435	6,092	55,655	7,349
Bayfield	14.5	.0061	34.9	8.3	14.9	16.9	33.0	5.5	31,233	9,151	5,656	1,249	349	4,417	1,130
Buffalo	14.3	.0060	33.5	10.3	14.2	16.7	31.1	5.4	36,165	9,289	4,594	386	834	6,476	1,349
Burnett	13.7	.0057	37.8	8.1	13.1	16.6	36.6	5.2	42,636	8,986	4,420	2,007	906	10,270	644
Clark	34.3	.0144	32.6	9.4	13.8	16.1	30.6	11.9	81,602	22,390	6,570	4,397	2,526	20,135	3,098
Columbia	45.1	.0189	33.7	9.5	15.6	17.9	30.0	17.0	226,261	42,916	27,971	7,103	5,538	46,605	6,358
Crawford	16.8	.0071	32.7	9.2	14.8	16.0	30.6	6.0	63,827	15,962	6,465	4,837	2,026	18,973	1,526
Dodge	76.2	.0320	32.3	10.7	16.4	17.5	28.0	26.3	261,877	51,428	20,351	41,571	7,053	46,406	5,909
Door	26.7	.0112	33.4	10.9	15.9	15.6	31.8	10.3	127,659	29,779	19,814	9,346	3,984	20,161	2,328
☐ Douglas	43.3	.0182	32.1	12.6	16.5	15.8	29.5	16.6	197,005	37,729	28,602	18,280	4,401	27,440	5,437
• Superior	28.0	.0118	32.2	14.4	16.5	14.4	30.9	11.3	172,270	33,544	22,121	17,123	4,023	26,907	5,390
Dunn	35.5	.0149	27.5	22.1	15.5	14.3	24.0	11.9	121,651	27,712	12,788	12,274	2,786	24,419	4,176
Florence	4.3	.0018	35.5	8.5	13.1	17.0	33.6	1.5	6,601	1,449	1,712		57	1,905	234
Fond du Lac	89.7	.0377	31.1	11.9	16.4	16.9	26.8	31.3	418,625	97,200	35,997	56,758	19,145	89,758	13,917
Forest	9.5	.0040	33.3	10.4	13.0	15.9	31.9	3.4	15,300	5,467	1,378	776	414	920	419
Grant	52.0	.0218	29.4	15.7	14.5	15.3	26.5	17.7	194,519	46,803	17,495	10,658	7,431	46,611	4,995
Green	31.3	.0131	32.3	10.1	16.5	16.8	28.8	11.9	228,555	39,084	13,408	7,568	5,199	44,314	5,201
Green Lake	18.9	.0080	35.6	9.0	14.2	16.3	34.4	7.2	109,423	22,067	9,188	21,414	2,636	19,697	1,826
Iowa	20.3	.0085	31.3	10.6	15.8	15.8	28.3	7.4	216,576	20,450	8,002	2,254	4,152	26,568	4,692
Iron	6.5	.0027	40.0	9.0	13.1	15.2	40.1	2.7	43,580	12,190	3,872	2,165	723	5,158	291
Jackson	17.0	.0071	33.9	9.5	14.7	16.8	31.7	6.3	88,610	22,173	7,765	1,136	1,091	18,876	1,684
Jefferson	67.4	.0283	31.3	13.3	16.1	17.6	26.4	23.8	246,793	58,456	27,831	35,431	9,431	31,307	6,807
Juneau	21.8	.0092	34.5	9.1	13.7	16.7	32.6	8.4	89,132	14,865	8,553	3,184	1,591	19,678	2,392
Kewaunee	19.7	.0083	31.3	11.0	15.0	15.6	28.9	6.8	57,841	14,698	5,720	1,017	3,448	14,440	1,145
Lafayette	17.2	.0072	31.5	11.0	14.3	16.2	28.8	6.2	34,800	7,189	3,269	488	1,188	7,499	863
Langlade	19.8	.0083	34.1	9.5	13.6	15.8	32.9	7.4	130,428	27,130	8,836	10,384	1,472	31,004	3,343
Lincoln	28.0	.0117	33.7	9.9	13.8	17.7	30.6	10.4	96,268	33,112	10,166	4,993	2,945	8,945	3,872
Manitowoc	82.8	.0348	32.1	11.0	15.8	16.7	28.8	29.8	321,311	63,001	27,767	61,424	12,241	59,904	8,474
Marinette	40.4	.0169	34.1	9.8	14.3	16.7	32.0	15.3	189,423	41,722	16,199	21,535	5,765	34,296	6,324
Marquette	12.9	.0054	38.0	8.3	13.1	16.3	37.1	5.2	24,688	6,783	4,728	433	589	4,960	634
Menominee	3.5	.0015	22.4	12.3	13.3	15.1	17.0	.8	3,327	1,849	255	739			
Monroe	36.3	.0152	32.9	9.6	15.3	17.0	29.8	12.8	153,781	33,739	19,495	12,294	3,644	25,338	4,804
Oconto	30.5	.0128	33.2	9.5	14.4	16.9	30.6	11.2	74,262	17,345	7,283	2,055	1,533	15,973	1,729
Oneida	32.9	.0138	35.1	9.6	14.9	18.4	31.7	12.8	197,541	43,950	20,676	19,424	5,655	42,701	3,643
Pepin	7.5	.0031	32.4	10.5	14.2	15.2	31.1	2.8	24,072	4,173	3,049	400	1,025	5,547	1,159
Pierce	32.5	.0137	27.7	18.2	16.6	15.8	22.1	10.9	108,288	23,140	15,922	193	4,125	22,814	5,755
Polk	34.3	.0144	33.1	9.3	15.6	16.5	30.6	12.8	120,501	27,707	14,197	2,916	3,424	21,794	5,008
Portage	60.1	.0252	27.3	19.5	17.0	15.4	21.5	20.2	282,237	50,129	29,408	27,896	10,791	46,800	6,199
Price	16.3	.0068	35.2	8.3	13.6	16.2	34.0	6.2	62,421	19,403	4,340	1,959	1,852	11,517	2,212
Richland	17.5	.0074	33.5	10.4	15.1	15.4	32.3	6.5	72,316	17,813	4,471	2,978	2,072	18,870	2,288
Rusk	16.2	.0068	32.7	10.3	14.2	15.1	31.6	5.8	50,236	11,414	2,395	2,554	1,044	5,515	1,783
☐ St. Croix	46.5	.0195	29.8	11.2	17.6	18.5	22.3	15.7	177,272	30,903	17,099	14,749	3,333	46,653	5,767
Sauk	44.6	.0187	33.3	9.8	15.5	17.0	30.4	16.9	207,190	69,552	24,290	10,886	6,216	26,452	7,643
Sawyer	14.2	.0060	36.7	8.2	13.3	16.9	35.0	5.2	63,172	16,210	5,548	1,205	1,322	8,300	2,210



No. 1 Media* In 13 Counties of Central/Western Wisconsin

*Wisconsin Newspaper Association Survey. Copies available on request.

largest circulation buy outside Milwaukee!

One Order — One Bill

Delivers over 250,000 readers ... at a 6% saving under individual line rates. 113,942 combined evening circulation.

THE WISCONSIN NEWSPAPER GROUP

Eau Claire/LaCrosse/Marshfield/Stevens Point/Wisconsin Rapids
Represented by Branham Newspaper Sales, Inc.

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

WISC. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Shawano	37.5	.0157	34.4	9.2	13.4	16.8	32.5	13.6	122,645	29,807	11,000	10,951	3,516	25,565	4,530
Taylor	18.8	.0079	30.8	11.2	14.3	15.6	28.4	6.4	49,096	8,301	3,198	2,318	2,433	15,034	1,533
Trempealeau	26.7	.0112	33.8	9.2	14.8	16.4	31.8	9.7	100,492	20,569	8,840	2,435	2,829	29,614	1,418
Vernon	26.3	.0110	35.6	8.8	14.3	16.6	34.1	9.8	73,551	23,607	6,868	1,135	4,145	9,559	2,841
Vilas	18.3	.0077	40.0	7.4	13.0	17.4	38.9	7.3	88,690	29,084	10,048	2,709	1,615	13,220	2,403
Walworth	73.3	.0308	31.4	14.6	15.6	17.3	27.1	27.0	355,310	79,354	51,466	14,589	6,566	76,877	9,445
Washburn	14.2	.0059	35.6	8.3	14.2	16.6	34.2	5.5	59,576	18,551	6,840	1,502	1,528	10,636	3,147
Waupaca	44.1	.0185	34.4	9.5	14.7	16.3	32.8	16.1	183,561	40,632	18,589	19,733	6,582	45,438	4,220
Waushara	20.0	.0084	36.6	8.6	14.0	16.7	35.2	7.9	66,539	12,572	3,566	3,077	851	16,173	863
Wood	77.2	.0324	30.9	11.6	16.2	17.2	26.1	28.2	499,716	84,209	34,944	80,411	16,889	111,314	8,100
TOTAL METRO COUNTIES	**3,177.3**	**1.3335**	**30.7**	**13.1**	**17.7**	**17.7**	**24.7**	**1,181.8**	**16,702,583**	**3,227,960**	**1,639,207**	**2,320,366**	**883,100**	**3,314,749**	**474,471**
TOTAL STATE	**4,788.3**	**2.0096**	**31.2**	**12.5**	**16.9**	**17.3**	**26.3**	**1,767.4**	**23,547,406**	**4,719,406**	**2,293,836**	**2,900,607**	**1,087,349**	**4,660,011**	**641,225**

WISC.
ESTIMATES

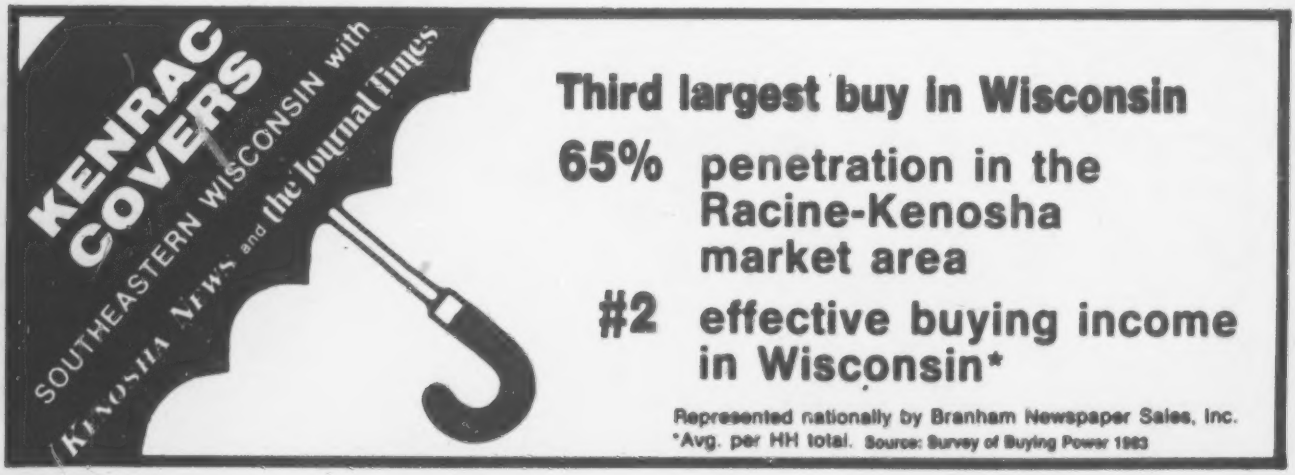
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 A	(B) $20,000–$34,999 B	(C) $35,000–$49,999 C	(D) $50,000 & Over D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**3,229,443**	**27,813**	**20.2**	**35.6**	**22.3**	**10.1**	**.1212**
Calumet	337,400	29,107	18.9	36.8	23.6	10.7	.0116
Outagamie	1,441,663	28,889	18.2	36.3	23.3	11.0	.0553
• Appleton	732,243	28,487	19.1	35.5	23.0	10.9	.0275
Winnebago	1,450,380	26,441	22.2	34.6	21.1	9.3	.0543
• Neenah	266,888	28,871	18.3	35.9	22.9	12.2	.0098
• Oshkosh	512,168	22,423	27.7	32.7	16.3	6.9	.0227
SUBURBAN TOTAL	1,718,144	29,069	18.3	36.6	24.1	10.6	.0612
EAU CLAIRE	**1,276,255**	**22,917**	**26.2**	**32.9**	**17.2**	**7.1**	**.0538**
Chippewa	487,924	23,783	25.0	33.7	17.7	7.7	.0193
Eau Claire	788,331	22,382	27.0	32.2	16.9	6.8	.0345
• Eau Claire	515,815	21,259	28.6	31.4	15.7	6.1	.0258
SUBURBAN TOTAL	760,440	24,042	24.5	33.9	18.3	7.9	.0280
GREEN BAY	**1,937,341**	**27,253**	**20.2**	**35.6**	**21.4**	**9.5**	**.0762**
Brown	1,937,341	27,253	20.2	35.6	21.4	9.5	.0762
• Green Bay	951,587	24,108	23.5	35.6	17.0	7.0	.0401
SUBURBAN TOTAL	985,754	30,970	16.1	35.5	26.7	12.5	.0361

WISC.
ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 A	(B) $20,000–$34,999 B	(C) $35,000–$49,999 C	(D) $50,000 & Over D	Buying Power Index
JANESVILLE - BELOIT	**1,508,519**	**28,041**	**19.4**	**34.2**	**22.6**	**10.0**	**.0576**
Rock	1,508,519	28,041	19.4	34.2	22.6	10.0	.0576
• Beloit	348,698	24,892	21.6	32.0	20.2	7.9	.0155
• Janesville	586,106	28,700	18.9	35.9	22.7	10.1	.0246
SUBURBAN TOTAL	573,715	29,258	18.5	33.9	24.1	11.4	.0175
KENOSHA	**1,472,088**	**31,028**	**17.4**	**29.8**	**25.5**	**16.1**	**.0514**
Kenosha	1,472,088	31,028	17.4	29.8	25.5	16.1	.0514
• Kenosha	899,095	29,380	18.8	30.6	24.1	13.9	.0334
SUBURBAN TOTAL	572,993	34,000	15.1	28.2	27.9	19.9	.0180
LA CROSSE	**1,018,262**	**25,991**	**22.2**	**32.2**	**20.7**	**10.7**	**.0407**
La Crosse	1,018,262	25,991	22.2	32.2	20.7	10.7	.0407
• La Crosse	504,022	22,269	26.2	29.4	17.2	8.7	.0245
SUBURBAN TOTAL	514,240	29,903	17.6	35.5	24.8	13.1	.0162
MADISON	**4,006,156**	**27,330**	**21.2**	**31.7**	**21.8**	**12.3**	**.1558**
Dane	4,006,156	27,330	21.2	31.7	21.8	12.3	.1558
• Madison	2,047,966	24,887	23.2	29.7	18.9	11.9	.0837
SUBURBAN TOTAL	1,958,190	29,703	18.8	33.7	25.1	12.9	.0721



WISC. (cont.) — EFFECTIVE BUYING INCOME 1984

SMSA ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MILWAUKEE	**16,390,853**	**29,020**	**19.0**	**31.0**	**23.8**	**13.5**	**.6056**
Milwaukee	10,653,636	26,168	21.6	31.7	21.0	10.5	.4053
• Milwaukee	6,320,525	23,413	23.9	32.0	18.6	7.2	.2391
Wauwatosa	710,905	33,210	16.9	29.5	26.5	19.6	.0308
West Allis	770,762	26,870	21.3	36.0	21.6	8.9	.0307
Ozaukee	956,649	37,203	12.4	26.8	29.5	25.3	.0318
Washington	965,434	31,016	15.4	35.9	27.4	12.0	.0339
Waukesha	3,815,134	36,780	12.0	27.8	31.7	22.6	.1346
• Waukesha	618,018	30,797	17.2	33.8	27.4	12.1	.0252
SUBURBAN TOTAL	9,452,310	34,047	14.4	30.2	28.3	19.5	.3413
MILWAUKEE - RACINE CONSOLIDATED AREA	***18,314,214***	***29,066***	***18.8***	***31.2***	***23.9***	***13.4***	***.6759***
RACINE	**1,923,361**	**29,420**	**17.7**	**32.8**	**25.0**	**12.0**	**.0703**
Racine	1,923,361	29,420	17.7	32.8	25.0	12.0	.0703
• Racine	888,944	26,039	21.1	32.7	22.0	8.4	.0352
SUBURBAN TOTAL	1,034,417	32,681	14.3	32.6	28.3	15.9	.0351
SHEBOYGAN	**1,113,257**	**28,217**	**20.1**	**34.6**	**23.4**	**10.1**	**.0400**
Sheboygan	1,113,257	28,217	20.1	34.6	23.4	10.1	.0400
• Sheboygan	520,965	26,032	22.4	34.0	20.5	8.4	.0208
SUBURBAN TOTAL	592,292	30,300	17.9	35.0	26.3	11.9	.0192
WAUSAU	**1,109,803**	**25,323**	**21.8**	**36.0**	**19.0**	**7.6**	**.0430**
Marathon	1,109,803	25,323	21.8	36.0	19.0	7.6	.0430
• Wausau	347,135	22,955	23.5	31.9	17.2	7.2	.0166
SUBURBAN TOTAL	762,668	26,280	21.0	38.2	19.8	7.7	.0264
OTHER COUNTIES							
Adams	122,131	19,587	29.6	31.5	12.9	4.5	.0041
Ashland	132,924	18,111	32.2	30.4	10.8	3.2	.0059
Barron	330,031	19,019	30.3	32.4	10.9	4.0	.0148
Bayfield	114,303	17,987	31.4	29.5	12.1	2.9	.0041
Buffalo	130,155	20,617	28.7	31.3	13.1	7.2	.0047
Burnett	105,500	17,389	32.7	30.2	8.8	3.2	.0042
Clark	252,296	18,205	29.9	30.6	9.9	4.6	.0097
Columbia	416,822	22,709	25.2	36.4	15.9	5.1	.0170
Crawford	130,355	17,982	31.5	30.3	9.6	4.7	.0055
Dodge	759,345	26,584	21.4	35.5	20.9	9.3	.0272
Door	270,197	23,308	25.7	36.4	14.6	7.7	.0105
☐ Douglas	431,573	23,549	24.2	31.2	18.6	7.6	.0165
• Superior	292,678	22,684	25.1	29.2	18.1	8.1	.0120
Dunn	262,370	18,135	31.9	31.0	9.4	4.2	.0109
Florence	32,171	18,333	27.8	29.7	12.1	4.5	.0012
Fond du Lac	857,176	25,455	22.8	37.6	19.4	6.8	.0338
Forest	69,851	17,845	35.0	30.6	8.8	2.8	.0024
Grant	426,831	20,815	26.7	33.2	13.4	5.6	.0172
Green	324,193	24,160	23.9	34.2	17.3	3.8	.0142
Green Lake	172,252	21,243	28.6	34.4	13.9	5.2	.0076
Iowa	155,476	18,304	32.5	32.7	7.8	4.3	.0097
Iron	42,106	13,274	37.6	23.2	2.9	1.3	.0023
Jackson	135,973	18,815	28.8	32.2	10.7	3.9	.0061
Jefferson	672,845	25,962	21.2	36.2	20.2	8.2	.0244
Juneau	179,893	18,400	31.6	30.8	10.5	4.1	.0075
Kewaunee	172,837	22,865	25.5	34.4	15.3	7.4	.0065
Lafayette	142,715	20,808	27.4	34.0	13.0	5.3	.0050
Langlade	168,084	19,613	29.2	31.1	12.4	5.4	.0080
Lincoln	244,753	20,686	28.8	34.6	12.3	4.9	.0093
Manitowoc	801,790	25,020	23.0	37.0	18.2	7.2	.0299
Marinette	337,341	20,005	27.6	34.7	11.7	3.6	.0143
Marquette	103,839	17,469	31.8	31.4	7.6	3.5	.0037
Menominee	17,809	20,696	34.8	35.0	15.5	1.5	.0006
Monroe	332,205	22,596	25.8	33.9	15.3	7.2	.0129
Oconto	256,163	20,294	28.8	32.3	13.8	4.6	.0093
Oneida	291,400	20,417	30.3	35.1	12.0	4.1	.0131
Pepin	67,417	21,361	26.1	33.8	14.5	5.4	.0024
Pierce	310,541	25,173	22.9	34.3	18.1	9.7	.0112
Polk	296,236	20,580	28.0	32.9	13.3	5.3	.0115
Portage	581,626	25,716	22.2	32.4	20.4	9.7	.0230
Price	145,099	20,275	26.7	30.4	14.8	5.5	.0055
Richland	150,270	20,215	28.3	33.6	11.3	5.7	.0060
Rusk	111,478	16,290	35.8	28.5	6.9	2.4	.0048
☐ St. Croix	493,138	29,696	18.1	31.2	24.7	13.3	.0175
Sauk	430,808	22,526	26.0	35.8	14.8	6.2	.0169
Sawyer	107,006	17,392	31.5	29.1	10.1	3.7	.0048
Shawano	300,506	19,264	29.6	31.9	11.6	4.4	.0118
Taylor	151,085	20,369	29.4	32.4	12.5	6.0	.0056
Trempealeau	203,843	18,474	31.4	32.2	9.5	3.5	.0086
Vernon	224,066	19,248	28.3	29.4	12.8	5.8	.0082
Vilas	165,168	19,403	31.9	32.3	10.9	5.1	.0069
Walworth	613,847	20,453	28.7	36.5	11.2	3.6	.0262
Washburn	105,460	16,635	35.1	28.4	8.2	2.1	.0046
Waupaca	386,806	21,545	25.8	35.1	13.7	5.3	.0154
Waushara	165,272	17,858	31.6	31.0	9.3	3.7	.0065
Wood	799,477	26,229	21.7	33.1	21.0	9.5	.0336
TOTAL METRO COUNTIES	**35,910,049**	**28,078**	**19.8**	**32.4**	**22.8**	**12.0**	**1.3496**
TOTAL STATE	**50,190,192**	**25,695**	**22.2**	**32.8**	**20.0**	**10.0**	**1.9207**

WYOMING

WYO. — POPULATION—12/31/84

SMSA ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CASPER	**76.2**	**.0319**	**28.7**	**13.9**	**21.3**	**18.0**	**18.6**	**28.5**
Natrona	76.2	.0319	28.7	13.9	21.3	18.0	18.6	28.5
• Casper	50.9	.0214	29.5	13.9	21.0	18.1	20.4	19.5
SUBURBAN TOTAL	25.3	.0105	27.2	13.7	21.7	18.1	15.1	9.0
CHEYENNE	**72.8**	**.0305**	**29.7**	**13.5**	**19.1**	**18.4**	**21.4**	**27.9**
Laramie	72.8	.0305	29.7	13.5	19.1	18.4	21.4	27.9
• Cheyenne	51.3	.0215	30.9	12.4	18.8	18.3	24.1	20.5
SUBURBAN TOTAL	21.5	.0090	26.7	16.1	19.5	18.8	15.0	7.4
OTHER COUNTIES								
Albany	29.2	.0123	25.8	26.5	20.5	14.6	16.5	11.4
Big Horn	12.2	.0051	31.7	9.4	14.6	16.9	28.2	4.4
Campbell	34.9	.0146	25.5	16.0	24.5	17.2	9.6	11.9
Carbon	22.1	.0093	28.1	13.2	21.4	17.6	17.6	7.5
Converse	15.8	.0066	26.6	13.2	21.0	18.0	14.3	5.3
Crook	5.7	.0024	30.2	10.5	16.1	19.1	22.9	2.1
Fremont	39.4	.0166	28.4	12.3	19.1	18.8	18.5	13.3
Goshen	12.1	.0050	33.2	11.0	14.9	17.3	30.0	4.7
Hot Springs	5.8	.0025	33.7	10.2	15.5	16.4	31.6	2.1
Johnson	6.7	.0028	32.7	8.8	17.3	18.2	27.8	2.5
Lincoln	13.6	.0058	27.1	9.7	17.9	15.7	20.1	4.[illegible]
Niobrara	2.9	.0012	37.1	9.2	13.5	18.3	34.2	1.2
Park	23.5	.0099	31.1	11.9	17.2	19.1	24.2	8.8
Platte	12.3	.0052	30.0	10.9	19.9	18.6	21.5	4.9
Sheridan	27.8	.0116	31.5	10.4	19.3	17.2	26.0	10.6

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**547,036**	**117,241**	**45,454**	**51,211**	**31,441**	**130,402**	**23,070**
Natrona	547,036	117,241	45,454	51,211	31,441	130,402	23,070
• Casper	503,227	106,228	37,685	49,919	30,987	126,636	22,783
SUBURBAN TOTAL	43,809	11,013	7,769	1,292	454	3,766	287
CHEYENNE	**507,560**	**79,318**	**45,613**	**57,676**	**32,030**	**93,144**	**18,550**
Laramie	507,560	79,318	45,613	57,676	32,030	93,144	18,550
• Cheyenne	447,397	66,005	42,700	52,626	30,955	86,839	18,379
SUBURBAN TOTAL	60,163	13,313	2,913	4,050	1,075	6,305	171
OTHER COUNTIES							
Albany	211,951	43,973	27,642	5,663	11,081	34,231	10,940
Big Horn	38,501	12,743	3,943	1,767	2,288	4,965	1,444
Campbell	258,615	63,251	22,949	16,082	14,128	41,461	14,680
Carbon	122,706	29,389	8,376	6,268	2,530	15,775	6,221
Converse	73,671	19,134	7,858	1,953	2,403	14,074	2,250
Crook	17,078	3,818	2,523	307	97	513	486
Fremont	215,606	48,924	17,916	15,925	8,056	41,729	10,586
Goshen	61,963	16,967	5,480	5,051	711	6,572	3,263
Hot Springs	41,084	15,666	3,355	954	767	5,114	1,817
Johnson	53,548	9,125	5,877	1,515	1,167	7,199	1,275
Lincoln	81,955	18,957	10,042	1,381	940	18,970	2,973
Niobrara	23,207	3,946	2,901	394	455	3,493	250
Park	171,361	41,898	12,722	22,745	5,470	30,975	4,716
Platte	41,700	12,679	3,706	2,699	882	7,230	559
Sheridan	171,830	31,099	15,131	12,479	9,569	33,247	10,565

WYO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Sublette	4.8	.0021	30.2	9.3	19.1	20.2	20.7	1.6
Sweetwater	47.2	.0198	26.7	13.7	22.5	17.2	14.2	16.5
Teton	11.0	.0046	29.9	13.7	28.7	20.9	14.4	4.7
Uinta	22.1	.0093	26.0	13.5	21.1	15.2	15.9	7.0
Washakie	9.9	.0041	29.8	10.4	17.3	18.1	22.9	3.5
Weston	7.6	.0032	29.8	11.6	17.6	18.3	22.6	2.9
TOTAL METRO COUNTIES	**149.0**	**.0624**	**29.2**	**13.7**	**20.1**	**18.3**	**20.6**	**56.4**
TOTAL STATE	**515.6**	**.2164**	**28.5**	**13.5**	**20.1**	**17.8**	**19.2**	**187.8**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sublette	28,308	12,274	2,522	734	1,073	805	739
Sweetwater	278,180	67,440	23,039	27,512	10,879	42,585	8,927
Teton	140,909	23,423	20,664	5,731	6,626	8,745	5,295
Uinta	225,083	48,419	31,907	5,904	3,189	24,787	3,532
Washakie	66,027	12,238	3,296	5,716	3,166	22,235	1,476
Weston	51,454	13,480	3,255	1,521	615	11,726	1,980
TOTAL METRO COUNTIES	**1,054,596**	**196,559**	**91,067**	**108,847**	**63,471**	**223,546**	**41,620**
TOTAL STATE	**3,429,833**	**745,402**	**326,171**	**251,188**	**149,753**	**601,177**	**135,594**

WYO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CASPER	**959,721**	**31,355**	**16.1**	**31.6**	**25.2**	**16.4**	**.0377**
Natrona	959,721	31,355	16.1	31.6	25.2	16.4	.0377
• Casper	661,993	31,641	16.7	29.0	25.7	17.2	.0288
SUBURBAN TOTAL	297,728	30,866	14.9	36.9	24.3	14.8	.0089
CHEYENNE	**806,650**	**25,168**	**23.8**	**30.0**	**19.7**	**11.6**	**.0335**
Laramie	806,650	25,168	23.8	30.0	19.7	11.6	.0335
• Cheyenne	586,768	25,330	23.0	29.9	19.8	11.6	.0261
SUBURBAN TOTAL	219,882	24,755	26.4	30.1	19.4	11.6	.0074
OTHER COUNTIES							
Albany	304,590	22,157	24.2	28.2	16.4	9.7	.0133
Big Horn	111,900	22,447	24.7	32.4	15.0	8.1	.0040
Campbell	483,258	39,277	10.5	25.3	32.0	26.9	.0183
Carbon	231,514	29,348	16.9	32.8	24.5	12.4	.0093
Converse	164,859	30,014	15.1	37.5	25.0	11.9	.0062
Crook	53,158	22,276	28.4	34.4	14.1	7.9	.0019
Fremont	342,482	24,635	23.5	38.6	17.1	6.0	.0150

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Goshen	104,202	18,802	28.6	30.1	10.9	6.0	.0044
Hot Springs	61,841	26,660	19.7	29.4	20.6	12.8	.0026
Johnson	61,904	20,034	27.2	29.8	11.6	8.7	.0031
Lincoln	134,324	27,717	21.6	31.8	21.0	12.8	.0056
Niobrara	25,499	17,500	27.1	28.1	10.3	5.2	.0012
Park	252,105	23,888	23.3	32.4	18.8	10.9	.0109
Platte	106,534	21,229	25.2	40.8	10.1	2.8	.0040
Sheridan	325,191	27,856	20.8	28.2	23.7	12.7	.0127
Sublette	45,164	25,447	22.6	33.3	19.1	10.6	.0019
Sweetwater	608,734	35,622	12.6	28.3	30.7	20.9	.0222
Teton	138,171	25,593	21.9	37.2	16.3	11.9	.0069
Uinta	258,907	36,117	12.7	26.1	34.3	18.6	.0121
Washakie	104,446	27,386	21.9	33.2	20.8	12.6	.0044
Weston	93,662	32,045	17.0	28.9	29.2	13.2	.0036
TOTAL METRO COUNTIES	**1,766,371**	**28,578**	**19.9**	**30.8**	**22.5**	**14.0**	**.0712**
TOTAL STATE	**5,778,796**	**28,191**	**19.7**	**31.1**	**22.3**	**13.5**	**.2348**

Coming In September

Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the September 9 issue: **Ads close August 19.**

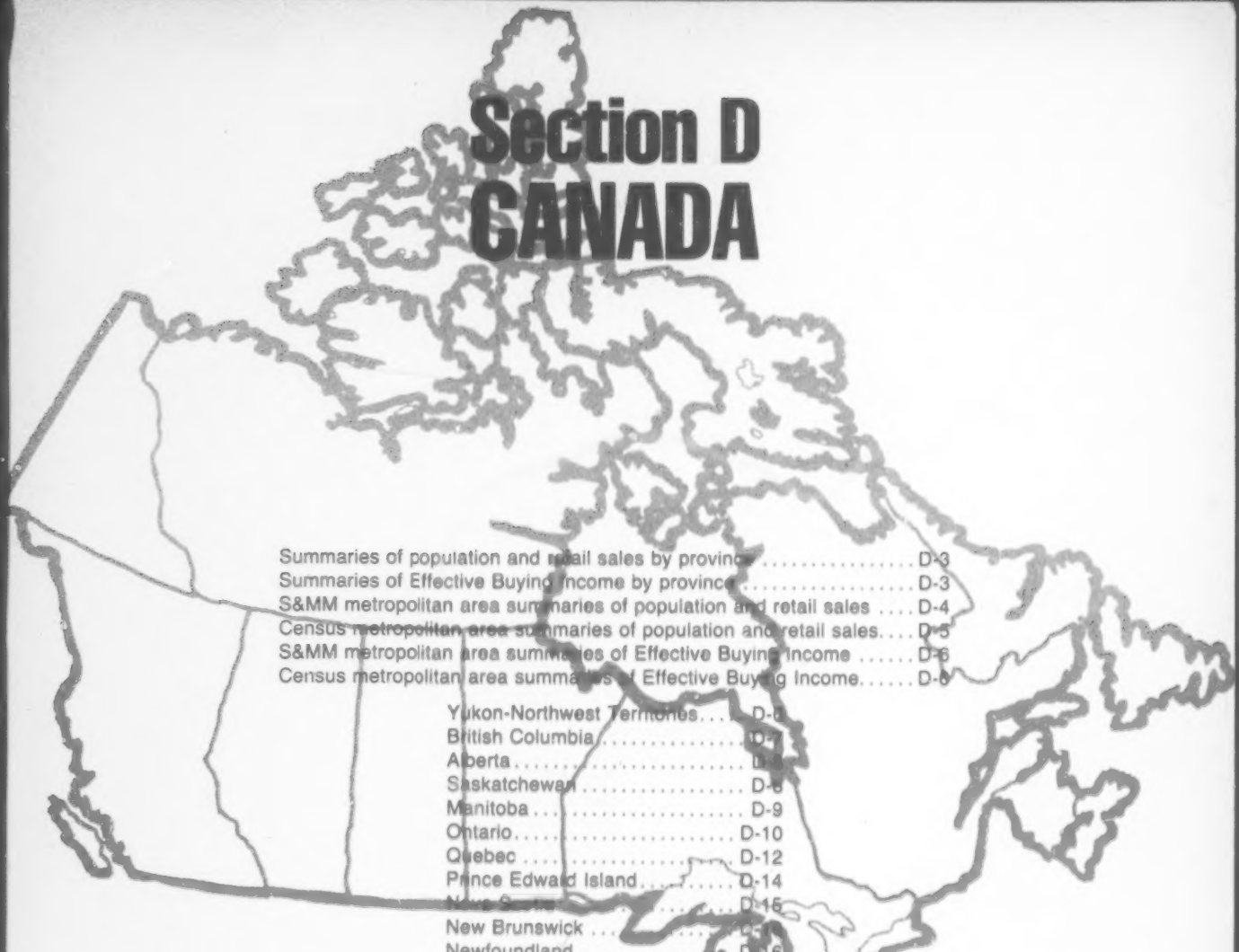
For information call: 212/986-4800

TURN TO **LANDON** FOR RESULTS

(See page B-26)

When you ask Landon . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

Section D
CANADA



Summaries of population and retail sales by province D-3
Summaries of Effective Buying Income by province D-3
S&MM metropolitan area summaries of population and retail sales D-4
Census metropolitan area summaries of population and retail sales.... D-5
S&MM metropolitan area summaries of Effective Buying Income D-6
Census metropolitan area summaries of Effective Buying Income..... D-6

Yukon-Northwest Territories... D-6
British Columbia..... D-7
Alberta..... D-8
Saskatchewan..... D-8
Manitoba..... D-9
Ontario..... D-10
Quebec..... D-12
Prince Edward Island..... D-14
Nova Scotia..... D-15
New Brunswick..... D-15
Newfoundland..... D-16

NOTES:
Effective Buying Income and retail sales are expressed in Canadian dollars. Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

S&MM's Canadian metropolitan county areas and their code numbers

501. Δ**Brantford, ON**—Brant Co.
502. **Calgary, AB**—Div. 6
Cambridge, ON—
(See Kitchener-Cambridge)
503. **Chicoutimi-Jonquière, PQ**—Chicoutimi Co.
Dartmouth, NS
(see Halifax-Dartmouth)
504. **Edmonton, AB**—Div. 11
Glace Bay, NS (See Sydney-Glace Bay)
505. Δ**Guelph, ON**—Wellington Co.
506. **Halifax-Dartmouth, NS**—Halifax Co.
507. **Hamilton, ON**—Hamilton-Wentworth Reg. Mun.
Jonquière, PQ
(see Chicoutimi-Jonquière)
508. Δ**Kamloops, BC**—Thompson-Nicola Reg. Dist.
509. Δ**Kelowna, BC**—Central Okanagan Reg. Dist.
510. Δ**Kingston, ON**—Frontenac Co.
511. **Kitchener-Cambridge, ON**—Waterloo Reg. Mun.
512. **London, ON**—Middlesex Co.
513. Δ**Moncton, NB**—Albert, Westmorland* cos.
514. **Montreal, PQ**—Chambly, Châteauguay, Deux-Montagnes, Ilede-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, ON
(See St. Catharines-Niagara)
515. Δ**North Bay, ON**—Nipissing Terr. Dist.
516. **Oshawa, ON**—Durham Reg. Mun.
517. **Ottawa, ON—Ontario Portion**—Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518. Δ**Peterborough, ON**—Peterborough Co.
519. Δ**Prince George, BC**—Fraser-Fort George Reg. Dist.
520. **Quebec, PQ**—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. **Regina, SK**—Div. 6
522. **St. Catharines-Niagara, ON**—Niagara Reg. Mun.
523. **St. John, NB**—Kings, St. John* cos.
524. **St. John's, NF**—Div. 1
525. Δ**Sarnia, ON**—Lambton Co.
526. **Saskatoon, SK**—Div. 11
527. Δ**Sault Ste. Marie, ON**—Algoma Terr. Dist.
Shawinigan, PQ (See Trois Rivières-Shawinigan)
528. Δ**Sherbrooke, PQ**—Sherbrooke Co.
529. **Sudbury, ON**—Sudbury Reg. Mun.
530. Δ**Sydney-Glace Bay, NS**—Cape Breton Co.
531. **Thunder Bay, ON**—Thunder Bay Terr. Dist.
532. **Toronto, ON**—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533. **Trois Rivières-Shawinigan, PQ**—Champlain, St.-Maurice* cos.
534. **Vancouver, BC**—Greater Vancouver Reg. Dist.
535. **Victoria, BC**—Capitol Reg. Dist.
536. **Windsor, ON**—Essex Co.
537. **Winnipeg, MB**—Div. 11

Δ potential metro area as defined by S&MM. *The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Canada's back in business

With a new government and a new entrepreneurial spirit sweeping the nation, Canada is, in the words of Prime Minister Brian Mulroney, "open for business again." The guardedness that characterized both the political and economic climate for the past decade has been pushed aside in favor of a new openness toward foreign investors. The hope is that such a policy will stimulate what has been an otherwise sluggish recovery from the hard times that hit Canadians in the early 1980s.

Some very sobering lessons were learned by businesses that had been floating along on a comfortable cushion of insulated prosperity, as the recession upped unemployment to record levels and caused a mass exodus of job-seekers to the Western provinces. It is a time that most Canadians would like to forget, and has turned out to be, as one observer has put it, "a major turning point in Canada's history that has had, and will continue to have, a major impact on how business enterprises are managed."

Looking South

At this point, the U.S. is still the largest single foreign investor in Canada, with a total of about $45 billion (U.S. dollars) currently invested. For their part, the Canadians have recently begun a massive effort to crack some U.S. markets and offset this lopsided balance. Banking, utilities, beer, real estate, farming, communications, and a number of other areas have been targeted to spread Canadian business influence to its Southern neighbor. Also, in an effort to increase investments from overseas, restrictive policies governing the approval of such investments have been altered in the hope that an easier bureaucratic process will encourage large-scale gains in this area.

In terms of economic growth, The Conference Board of Canada recently released figures forecasting what's in store for the individual provinces in 1985. Peter Gusen, the Board's Director of Provincial Forecasting and Analysis, provides this overview: "The 1985 picture is far brighter than that of 1982, when 9 out of 10 provinces suffered output declines," he says. "It is also far more balanced than that of 1983, when provincial growth rates spanned a range from +6 to −4 percent. It is not, however, as buoyant as 1984, when six provinces enjoyed expansion in excess of 3%. This year," he says, "none will." The Board's analysis of the individual provinces is outlined below.

—Newfoundland—

1984's second consecutive year of recovery in the iron-ore mining business should sustain itself. However, government restraint will limit increases in health care, education, and other public services. Nevertheless, Newfoundland's economy will continue to expand, with a 2.1% growth rate forecast for 1985. One source of strength: the recovery of the province's fisheries.

—Prince Edward Island—

Because of its dependence on volatile industries, such as agriculture and fishing, PEI has a history of wide year-to-year fluctuations in its economic growth. In 1983, PEI was the fastest-growing province in the nation economically. Last year, its growth rate was below the national average. The 1985 forecast calls for PEI to expand at the slowest rate of all provinces except Manitoba, which will match PEI's sluggish 1.6% gain.

—Nova Scotia—

After enjoying strong balanced growth in 1984, Nova Scotia will experience a slower rate of economic growth due primarily to a slight decline in mining output and an overall slowdown in goods production. However, due to continued growth in the service sector, the province's real domestic product should increase by 2.3% this year.

—New Brunswick—

On the basis of its 6.1% growth in output in 1984, New Brunswick enjoyed its greatest expansion in more than a decade. However, because of a stagnant employment situation, real gains were barely noticeable. In 1985, the upswing will continue, but at a far more modest 1.9%, while employment rebounds to a 2.4% gain.

—Quebec—

After growing by 4% in 1983 and 5% in 1984, Quebec is forecast to slow to a more modest 2.1% advance this year. Production is expected to decline in the agriculture and forestry sectors, though the level of activity will remain high, thanks to the solid growth recorded since 1982. Mineral production, on the other hand, will edge up slightly, but not enough to erase the enormous declines experienced throughout the first half of the 1980s.

—Ontario—

Previous forecasts have expressed reservations concerning Ontario's ability to sustain its impressive economic momentum in 1985. But with a substantial drop in interest rates and the continued strength of the U.S. economy, it is now expected that Ontario will grow by a healthy 2.7% this year, second fastest among the provinces.

—Manitoba—

Among non-agriculture industries, Manitoba's manufacturing sector was battered by the 1982 recession and has not regained much of its lost ground. The construction sector, on the other hand, has outperformed its national counterpart by a substantial margin in each of the past two years. The 1985 forecast calls for a continuation of success in this area. In total, Manitoba's real growth is

forecast to be 1.6% this year, although farm output will drop slightly.

—Saskatchewan—

Saskatchewan's forecast nation-leading output advance in 1985 will result from the assumed return to normal growing conditions after last year's drought. The gain of 1.1% in non-agricultural industries this year will be boosted by the recovering farm sector to an all-industry growth rate of 2.9%. Transport activity will creep ahead by only 1.6% in 1985 after 6% increases in 1983 and 1984, as the meager 1984 harvest translates into less business for railroads and grain elevators.

—Alberta—

After three years of output contraction, Alberta's economy is poised for renewed growth, with a forecasted increase in production of 2.1%. The farm sector will lead the way with a 5.4% gain after declines suffered in 1983 and 1984. Oil and gas exploration are also forecast to gain after an impressive 11.8% advance in 1984. Even the troubled manufacturing, trade, and finance sectors are beginning to show signs of recovery, and further progress is expected in the remainder of 1985. Still in the doldrums, however, is the province's construction industry, projected to decline once more in 1985.

'CANADA IS, IN THE WORDS OF PRIME MINISTER BRIAN MULRONEY, 'OPEN FOR BUSINESS AGAIN.''

—British Columbia—

British Columbia suffered an extremely severe recession in 1982, and the recovery to date has been a difficult one. Last year, services began to improve and coal production surged, but forest products output missed out on a year of strong national growth due to a prolonged labor dispute. In 1985, British Columbia is expected to enjoy a year of stronger growth, as major industries at last move forward in unison. Mineral production will rise this year, though by far less than 1984's 14.3%. Manufacturing industry output will remain consistent with last year's modest gain. Overall, growth in British Columbia is forecast to rise 2.3% in 1985.

1984 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

NEW ESTIMATES — POPULATION 12/31/84 — RETAIL SALES BY STORE GROUP—1984 — SALES/ADVERTISING INDEXES

Province	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberta	2,337.7	9.2535	838.4	9.1359	12,567,652	10.1592	2,446,900	1,090,388	2,419,323	702,739	468,802	2,564,737	687,530	87,747	526,854	110	9.7623	105
British Columbia	2,882.9	11.4115	1,111.0	12.1064	13,854,021	11.1991	3,437,028	1,423,118	2,207,496	584,946	518,775	2,329,521	982,420	84,967	639,147	98	11.4463	100
Manitoba	1,065.2	4.2164	395.8	4.3129	4,841,618	3.9137	1,135,590	376,023	864,662	202,104	176,215	877,308	373,220	29,772	166,625	93	4.0876	97
New Brunswick	717.3	2.8394	237.6	2.5891	3,092,485	2.4998	696,199	207,251	520,765	140,776	80,657	616,546	304,115	31,056	141,189	88	2.4192	85
Newfoundland	578.9	2.2915	163.8	1.7849	2,185,684	1.7668	580,497	130,818	400,042	113,522	57,459	385,277	223,224	10,416	101,197	77	1.8085	79
Nova Scotia	878.2	3.4762	304.6	3.3191	4,254,541	3.4392	1,022,423	284,500	609,516	191,828	114,114	841,705	425,892	35,679	197,753	99	3.1674	92
Ontario	9,024.0	35.7203	3,299.7	35.9562	46,613,966	37.6808	11,193,288	4,219,978	5,765,462	2,239,340	1,696,897	9,862,934	3,555,239	310,537	1,687,575	105	38.2104	107
Prince Edward Island	126.8	.5019	41.9	.4566	549,486	.4442	112,319	44,829	115,928	17,001	13,441	103,411	46,037	3,146	21,973	89	.4326	86
Quebec	6,562.3	25.9759	2,388.9	26.0314	30,733,416	24.8437	8,138,533	2,660,591	3,009,530	1,999,360	1,352,779	5,870,008	2,741,191	389,913	1,033,519	96	24.4750	94
Saskatchewan	1,016.4	4.0233	373.4	4.0689	4,644,844	3.7547	1,001,981	343,292	826,935	211,592	164,910	1,027,455	192,104	50,049	179,054	93	3.8691	96
Yukon & N.W. Territories	73.3	.2901	21.9	.2386	369,607	.2988	83,350	28,995	121,680	5,570	4,675	48,089	6,809	3,581	12,080	103	.3016	104
Total Canada	25,263.0	100.0000	9,177.0	100.0000	123,707,320	100.0000	29,848,108	10,809,783	16,861,339	6,408,778	4,648,724	24,526,991	9,537,781	1,036,863	4,706,966	100	100.0000	100

1984 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

NEW ESTIMATES — EFFECTIVE BUYING INCOME—1984 — % of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over

Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	28,038,483	9.7277	11,994	33,443	2.0	3.5	3.1	16.6	74.8
British Columbia	33,459,624	11.6084	11,606	30,117	3.6	3.7	3.0	15.8	73.9
Manitoba	11,933,809	4.1403	11,203	30,151	4.4	5.0	4.7	22.5	63.4
New Brunswick	6,348,420	2.2026	8,850	26,719	3.7	5.4	6.4	23.5	61.0
Newfoundland	4,727,551	1.6402	8,166	28,862	3.9	5.4	4.7	20.3	65.7
Nova Scotia	8,419,537	2.9210	9,587	27,641	5.2	6.9	8.2	34.1	45.6
Ontario	113,922,633	39.5243	12,624	34,525	3.0	3.0	2.7	16.7	74.6
Prince Edward Island	1,146,501	.3978	9,042	27,363	4.7	9.6	9.9	31.5	44.3
Quebec	68,177,176	23.6533	10,389	28,539	2.7	3.7	3.6	23.9	66.1
Saskatchewan	11,172,930	3.8764	10,993	29,922	2.8	3.9	3.6	18.3	71.4
Yukon & N.W. Territories	887,687	.3080	12,110	40,534	4.4	3.1	2.0	8.2	82.3
Total Canada	288,234,351	100.0000	11,409	31,408	3.1	3.7	3.5	19.7	70.0

S&MM METROPOLITAN AREA SUMMARIES OF 1984 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	692.2	2.7399	256.4	2.7939	4,581,798	3.7038	983,635	401,311	944,620	293,881	213,947	975,684	269,190	14,831	155,973	135	3.2968	120
Edmonton	792.3	3.1362	290.8	3.1688	4,332,995	3.5026	810,625	361,939	815,439	224,601	150,147	856,217	215,064	22,818	216,126	112	3.4112	109
BRITISH COLUMBIA																		
Kamloops	103.1	.4081	37.0	.4032	620,531	.5017	150,489	72,141	88,783	26,323	16,072	109,589	68,134	3,290	21,649	123	.4124	101
Kelowna	89.8	.3555	34.9	.3803	393,844	.3184	116,735	25,613	40,046	19,610	16,045	54,212	27,620	2,926	24,100	90	.3308	93
Prince George	91.0	.3602	31.0	.3378	469,558	.3796	91,499	37,257	86,279	13,288	13,078	135,072	37,961	1,057	13,617	105	.3569	99
Vancouver	1,226.7	4.8557	492.4	5.3656	6,110,437	4.9394	1,379,957	741,605	1,182,082	279,192	260,855	1,001,824	373,360	21,179	306,628	102	5.2511	108
Victoria	260.7	1.0319	112.7	1.2281	1,410,703	1.1404	313,120	141,544	284,005	55,954	66,600	175,648	87,112	4,715	52,928	111	1.1128	108
MANITOBA																		
Winnipeg	586.6	2.3219	234.3	2.5531	2,973,962	2.4041	736,903	241,795	527,314	121,364	103,521	499,105	210,893	4,172	85,162	104	2.4703	106
NEW BRUNSWICK																		
Moncton	136.2	.5392	46.7	.5089	613,755	.4961	131,041	40,319	112,586	30,249	13,655	117,116	64,501	2,155	36,174	92	.4825	89
St. John	139.4	.5518	47.8	.5208	704,238	.5693	173,764	50,751	123,804	29,187	12,237	142,677	51,719	2,284	30,790	103	.5217	95
NEWFOUNDLAND																		
St. John's	248.4	.9832	72.6	.7911	1,085,542	.8775	301,225	62,488	141,945	63,309	28,287	227,928	102,404	3,249	61,543	89	.8498	86
NOVA SCOTIA																		
Halifax-Dartmouth	299.4	1.1851	109.8	1.1965	1,506,677	1.2179	363,511	139,650	191,216	89,309	36,003	300,542	140,979	5,187	77,951	103	1.2040	102
Sydney-Glace Bay	129.8	.5138	40.5	.4413	372,035	.3007	115,730	21,654	67,272	21,045	9,996	53,909	33,912	1,716	12,684	59	.3812	74
ONTARIO																		
Brantford	107.6	.4259	38.8	.4228	405,538	.3278	102,511	30,095	52,647	24,792	21,883	76,953	28,257	1,988	11,604	77	.3880	91
Guelph	137.1	.5427	49.1	.5351	687,950	.5561	145,609	56,115	84,915	37,591	28,183	163,584	74,174	4,183	32,754	102	.5541	102
Hamilton	421.9	1.6700	159.2	1.7348	2,084,050	1.6847	555,506	170,449	341,885	93,475	85,172	322,392	154,874	10,956	78,185	101	1.7103	102
Kingston	114.3	.4525	43.7	.4761	764,176	.6177	182,156	52,559	113,002	41,102	29,516	140,797	70,440	2,379	27,570	137	.5128	113
Kitchener-Cambridge	319.4	1.2643	116.2	1.2662	2,369,333	1.9153	499,569	187,710	372,900	120,966	94,449	558,964	185,334	10,816	56,916	151	1.4848	117
London	329.2	1.3031	129.3	1.4090	2,374,212	1.9192	576,824	223,874	343,544	119,176	81,314	464,306	160,777	9,981	62,321	147	1.5377	118
North Bay	81.5	.3226	26.8	.3138	433,534	.3505	102,396	43,611	60,752	19,206	14,863	86,087	39,043	2,733	10,955	109	.3172	98
Oshawa	312.5	1.2370	104.9	1.1430	1,997,591	1.6148	480,982	145,389	325,879	70,611	47,954	376,174	154,560	32,325	60,025	131	1.3984	113
Ottawa	808.1	3.1988	310.0	3.3780	3,749,992	3.0314	944,474	365,947	602,524	179,224	132,065	620,705	230,816	30,384	112,505	95	3.5389	111
Peterborough	106.0	.4196	40.4	.4403	804,488	.6503	196,889	66,265	116,376	37,941	33,581	149,349	58,114	3,921	22,693	155	.4855	116
St. Catharines-Niagara	373.9	1.4800	138.3	1.5070	1,491,502	1.2057	376,973	155,045	181,495	79,548	54,680	285,015	101,425	6,995	50,900	81	1.4081	95
Sarnia	129.5	.5126	47.5	.5176	383,936	.3103	91,351	32,455	56,051	18,906	14,054	80,341	24,282	2,267	13,070	61	.4759	93
Sault Ste. Marie	141.0	.5582	48.7	.5306	711,222	.5749	190,250	65,358	107,999	32,298	26,717	98,108	47,895	5,275	22,135	103	.5587	100
Sudbury	158.0	.6255	54.7	.5961	708,178	.5725	194,693	59,342	79,056	39,609	26,103	143,132	49,880	3,753	18,035	92	.5850	94
Thunder Bay	155.2	.6143	56.2	.6124	823,749	.6659	211,087	66,275	126,634	29,550	20,753	148,329	67,921	3,397	34,664	108	.6575	107
Toronto	3,301.1	13.0669	1,205.1	13.1318	15,898,933	12.8521	3,759,757	1,639,375	1,700,505	802,996	553,101	3,644,281	1,158,055	74,308	683,477	98	14.5395	111
Windsor	316.7	1.2536	115.5	1.2586	1,775,915	1.4356	428,045	173,256	218,299	97,748	83,518	362,532	122,451	9,274	67,890	115	1.3104	105
QUEBEC																		
Chicoutimi-Jonquière	180.0	.7125	57.5	.6266	620,836	.5018	188,070	44,903	81,512	46,046	27,483	118,987	40,986	1,687	12,253	70	.5700	80
Montréal	2,962.9	11.7282	1,152.9	12.5629	15,252,068	12.3294	4,204,026	1,586,351	1,552,984	1,012,566	626,833	2,517,137	1,248,228	223,167	607,541	105	11.9633	102
Québec	595.5	2.3573	218.0	2.3755	3,242,032	2.6208	746,710	271,478	406,401	185,946	136,302	810,890	163,303	34,692	115,189	111	2.4170	103
Sherbrooke	117.7	.4659	44.6	.4860	781,013	.6313	193,970	51,443	64,288	79,218	39,834	159,920	60,051	3,570	24,812	136	.4871	105
Trois Rivières-Shawinigan	233.1	.9228	85.9	.9360	1,099,210	.8886	312,775	87,321	74,172	83,735	56,825	206,561	104,602	18,445	36,683	96	.8325	90
SASKATCHEWAN																		
Regina	214.3	.8483	80.3	.8750	1,149,418	.9291	267,169	95,013	194,276	50,657	48,408	247,547	46,268	9,878	43,083	110	.9156	108
Saskatoon	209.5	.8292	82.0	.8935	964,167	.7794	196,627	75,451	177,526	62,461	38,454	202,435	38,196	5,353	47,321	94	.8389	101
TOTAL ABOVE AREAS	**16,621.6**	**65.7943**	**6,214.5**	**67.7181**	**85,749,098**	**69.3167**	**20,816,653**	**8,083,127**	**12,041,013**	**4,632,680**	**3,262,490**	**16,654,049**	**6,132,781**	**601,306**	**3,347,906**	**105**	**69.5687**	**106**

Ottawa

When you include Le Droit in your Ottawa/Hull newspaper plan, you're reaching the third largest French market in Canada*. With a total French-speaking population of 254,000 you're reaching a market that's

Le Droit

larger than Regina, Saskatoon or Windsor*. And Le Droit reaches them in their own language. So, to get the whole Ottawa/Hull market — include Le Droit. If you don't, you're selling your campaign short.

Ottawa-Hull Le Droit

375 rue Rideau, Ottawa, Ontario K1N 5Y7 Tel: (613) 560-2500
In Toronto: Vern B. Moore, National Advertising Manager,
43 Eglinton Ave. E., Suite 903, Toronto M4P 1A2 Tel: (416) 486-9676

You can't have one without l'autre.

*Financial Post Canadian Markets — 1984

CENSUS METROPOLITAN AREA SUMMARIES OF 1984 POPULATION & RETAIL SALES

[redacted] ESTIMATES	POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	613.7	2.4292	230.6	2.5128	4,129,272	3.3379	951,644	384,373	634,050	286,092	202,632	945,612	256,560	14,308	147,981	137	2.9604	122
Edmonton	680.2	2.6925	255.9	2.7981	3,831,889	3.0976	736,038	361,939	806,040	221,984	148,958	498,740	182,950	17,363	214,706	115	2.9803	111
BRITISH COLUMBIA																		
Vancouver	1,336.1	5.2889	530.1	5.7766	6,454,123	5.2172	1,470,804	761,104	1,209,241	295,541	274,754	1,080,231	401,661	23,397	326,478	99	5.6162	106
Victoria	243.9	9633	106.1	1.1560	1,372,371	1.1094	302,122	139,242	281,939	55,563	65,969	173,399	83,952	4,437	51,249	115	1.0539	109
MANITOBA																		
Winnipeg	607.8	2.4062	241.3	2.6286	3,058,065	2.4720	757,499	251,212	532,517	124,373	107,517	516,482	218,399	5,420	90,612	103	2.5467	106
NEW BRUNSWICK																		
St. John	113.9	.4509	39.8	.433	650,530	.5259	159,941	47,397	119,059	28,305	11,105	129,792	43,433	1,976	27,490	117	.4429	98
NEWFOUNDLAND																		
St. John's	160.5	.6352	48.2	.5249	807,072	.6524	216,448	42,441	115,203	56,025	25,589	152,714	80,151	2,942	44,879	103	.5901	93
NOVA SCOTIA																		
Halifax	287.8	1.1392	106.2	1.1578	1,489,714	1.2042	359,346	138,314	190,481	88,942	35,853	297,716	137,559	5,084	76,682	106	1.1709	103
ONTARIO																		
Hamilton	558.4	2.2105	207.0	2.2556	3,034,375	2.4529	777,501	240,524	465,629	145,640	111,413	566,006	221,277	15,606	124,752	111	2.3853	108
Kitchener	301.3	1.1927	110.7	1.2061	2,293,917	1.8543	485,465	182,285	364,757	119,729	91,695	539,789	172,864	9,644	56,499	155	1.4193	119
London	294.4	1.1653	117.9	1.2847	2,281,516	1.8443	557,712	220,353	334,697	117,447	79,199	444,955	154,020	8,943	57,276	158	1.4225	122
Oshawa	168.9	.6686	58.7	.6397	1,381,106	1.1164	318,720	84,022	276,926	56,561	32,932	280,660	84,630	23,732	34,626	167	.8335	125
Ottawa-Hull	766.9	3.0360	296.4	3.2291	3,632,043	2.9360	914,874	354,987	588,623	176,920	126,999	591,727	214,599	29,919	110,497	97	3.3965	112
St. Catharines-Niagara	308.9	1.2226	114.2	1.2439	1,377,979	1.1140	349,471	135,510	175,404	76,861	50,301	263,069	94,394	5,912	45,032	91	1.1981	98
Sudbury	148.1	.5865	51.7	.5632	695,122	.5620	191,159	57,690	78,712	39,223	25,552	140,627	48,295	3,625	17,594	96	.5577	95
Thunder Bay	121.5	.4808	45.2	.4925	696,252	.5629	188,637	48,881	107,355	27,089	17,801	126,845	48,012	2,978	31,783	117	.5327	111
Toronto	3,162.7	12.5192	1,156.8	12.6050	14,708,748	11.8900	3,533,128	1,343,572	1,581,423	741,375	521,913	3,292,133	1,069,329	68,748	624,976	95	13.7945	110
Windsor	247.1	.9782	92.4	1.0064	1,628,019	1.3160	395,323	162,296	212,911	93,506	77,649	324,571	110,573	7,231	61,995	135	1.0864	111
QUEBEC																		
Chicoutimi-Jonquière	137.7	.5451	44.9	.4895	506,043	.4090	153,700	34,931	59,148	39,087	21,261	105,677	29,172	1,331	10,475	75	.4496	82
Montreal	2,859.0	11.3179	1,116.3	12.1637	14,657,515	11.8489	4,021,043	1,529,749	1,533,613	979,284	598,090	2,417,125	1,159,352	211,985	590,457	105	11.5641	102
Québec	588.7	2.3304	215.8	2.3525	3,226,633	2.6085	747,958	269,941	406,161	186,598	135,988	797,970	164,333	35,171	114,354	112	2.3932	103
Trois Rivières	113.4	.4488	41.0	.4690	501,744	.4056	139,209	46,432	41,592	45,304	26,647	85,896	44,629	9,397	18,644	90	.4039	90
SASKATCHEWAN																		
Regina	176.3	.6976	66.8	.7282	986,317	.7973	225,642	72,738	170,938	44,504	47,570	212,843	36,661	8,259	37,097	114	.7746	111
Saskatoon	168.2	.6658	68.2	.7432	931,096	.7527	191,210	72,172	173,214	61,535	38,366	192,078	34,377	3,066	45,941	113	.7250	109
TOTAL ABOVE AREAS	**14,165.4**	**56.0734**	**5,364.0**	**58.4504**	**74,331,461**	**60.0874**	**18,144,594**	**7,182,105**	**10,459,633**	**4,107,488**	**2,875,753**	**14,176,663**	**5,091,182**	**520,474**	**2,962,075**	**107**	**60.2983**	**108**

Everybody you want to reach reads Newspapers.

Better educated, higher-income consumers are above-average readers of newspapers. Over a given week a newspaper is read by almost nine out of 10 Canadian adults. Furthermore, 94% of those with $40,000 or more family income and 96% of those in upscale professions read a newspaper over a given week.* These better-than-average readers are better-than-average consumers. The people you want to reach.

*NNRS Study

Thomson Newspapers Advertising Services

TORONTO—65 Queen St W M5H 2M8 (416) 864-1710
MONTREAL—1117 St Catherine St W Suite 609 H3B 1H9 (514) 843-7245
IN USA: NEW YORK—1270 Avenue of the Americas Suite 2815 (212) 246-2265
CHICAGO—3150 Des Plaines Ave Des Plaines, Ill (312) 299-5544

THE GLOBE & MAIL: TORONTO—444 Front St W M5V 2S9 (416) 585-5550 MONTREAL—1407 rue de la montagne (514) 845-1131
LONDON, ENG—164-167 Temple Chambers, Temple Ave EC4Y 0DT (01) 353-5771 NEW YORK—580 Fifth Ave Suite 1424 (212) 354-0288
VANCOUVER—1200 Burrard St V6Z 2C7 (604) 685-0388

CENSUS METROPOLITAN AREA SUMMARIES OF 1984 EFFECTIVE BUYING INCOME

PROVINCE / Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0-$4,999	(B) $5,000-$7,999	(C) $8,000-$9,999	(D) $10,000-$14,999	(E) $15,000 & Over
ALBERTA									
Calgary	8,492,597	2.9464	13,838	36,828	1.7	3.7	3.3	20.4	70.9
Edmonton	8,719,573	3.0252	12,819	34,074	1.5	2.9	2.6	15.6	77.4
BRITISH COLUMBIA									
Vancouver	17,254,118	5.9860	12,914	32,549	3.2	2.9	2.5	16.0	75.4
Victoria	3,044,006	1.0562	12,481	26,690	3.7	3.7	3.2	16.2	73.2
MANITOBA									
Winnipeg	7,631,491	2.6476	12,556	31,653	3.6	4.0	3.8	26.1	62.5
NEW BRUNSWICK									
St. John	1,123,949	.3900	9,868	28,240	3.0	4.3	3.8	22.5	64.4
NEWFOUNDLAND									
St. John's	1,540,944	.5346	9,601	31,970	3.7	5.3	5.7	22.2	63.1
NOVA SCOTIA									
Halifax	3,353,529	1.1635	11,652	31,577	3.1	4.8	6.8	29.9	55.4
ONTARIO									
Hamilton	6,959,965	2.4146	12,464	33,623	3.1	2.0	1.6	13.8	79.5
Kitchener	3,599,198	1.2486	11,946	32,513	2.4	3.7	3.6	22.7	67.6
London	3,667,197	1.2723	12,457	31,104	3.3	3.2	2.2	25.9	65.4
Oshawa	2,103,203	.7297	12,452	35,830	2.1	2.4	2.0	12.9	80.6
Ottawa-Hull	11,002,965	3.8173	14,347	37,122	2.2	2.9	2.7	17.3	74.9
St. Catharines-Niagara	3,570,215	1.2386	11,558	31,263	3.4	3.3	2.5	12.7	78.1
Sudbury	1,567,095	.5436	10,581	30,311	1.4	1.3	1.1	6.1	90.1
Thunder Bay	1,542,929	.5353	12,699	34,136	1.7	1.5	1.1	4.7	91.0
Toronto	44,525,460	15.4476	14,078	38,490	2.1	2.2	2.3	16.7	76.7
Windsor	2,859,071	.9919	11,571	30,942	3.1	2.3	2.1	9.1	83.4
QUEBEC									
Chicoutimi-Jonquière	1,255,791	.4357	9,120	27,969	1.2	2.2	2.0	11.4	83.2
Montréal	33,122,161	11.4915	11,585	29,671	2.9	3.8	3.7	24.3	65.3
Québec	6,597,221	2.2889	11,206	30,571	1.9	2.8	3.4	20.5	71.4
Trois Rivières	1,109,256	.3848	9,762	25,797	4.3	5.2	4.4	12.8	73.3
SASKATCHEWAN									
Regina	2,281,705	.7917	12,942	34,157	2.3	2.8	2.5	16.2	76.2
Saskatoon	2,109,867	.7320	12,344	30,937	2.0	2.9	2.7	19.1	73.3
TOTAL ABOVE AREAS	**179,033,536**	**62.1136**	**12,639**	**33,377**	**2.6**	**3.1**	**3.0**	**19.0**	**72.3**

S&MM METROPOLITAN AREA SUMMARIES OF 1984 EFFECTIVE BUYING INCOME

PROVINCE / Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0-$4,999	(B) $5,000-$7,999	(C) $8,000-$9,999	(D) $10,000-$14,999	(E) $15,000 & Over
ALBERTA									
Calgary	9,440,805	3.2754	13,639	36,821	2.1	3.7	3.2	19.6	71.4
Edmonton	9,991,428	3.4664	12,611	34,358	1.5	2.9	2.6	15.7	77.3
BRITISH COLUMBIA									
Kamloops	1,039,147	.3605	10,079	28,085	3.9	3.2	3.4	18.3	71.2
Kelowna	946,018	.3282	10,535	27,107	4.2	5.4	4.3	16.7	69.4
Prince George	985,739	.3420	10,832	31,798	1.6	2.8	2.9	14.8	77.9
Vancouver	16,129,795	5.5960	13,149	32,758	3.1	2.8	2.4	16.2	75.5
Victoria	3,253,056	1.1287	12,478	28,865	3.7	3.8	3.3	15.9	73.3
MANITOBA									
Winnipeg	7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5
NEW BRUNSWICK									
Moncton	1,301,063	.4514	9,553	27,860	3.2	4.2	6.2	18.7	67.7
St. John	1,387,089	.4813	9,950	29,019	2.9	4.2	5.7	22.0	65.2
NEWFOUNDLAND									
St. John's	2,247,246	.7797	9,047	30,954	4.0	6.0	6.2	24.6	59.2
NOVA SCOTIA									
Halifax-Dartmouth	3,467,914	1.2032	11,583	31,584	3.2	4.9	6.8	29.9	55.2
Sydney-Glace Bay	1,084,285	.3762	8,354	26,772	5.2	5.7	5.7	36.4	47.0
ONTARIO									
Brantford	1,178,616	.4089	10,954	30,377	3.0	3.8	3.0	19.3	70.9
Guelph	1,606,812	.5575	11,720	32,725	3.5	5.3	3.1	22.9	65.2
Hamilton	5,020,650	1.7418	11,990	31,537	3.7	2.4	1.8	14.4	77.7
Kingston	1,366,258	.4740	11,953	31,264	3.6	4.8	4.4	16.0	71.2
Kitchener-Cambridge	3,789,010	1.3145	11,863	32,608	2.3	3.5	3.4	21.8	69.0
London	4,043,357	1.4028	12,282	31,271	3.5	3.5	3.2	23.7	66.1
North Bay	850,261	.2950	10,433	29,523	4.7	4.0	3.2	17.1	71.0
Oshawa	3,642,748	1.3332	12,297	36,632	1.5	1.5	1.3	11.1	84.5
Ottawa	11,470,579	3.9796	14,195	37,002	2.2	2.9	2.7	17.0	75.2
Peterborough	1,189,846	.4128	11,225	29,452	5.3	4.8	3.4	20.9	65.6
St. Catharines-Niagara	4,325,602	1.5007	11,569	31,277	3.4	2.9	2.2	14.7	76.8
Sarnia	1,615,411	.5605	12,474	34,009	2.7	2.3	1.7	6.8	86.5
Sault Ste. Marie	1,583,311	.5494	11,229	32,512	1.9	1.1	.8	4.3	91.9
Sudbury	1,661,353	.5763	10,515	30,372	1.5	1.4	1.2	6.4	89.5
Thunder Bay	1,930,990	.6699	12,442	34,759	2.5	1.6	1.5	8.2	86.2
Toronto	46,525,005	16.1414	14,094	38,607	2.1	2.2	2.3	16.6	76.8
Windsor	3,626,548	1.2582	11,451	31,399	3.2	2.9	2.1	7.4	84.4
QUEBEC									
Chicoutimi-Jonquière	1,597,131	.5541	8,873	27,776	1.2	1.7	2.1	16.5	78.5
Montréal	34,119,196	11.8371	11,515	29,594	2.9	3.8	3.7	24.2	65.4
Québec	6,682,483	2.3184	11,222	30,654	1.9	2.7	3.3	20.2	71.9
Sherbrooke	1,178,513	.4089	10,017	26,424	3.6	3.4	3.4	28.3	61.3
Trois Rivières-Shawinigan	2,198,859	.7629	9,433	25,598	3.9	4.2	3.6	17.3	71.0
SASKATCHEWAN									
Regina	2,692,663	.9342	12,565	33,533	2.2	2.8	3.0	19.3	72.7
Saskatoon	2,532,462	.8786	12,088	30,884	2.4	3.7	3.2	19.3	71.4
TOTAL ABOVE AREAS	**205,307,819**	**71.2293**	**12,352**	**33,037**	**2.7**	**3.2**	**3.0**	**18.9**	**72.2**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. / County / City	Metro Area Code	POPULATION 12/31/84: Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1984: Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES: Sales Activity	Buying Power	Quality
Baffin Region		9.4	.0372	2.0	.0218	31,257	.0253	6,841	2,075	13,366	643	687	241	0	0	0	68	.0274	74
Fort Smith & Kitikmeot Regions		28.4	.1126	8.6	.0937	169,913	.1373	31,102	14,734	62,010	2,975	2,599	16,868	2,553	3,509	6,999	122	.1253	111
Inuvik Region		8.0	.0316	2.1	.0228	23,956	.0194	2,451	4,583	11,154	0	152	1,357	170	72	696	61	.0256	81
Keewatin Region		4.7	.0186	1.0	.0109	20,972	.0170	0	0	15,968	0	67	162	0	0	0	91	.0143	77
Yukon Territory		22.8	.0903	8.2	.0894	123,509	.0998	42,956	6,611	19,382	1,052	1,180	29,461	4,086	0	6,475	111	.1090	121
Province Totals		73.3	.2901	21.9	.2386	369,607	.2988	83,350	28,993	121,680	5,570	4,675	48,088	6,809	3,581	12,080	103	.3016	104

Yuk.-N.W.T. ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over						EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Baffin Region		71,861	.0050	7,645	35,931	0.2	4.6	2.2	7.6	77.6	Kiaweetin Region		31,951	.0110	6,798	31,951	16.1	7.5	3.3	8.0	64.2
Fort Smith & Kitikmeot Regions		204,382	.1239	12,678	41,307	4.0	2.2	2.0	9.3	81.5	Yukon Territory		251,217	.1219	15,484	43,831	2.2	1.9	1.3	6.4	88.0
Inuvik Region		78,276	.0072	9,785	37,274	4.9	4.2	2.7	11.2	77.0	Province Totals		887,607	.3580	12,110	40,534	4.4	3.1	2.0	8.2	82.3

BRITISH COLUMBIA

B.C. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Merch. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		31.9	.1363	11.6	.1342	98,877	.0735	22,830	4,538	21,336	2,956	3,216	18,837	4,753	1,870	3,646	58	.1834	82
Bulkley-Nechako		40.1	.1587	13.1	.1438	170,201	.1376	35,887	9,832	17,695	6,855	2,936	23,966	14,681	4,305	5,083	87	.1367	86
Capital	535	260.7	1.0319	112.7	1.2381	1,410,703	1.1404	313,135	141,546	204,885	55,954	66,680	175,648	87,113	6,715	53,920	111	1.1128	108
▲Victoria		64.9	.2569	25.6	.2901	964,978	.7800	185,239	114,780	259,977	51,411	59,263	149,495	50,362	1,481	33,402	304	.4280	167
Cariboo		63.0	.2496	21.1	.2299	359,031	.2902	101,612	26,929	37,325	16,867	6,796	70,389	36,554	3,796	10,666	117	.2343	94
Central Coast		3.3	.0131	1.1	.0120	9,212	.0075	3,392	666	1,384	101	289	280	862	76	315	57	.0096	75
Central Fraser Valley		130.8	.5177	44.9	.4892	345,161	.2790	99,849	17,073	12,051	10,285	18,467	78,474	33,073	2,101	20,047	54	.4389	81
Central Kootenay		53.3	.2110	20.7	.2256	302,416	.2444	103,073	23,996	33,121	11,856	9,023	46,436	19,856	3,856	16,836	116	.3022	96
Central Okanagan	589	89.8	.3555	34.9	.3803	393,844	.3184	116,735	25,613	40,846	19,610	16,845	56,212	27,628	2,926	26,100	98	.3368	93
△Kelowna		60.0	.2375	24.1	.2626	354,251	.2864	97,198	23,532	36,925	19,301	15,801	52,860	22,464	2,842	22,435	121	.3445	103
Columbia-Shuswap		43.0	.1702	16.5	.1798	147,832	.1195	34,126	10,209	20,223	5,021	3,125	24,533	21,139	2,745	4,656	70	.1445	85
Comox-Strathcona		73.7	.2917	27.3	.2975	286,583	.2315	130,840	25,815	36,167	17,308	12,719	47,089	29,466	6,649	18,299	107	.2798	96
Cowichan Valley		54.8	.2169	20.1	.2190	234,318	.1894	84,593	16,232	15,201	8,706	9,126	33,677	19,969	2,388	9,552	87	.1965	90
Dawdney-Alouette		66.6	.2637	23.1	.2517	263,991	.2134	63,251	17,076	33,508	10,999	6,937	60,462	20,209	1,742	15,155	81	.2351	89
East Kootenay		57.6	.2280	20.8	.2267	256,735	.2092	70,260	25,770	20,156	10,255	7,970	56,196	23,855	3,572	9,912	92	.2176	95
Fraser-Cheam		58.7	.2323	21.8	.2375	233,031	.1883	51,062	26,078	24,017	10,161	9,411	36,110	20,297	2,353	12,070	81	.1989	86
Fraser-Fort George	519	91.8	.3602	31.8	.3370	469,556	.3796	91,699	37,237	66,279	13,268	13,870	135,072	37,961	1,857	13,617	105	.3569	99
△Prince George		68.9	.2727	23.9	.2604	422,316	.3414	83,500	34,433	59,405	12,586	11,955	114,632	36,954	586	12,211	125	.2893	106
Greater Vancouver	536	1,226.7	4.8557	492.4	5.3656	6,110,437	4.9394	1,370,957	701,605	1,102,682	279,192	260,855	1,081,824	373,360	21,179	286,639	102	5.3511	108
New Westminster		38.3	.1516	19.4	.2114	468,771	.3789	65,756	36,795	131,924	18,826	12,083	134,611	18,862	1,307	16,065	250	.2319	153
North Vancouver		33.2	.1393	18.2	.1983	147,681	.1194	40,503	25,194	13,783	14,777	6,788	24,622	6,753	995	6,905	86	.1519	109
Port Coquitlam		30.2	.1195	9.9	.1079	46,373	.0375	24,484	2,477	1,365	583	1,460	6,345	3,744	476	851	31	.0939	79
▲Vancouver		414.6	1.6411	182.2	1.9854	3,247,212	2.6249	674,940	473,350	546,424	172,333	167,793	751,691	161,412	4,958	178,061	160	2.0652	126
Kitimat-Stikine		42.8	.1695	13.4	.1460	224,957	.1980	69,647	14,692	54,254	7,590	4,663	30,884	10,574	1,963	7,661	112	.1631	96
Kootenay Boundary		33.2	.1314	12.8	.1395	173,331	.1401	48,976	9,671	23,737	7,458	5,424	34,570	11,130	1,673	7,053	107	.1294	98
Mount Waddington		15.6	.0617	5.4	.0588	44,856	.0362	14,113	7,736	4,884	867	271	5,384	1,681	1,029	2,844	59	.0523	85
Nanaimo		83.4	.3302	32.8	.3575	488,710	.3951	145,333	44,168	54,863	18,784	13,954	73,966	35,850	3,617	24,595	120	.3288	101
Nanaimo		40.4	.1916	19.2	.2092	448,666	.3627	124,560	43,066	53,656	18,400	13,599	72,702	26,852	1,308	23,572	169	.3356	123
North Okanagan		57.5	.2276	21.2	.2310	274,443	.2219	73,809	17,050	32,434	8,852	8,683	59,699	15,794	3,030	16,313	97	.2872	91
Okanagan-Similkameen		60.5	.2394	24.9	.2713	235,919	.1907	71,135	26,318	15,825	10,218	6,460	36,794	19,372	4,167	12,535	80	.2130	89
Penticton		24.1	.0954	10.4	.1133	162,330	.1312	44,751	16,730	11,452	7,610	5,329	28,830	12,030	634	8,915	138	.1043	109
Peace River-Liard		59.4	.2352	20.0	.2179	327,519	.2647	59,646	31,698	43,396	8,164	10,436	76,554	27,759	1,599	11,485	113	.2594	97
Powell River		19.8	.0752	7.3	.0796	67,080	.0542	26,503	2,022	7,817	2,526	2,177	11,399	5,891	560	1,663	72	.0604	87
Skeena-Queen Charlotte		24.5	.0976	8.3	.0904	81,789	.0662	26,256	8,453	11,875	4,737	2,381	10,125	3,157	205	3,400	66	.0867	89
Squamish-Lillooet		20.8	.0823	7.7	.0839	63,397	.0512	17,583	15,663	2,506	1,504	703	8,256	1,340	723	3,266	62	.0650	80
Stikine		1.9	.0075	.6	.0066	4,016	.0033	1,610	0	909	0	22	77	402	0	189	44	.0064	85
Sunshine Coast		16.4	.0649	6.7	.0730	51,456	.0415	21,526	3,645	4,997	2,031	940	5,082	3,695	168	4,217	64	.0531	92
Thompson-Nicola	508	103.1	.4081	37.0	.4032	620,531	.5017	150,489	72,161	88,783	26,323	16,072	109,589	68,134	3,298	21,649	123	.4126	101
△Kamloops		64.4	.2549	23.3	.2539	455,712	.3684	118,053	50,218	67,035	23,534	13,317	100,763	35,459	1,975	17,300	145	.2799	110
Province Totals		2,842.9	11.4115	1,111.8	12.1044	13,854,021	11.1991	3,437,020	1,423,110	2,207,496	586,948	518,775	2,329,521	982,420	84,967	639,147	98	11.4463	100

B.C. ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over						EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Alberni-Clayoquot		323,382	.1122	10,137	28,367	3.3	1.6	1.3	11.9	82.0	North Vancouver		508,432	.1764	14,444	37,936	2.9	3.5	2.9	22.4	67.3
Bulkley-Nechako		366,876	.1272	9,149	28,086	3.3	5.7	4.1	16.5	70.6	Port Coquitlam		335,424	.1174	11,206	34,164	2.4	3.3	3.8	26.9	63.6
Capital	535	3,253,056	1.1287	12,473	28,865	3.7	3.0	3.3	15.9	73.3	▲Vancouver		5,473,486	1.8990	13,202	33,041	4.3	3.3	2.6	15.2	74.6
▲Victoria		822,244	.2853	12,669	32,968	4.5	.8	.6	23.7	70.4	Kitimat-Stikine		417,260	.1448	9,709	31,127	1.6	3.2	2.0	10.6	82.6
Cariboo		561,603	.1948	8,963	26,616	4.0	5.3	4.6	13.0	73.3	Kootenay Boundary		351,129	.1218	10,576	27,633	3.0	2.7	2.3	7.2	84.0
Central Coast		29,112	.0101	8,822	26,465	9.3	7.5	6.1	19.0	58.1	Mount Waddington		168,427	.0584	10,797	31,198	1.6	3.0	4.9	13.2	77.5
Central Fraser Valley		1,366,153	.4670	10,292	29,981	3.9	3.7	3.7	13.8	75.9	Nanaimo		853,729	.2963	10,237	26,028	4.4	6.0	4.6	21.9	63.1
Central Kootenay		499,936	.1731	9,388	26,151	7.0	8.8	5.3	16.5	62.4	Nanaimo		509,778	.1769	10,533	26,551	1.7	3.8	2.4	11.3	80.6
Central Okanagan	589	946,018	.3282	10,535	27,167	4.2	5.4	4.3	16.7	69.4	North Okanagan		549,877	.1985	9,569	25,988	6.5	5.5	4.0	18.9	67.1
△Kelowna		647,697	.2222	10,673	26,577	3.7	4.3	3.0	23.4	66.6	Okanagan-Similkameen		621,802	.2158	10,278	26,972	5.7	6.1	3.6	17.9	66.7
Columbia-Shuswap		430,368	.1493	10,009	26,083	3.5	2.4	2.0	5.6	86.5	Penticton		264,130	.0916	10,960	25,398	9.2	2.0	3.0	12.6	73.2
Comox-Strathcona		736,012	.2554	9,987	26,960	4.6	4.3	2.6	21.5	67.2	Peace River-Liard		587,642	.2038	9,893	29,382	3.0	4.2	2.5	21.1	69.2
Cowichan Valley		550,260	.1909	10,061	27,376	3.3	4.5	4.0	10.7	77.5	Powell River		196,308	.0681	10,332	26,899	0.3	4.0	4.0	11.8	79.3
Dawdney-Alouette		662,191	.2296	10,243	29,537	5.1	5.5	3.9	11.3	74.2	Skeena-Queen Charlotte		273,560	.0949	11,165	32,957	.7	1.4	2.7	6.1	89.1
East Kootenay		630,170	.2187	10,940	30,297	2.5	2.9	3.0	10.8	80.8	Squamish-Lillooet		196,613	.0682	9,453	25,534	1.9	4.6	9.4	10.5	73.6
Fraser-Cheam		552,640	.1918	9,618	25,360	7.1	5.2	4.5	18.5	64.7	Stikine		22,109	.0077	11,636	36,048	1.0	.0	.2	6.5	92.3
Fraser-Fort George	519	985,739	.3420	10,833	31,798	1.6	2.8	2.9	14.8	77.9	Sunshine Coast		159,366	.0553	9,717	23,786	7.7	7.7	3.8	21.4	59.4
△Prince George		763,114	.2648	11,076	31,929	2.1	1.2	.8	7.9	88.0	Thompson-Nicola	508	1,809,147	.3665	10,079	28,685	3.0	3.2	3.4	18.3	71.2
Greater Vancouver	536	16,129,795	5.5960	13,149	32,758	3.1	2.8	2.4	16.2	75.5	△Kamloops		652,349	.2367	10,595	29,285	.7	1.4	1.0	21.2	75.7
New Westminster		506,893	.1759	13,235	26,129	2.9	3.4	1.9	6.9	84.9	Province Totals		22,489,624	11.6894	11,686	30,117	3.6	3.7	3.0	15.8	73.9

ALBERTA

Alta. ESTIMATES

POPULATION 12/31/84

RETAIL SALES BY STORE GROUP—1984

SALES/ ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		**57.0**	**.2257**	**21.3**	**.2321**	**245,173**	**.1982**	**56,837**	**26,215**	**34,553**	**21,012**	**11,480**	**38,934**	**11,427**	**3,072**	**9,817**	**88**	**.2105**	**93**
Medicine Hat		43.0	.1702	16.8	.1831	229,112	.1852	53,249	24,718	33,934	20,267	11,206	37,369	10,839	2,605	9,453	109	.1713	101
Division 2		**116.9**	**.4627**	**41.0**	**.4468**	**638,483**	**.5162**	**118,549**	**55,889**	**147,936**	**38,699**	**27,068**	**111,894**	**26,679**	**3,888**	**25,913**	**112**	**.4672**	**101**
Lethbridge		57.4	.2272	22.2	.2419	401,038	.3242	77,960	36,693	92,101	31,188	21,251	58,103	14,170	2,281	18,959	143	.2605	115
Division 3		**36.7**	**.1453**	**12.0**	**.1308**	**71,078**	**.0574**	**12,310**	**8,077**	**7,781**	**4,498**	**3,148**	**13,514**	**4,015**	**1,531**	**3,499**	**40**	**.1009**	**69**
Division 4		**13.1**	**.0518**	**4.5**	**.0490**	**61,149**	**.0494**	**9,243**	**4,198**	**8,545**	**2,862**	**1,267**	**18,139**	**3,598**	**1,199**	**3,143**	**95**	**.0498**	**96**
Division 5		**39.6**	**.1568**	**13.5**	**.1471**	**88,804**	**.0718**	**14,647**	**8,757**	**15,655**	**3,812**	**1,733**	**18,442**	**6,090**	**2,212**	**5,819**	**46**	**.1252**	**80**
Division 6	**502**	**692.2**	**2.7399**	**256.4**	**2.7939**	**4,581,798**	**3.7038**	**983,635**	**401,311**	**944,620**	**293,881**	**213,947**	**975,684**	**269,190**	**14,831**	**155,973**	**135**	**3.2968**	**120**
▲Calgary		613.7	2.4292	230.6	2.5128	4,129,272	3.3379	951,644	384,373	634,050	286,092	202,632	945,612	256,560	14,308	147,981	137	2.9604	122
Division 7		**42.0**	**.1663**	**14.8**	**.1613**	**125,944**	**.1018**	**17,391**	**12,502**	**14,347**	**8,691**	**3,395**	**26,153**	**6,456**	**3,762**	**5,976**	**61**	**.1380**	**83**
Division 8		**133.0**	**.5265**	**47.0**	**.5122**	**804,700**	**.6505**	**127,339**	**67,519**	**134,817**	**31,767**	**21,672**	**196,238**	**50,777**	**10,905**	**27,312**	**124**	**.5387**	**102**
Red Deer		53.3	.2110	20.0	.2179	556,211	.4496	83,582	43,178	102,398	22,195	14,579	155,618	16,229	5,923	22,124	213	.2831	134
Division 9		**22.9**	**.0906**	**9.1**	**.0991**	**71,530**	**.0578**	**16,957**	**13,460**	**11,520**	**4,432**	**1,075**	**7,707**	**5,856**	**518**	**3,964**	**64**	**.0848**	**94**
Division 10		**82.5**	**.3266**	**29.0**	**.3160**	**365,443**	**.2954**	**57,180**	**33,905**	**47,691**	**20,592**	**10,160**	**81,483**	**20,421**	**6,177**	**16,204**	**90**	**.2878**	**88**
Division 11	**504**	**792.3**	**3.1362**	**290.8**	**3.1688**	**4,332,995**	**3.5026**	**810,625**	**361,939**	**815,439**	**224,601**	**150,147**	**856,217**	**215,064**	**22,818**	**216,126**	**112**	**3.4112**	**109**
▲Edmonton		545.8	2.1605	214.2	2.3341	3,339,702	2.6997	662,884	360,835	796,754	218,180	146,773	174,477	152,187	12,307	210,625	125	2.4818	115
St. Albert		35.4	.1401	10.8	.1177	49,590	.0401	7,276	1,104	985	1,492	1,135	8,526	2,398	238	2,827	29	.1180	84
Division 12		**94.4**	**.3736**	**29.5**	**.3215**	**317,702**	**.2568**	**70,300**	**14,594**	**52,208**	**10,554**	**7,963**	**64,733**	**15,282**	**5,463**	**16,673**	**69**	**.3213**	**86**
Division 13		**55.8**	**.2209**	**19.2**	**.2092**	**222,113**	**.1796**	**45,740**	**23,594**	**27,570**	**10,529**	**2,993**	**50,400**	**12,686**	**4,434**	**10,985**	**81**	**.1869**	**85**
Division 14		**27.1**	**.1073**	**8.9**	**.0970**	**92,395**	**.0747**	**21,429**	**11,130**	**11,815**	**4,518**	**1,449**	**20,097**	**5,470**	**1,551**	**4,913**	**70**	**.0952**	**89**
Division 15		**132.2**	**.5233**	**41.4**	**.4511**	**548,345**	**.4432**	**84,718**	**47,298**	**144,826**	**22,291**	**11,365**	**85,102**	**34,519**	**5,386**	**20,537**	**85**	**.4490**	**86**
Province Totals		**2,337.7**	**9.2535**	**838.4**	**9.1359**	**12,567,552**	**10.1592**	**2,446,900**	**1,090,388**	**2,419,323**	**702,739**	**468,802**	**2,564,737**	**687,530**	**87,747**	**526,654**	**110**	**9.7623**	**105**

Alta. ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		**610,193**	**.2117**	**10,705**	**28,648**	**1.3**	**3.3**	**2.6**	**17.6**	**75.2**
Medicine Hat		470,913	.1634	10,951	25,531	1.6	3.6	2.5	15.8	76.5
Division 2		**1,267,505**	**.4397**	**10,243**	**30,915**	**2.4**	**3.9**	**3.7**	**18.0**	**72.0**
Lethbridge		679,554	.2357	11,835	30,602	1.9	2.9	1.7	20.7	72.8
Division 3		**314,355**	**.1091**	**8,566**	**26,196**	**2.2**	**4.6**	**3.1**	**32.0**	**58.1**
Division 4		**142,147**	**.0493**	**10,851**	**31,588**	**1.6**	**4.4**	**2.4**	**8.1**	**83.5**
Division 5		**416,289**	**.1446**	**10,522**	**30,866**	**2.6**	**5.7**	**4.8**	**15.6**	**71.3**
Division 6	**502**	**9,440,806**	**3.2754**	**13,639**	**36,821**	**2.1**	**3.7**	**3.2**	**19.6**	**71.4**
▲Calgary		8,492,597	2.9464	13,838	36,828	1.7	3.7	3.3	20.4	70.9
Division 7		**427,534**	**.1483**	**10,179**	**25,887**	**2.6**	**4.6**	**3.6**	**19.2**	**70.0**
Division 8		**1,373,953**	**.4767**	**10,330**	**29,233**	**2.3**	**3.4**	**2.9**	**17.2**	**74.2**

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Red Deer		610,995	.2120	11,463	30,550	2.6	2.7	3.3	22.9	68.5
Division 9		**284,066**	**.0985**	**12,405**	**31,216**	**2.5**	**4.1**	**1.7**	**8.2**	**83.5**
Division 10		**771,512**	**.2677**	**9,352**	**26,604**	**4.0**	**4.3**	**3.3**	**18.6**	**69.8**
Division 11	**504**	**9,991,428**	**3.4664**	**12,611**	**34,258**	**1.5**	**2.9**	**2.6**	**15.7**	**77.3**
▲Edmonton		7,147,214	2.4797	13,095	33,367	1.4	2.8	2.5	14.4	78.9
St. Albert		449,007	.1558	12,684	41,575	.9	3.9	4.5	37.1	53.6
Division 12		**977,770**	**.3393**	**10,358**	**33,145**	**2.9**	**6.0**	**6.4**	**10.0**	**74.7**
Division 13		**511,917**	**.1776**	**9,174**	**26,662**	**2.4**	**2.4**	**2.9**	**9.9**	**82.4**
Division 14		**295,856**	**.1025**	**10,910**	**33,220**	**1.5**	**1.9**	**1.7**	**2.9**	**92.0**
Division 15		**1,212,952**	**.4209**	**9,175**	**29,298**	**1.6**	**2.4**	**2.4**	**9.4**	**84.2**
Province Totals		**28,038,483**	**9.7277**	**11,994**	**33,443**	**2.0**	**3.5**	**3.1**	**16.6**	**74.8**

SASKATCHEWAN

Sask. ESTIMATES

POPULATION 12/31/84

RETAIL SALES BY STORE GROUP—1984

SALES/ ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		**34.3**	**.1358**	**12.5**	**.1362**	**120,300**	**.0972**	**21,921**	**9,811**	**24,528**	**3,415**	**4,727**	**28,002**	**5,065**	**2,502**	**5,326**	**72**	**.1200**	**88**
Division 2		**27.3**	**.1080**	**10.2**	**.1112**	**98,363**	**.0795**	**21,235**	**6,127**	**19,247**	**3,746**	**5,805**	**25,622**	**3,853**	**971**	**2,732**	**74**	**.0996**	**92**
Division 3		**20.5**	**.0812**	**7.6**	**.0828**	**114,251**	**.0924**	**22,667**	**5,302**	**23,166**	**2,804**	**1,701**	**37,638**	**3,023**	**3,738**	**3,194**	**114**	**.0852**	**105**
Division 4		**14.7**	**.0582**	**5.2**	**.0566**	**76,324**	**.0617**	**11,883**	**5,560**	**13,938**	**2,876**	**2,228**	**14,327**	**4,533**	**709**	**4,124**	**106**	**.0575**	**99**
Division 5		**42.8**	**.1694**	**15.8**	**.1722**	**130,363**	**.1054**	**40,838**	**10,514**	**17,186**	**3,980**	**3,412**	**21,008**	**6,387**	**3,386**	**6,204**	**62**	**.1359**	**80**
Division 6	**521**	**214.3**	**.8483**	**80.3**	**.8750**	**1,149,418**	**.9291**	**267,169**	**95,013**	**194,276**	**50,657**	**48,408**	**247,547**	**46,268**	**9,878**	**43,083**	**110**	**.9156**	**108**
▲Regina		174.5	.6907	66.2	.7214	978,810	.7912	223,731	71,713	169,864	44,221	47,531	211,246	36,219	8,184	36,822	115	.7681	111
Division 7		**53.6**	**.2121**	**20.1**	**.2191**	**382,812**	**.3095**	**86,989**	**16,851**	**50,310**	**14,153**	**8,970**	**52,115**	**13,362**	**5,197**	**7,854**	**146**	**.2378**	**112**
Moose Jaw		35.1	.1389	13.9	.1515	272,459	.2202	34,929	9,862	36,703	11,110	8,400	45,705	6,157	2,743	3,518	159	.1631	117
Division 8		**36.7**	**.1453**	**14.0**	**.1525**	**164,209**	**.1327**	**28,148**	**13,605**	**23,188**	**6,588**	**7,272**	**54,256**	**8,371**	**1,726**	**6,032**	**91**	**.1468**	**101**
Division 9		**45.5**	**.1801**	**17.4**	**.1896**	**189,034**	**.1528**	**39,184**	**15,888**	**36,525**	**10,991**	**8,096**	**42,857**	**8,369**	**2,746**	**5,208**	**85**	**.1536**	**85**
Division 10		**25.4**	**.1006**	**9.1**	**.0992**	**78,516**	**.0635**	**13,838**	**8,897**	**16,567**	**2,914**	**1,717**	**15,945**	**5,217**	**1,685**	**4,340**	**63**	**.0762**	**76**
Division 11	**526**	**209.5**	**.8292**	**82.0**	**.8935**	**964,167**	**.7794**	**196,627**	**75,451**	**177,526**	**62,461**	**38,454**	**202,435**	**38,196**	**5,353**	**47,321**	**94**	**.8389**	**101**
▲Saskatoon		168.2	.6658	68.2	.7432	931,096	.7527	191,210	72,172	175,214	61,535	38,366	192,078	34,377	3,066	45,941	113	.7250	109
Division 12		**25.6**	**.1014**	**8.7**	**.0948**	**118,678**	**.0959**	**30,709**	**11,125**	**18,501**	**3,039**	**3,340**	**20,226**	**5,953**	**1,777**	**3,502**	**95**	**.0923**	**91**
Division 13		**29.3**	**.1160**	**10.4**	**.1133**	**169,117**	**.1367**	**36,504**	**13,886**	**29,805**	**6,527**	**4,061**	**45,245**	**5,805**	**1,845**	**6,448**	**118**	**.1195**	**103**
Division 14		**48.8**	**.1931**	**17.7**	**.1929**	**169,478**	**.1370**	**31,571**	**10,276**	**34,493**	**9,686**	**5,773**	**49,056**	**8,226**	**1,586**	**7,038**	**71**	**.1602**	**83**
Division 15		**84.5**	**.3345**	**29.2**	**.3182**	**357,043**	**.2886**	**78,638**	**29,167**	**57,459**	**13,812**	**11,050**	**97,161**	**13,167**	**4,080**	**13,238**	**86**	**.2995**	**90**
Prince Albert		34.0	.1346	12.4	.1351	195,606	.1581	46,271	9,489	29,171	10,997	9,499	48,859	6,458	436	7,434	117	.1597	104
Division 16		**42.7**	**.1690**	**15.1**	**.1645**	**130,504**	**.1055**	**25,137**	**9,727**	**26,031**	**4,717**	**6,808**	**32,509**	**6,555**	**1,069**	**3,561**	**62**	**.1326**	**78**
Division 17		**38.2**	**.1512**	**12.5**	**.1363**	**146,365**	**.1183**	**26,155**	**4,117**	**38,391**	**8,417**	**2,792**	**29,738**	**9,082**	**1,347**	**7,311**	**78**	**.1340**	**89**
Division 18		**22.7**	**.0899**	**5.6**	**.0610**	**85,902**	**.0695**	**22,768**	**8,975**	**25,938**	**809**	**296**	**11,668**	**2,671**	**454**	**2,538**	**77**	**.0639**	**71**
Province Totals		**1,016.4**	**4.0233**	**373.4**	**4.0689**	**4,644,944**	**3.7547**	**1,001,981**	**343,292**	**826,935**	**211,592**	**164,910**	**1,037,455**	**192,104**	**50,049**	**179,054**	**93**	**3.8691**	**96**

Sask. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		368,117	.1278	10,732	29,449	2.5	3.4	3.2	20.1	70.8
Division 2		311,734	.1081	11,419	30,562	2.7	5.0	3.8	27.1	61.4
Division 3		237,346	.0824	11,578	31,230	4.9	6.4	4.6	20.7	63.4
Division 4		158,254	.0549	10,766	30,433	2.1	2.1	2.2	18.9	74.7
Division 5		405,748	.1407	9,480	25,680	2.8	5.0	3.5	12.1	76.6
Division 6	521	2,692,663	.9342	12,565	33,533	2.2	2.8	3.0	19.3	72.7
▲Regina		2,262,791	.7851	12,967	34,181	2.3	2.8	2.4	16.0	76.5
Division 7		591,274	.2052	11,031	29,417	3.0	3.7	3.2	17.9	72.2
Moose Jaw		399,117	.1385	11,371	28,713	1.1	2.0	1.4	15.2	80.3
Division 8		449,579	.1559	12,250	32,113	2.1	4.5	3.9	20.3	69.2
Division 9		412,767	.1432	9,072	23,722	4.5	6.3	6.0	23.8	59.4
Division 10		214,044	.0743	8,427	23,521	6.5	5.2	6.2	28.5	53.6
Division 11	526	2,532,462	.8786	12,088	30,884	2.4	3.7	3.2	19.3	71.4
▲Saskatoon		2,109,887	.7320	12,544	30,937	2.0	2.9	2.7	19.1	73.3
Division 12		348,882	.0864	9,722	28,607	3.8	3.4	2.5	11.8	78.5
Division 13		319,167	.1107	10,893	30,689	1.5	2.4	2.2	8.5	85.4
Division 14		463,783	.1609	9,504	26,202	2.1	3.3	3.4	9.7	81.5
Division 15		841,690	.2920	9,961	28,825	3.1	4.5	4.4	13.2	74.8
Prince Albert		376,577	.1306	11,076	30,369	4.3	4.9	3.7	10.0	77.1
Division 16		387,251	.1344	9,069	25,646	4.1	4.9	5.1	22.7	63.3
Division 17		392,977	.1363	10,287	31,438	3.6	5.0	5.4	24.3	61.7
Division 18		145,192	.0504	6,396	25,927	1.5	1.0	.7	3.4	93.4
Province Totals		11,172,930	3.8764	10,993	29,922	2.8	3.9	3.6	18.3	71.4

MANITOBA

Man. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		17.0	.0673	6.3	.0686	37,680	.0304	9,514	5,940	7,823	173	755	3,935	4,765	575	1,600	45	.0529	79
Division 2		39.9	.1579	11.9	.1297	194,204	.1570	32,720	12,806	24,392	7,163	4,042	67,339	13,880	2,358	6,799	99	.1408	89
Division 3		38.1	.1508	12.5	.1362	202,879	.1640	38,572	9,052	44,483	9,891	8,414	47,280	15,578	4,378	9,164	109	.1345	89
Division 4		11.6	.0459	3.9	.0425	21,493	.0174	6,437	1,519	2,907	672	2,100	3,276	2,124	255	926	38	.0320	70
Division 5		17.7	.0701	6.6	.0719	51,390	.0415	8,748	1,718	4,834	2,163	2,300	17,404	3,054	612	2,269	59	.0547	78
Division 6		11.4	.0451	4.1	.0447	22,986	.0186	6,105	1,882	3,441	1,209	1,138	3,521	2,616	290	1,108	41	.0319	71
Division 7		56.1	.2221	21.6	.2354	432,157	.3494	81,287	31,761	92,279	22,248	19,110	85,812	35,381	3,749	11,792	157	.2605	117
Brandon		38.0	.1504	15.2	.1656	344,242	.2783	61,973	19,944	77,248	19,574	16,369	73,395	15,881	2,487	11,239	185	.1920	128
Division 8		15.6	.0618	4.9	.0534	33,995	.0274	7,071	3,562	5,822	803	1,630	7,557	3,884	486	522	44	.0415	67
Division 9		23.7	.0938	8.1	.0882	140,043	.1132	30,332	15,244	21,540	6,824	5,745	24,832	12,279	1,211	4,635	121	.0946	101
Division 10		7.4	.0293	2.0	.0218	18,291	.0148	2,086	2,397	3,542	0	587	4,761	2,009	168	522	51	.0216	74
Division 11	537	586.6	2.3219	234.3	2.5531	2,973,962	2.4041	736,903	241,795	527,314	121,364	103,521	499,105	210,893	41,172	85,162	104	2.4703	106
▲Winnipeg		586.6	2.3220	234.3	2.5531	2,973,962	2.4040	736,903	241,795	527,314	121,364	103,521	499,105	210,893	41,172	85,162	104	2.4704	106
Division 12		15.7	.0622	5.3	.0578	54,262	.0438	12,895	10,958	1,436	931	3,450	9,358	4,232	984	3,836	70	.0561	90
Division 13		31.5	.1247	10.5	.1144	133,291	.1078	43,335	5,158	5,796	8,014	6,765	17,452	15,420	1,853	11,255	86	.1175	94
Division 14		14.9	.0589	4.7	.0512	37,997	.0307	13,965	2,897	4,087	217	804	944	5,541	1,334	6,418	52	.0471	80
Division 15		25.8	.1022	10.0	.1090	114,214	.0923	21,261	5,788	26,629	5,986	2,837	22,056	11,473	2,269	6,911	90	.0928	91
Division 16		11.8	.0467	4.3	.0469	19,957	.0161	5,261	1,123	3,268	1,101	963	3,828	1,622	270	744	34	.0307	66
Division 17		28.9	.1144	10.8	.1176	104,201	.0843	24,772	5,584	21,431	4,225	4,449	20,812	9,836	655	2,688	74	.0941	82
Division 18		24.5	.0970	8.6	.0938	41,229	.0333	9,970	2,508	9,173	711	1,217	6,233	4,381	1,726	2,023	34	.0646	67
Division 19		11.9	.0471	2.7	.0294	18,314	.0148	3,939	2,016	5,737	271	388	2,505	1,494	377	352	31	.0227	48
Division 20		12.9	.0510	4.9	.0534	27,636	.0223	4,429	1,665	8,405	1,140	758	4,666	3,217	403	1,239	44	.0373	73
Division 21		24.7	.0978	8.0	.0871	87,433	.0707	16,062	5,373	20,909	5,557	3,913	12,262	5,198	1,055	4,052	72	.0865	88
Division 22		27.7	.1096	7.0	.0763	57,444	.0465	17,044	3,471	10,698	1,157	1,078	11,217	3,783	548	2,300	42	.0757	69
Division 23		9.8	.0388	2.8	.0305	16,560	.0133	2,882	1,806	8,716	284	251	1,053	560	64	308	34	.0272	70
Province Totals		1,065.2	4.2164	395.8	4.3129	4,841,618	3.9137	1,135,590	376,023	864,662	202,104	176,215	877,308	373,220	29,772	166,625	93	4.0876	97

Two Markets
that every sales oriented advertiser should know about
Regina
Saskatoon
With retail sales per capita that are hard to beat.
And a whole bunch of "sell-more" reasons
we'd like to tell you about.
Howard Lowe
(306) 565-8260
In the east: Don Antill (416) 477-8025
In the west: Vern Rumford (604) 669-0014
Noreen Matthews
(306) 664-8268
LeaderPost
StarPhoenix

Man. ESTIMATES		$	EFFECTIVE BUYING INCOME—1984			% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		174,555	.0605	10,268	27,707	3.3	1.7	1.3	11.3	82.4
Division 2		357,671	.1241	8,964	30,056	4.5	4.2	4.4	15.3	71.6
Division 3		318,548	.1105	8,361	25,484	6.8	3.5	6.5	13.4	69.8
Division 4		101,549	.0353	8,754	26,038	4.6	5.3	6.3	7.2	76.6
Division 5		162,502	.0564	9,181	24,622	7.7	9.3	10.8	7.5	64.7
Division 6		98,955	.0343	8,680	24,135	3.2	8.6	7.6	28.2	52.4
Division 7		641,782	.2226	11,440	29,712	4.1	7.3	10.1	14.6	63.9
Brandon		451,870	.1568	11,891	29,728	2.8	6.7	7.8	14.9	67.8
Division 8		120,685	.0419	7,736	24,630	28.5	6.1	8.2	17.1	40.1
Division 9		240,976	.0836	10,168	29,750	3.3	5.0	6.9	25.0	59.8
Division 10		65,289	.0227	8,823	37,645	2.7	2.9	1.7	25.3	67.4
Division 11	537	7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5
▲Winnipeg		7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5

County City	Metro Area Code	$ Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 12		175,225	.0608	11,161	33,061	6.6	2.9	3.8	21.5	65.2
Division 13		347,530	.1206	11,033	33,090	5.0	4.1	2.8	32.6	55.5
Division 14		150,612	.0522	10,108	32,045	5.0	5.2	4.8	11.9	73.1
Division 15		257,802	.0895	9,992	25,780	9.9	9.3	6.9	24.9	49.0
Division 16		94,963	.0329	8,048	22,084	13.7	12.9	11.0	12.7	49.7
Division 17		264,620	.0918	9,156	24,502	3.5	19.0	8.3	28.2	41.0
Division 18		203,017	.0705	8,296	23,607	6.5	3.5	4.2	22.3	63.5
Division 19		50,738	.0176	4,264	18,792	2.8	4.9	1.6	6.2	84.3
Division 20		117,672	.0408	9,122	24,015	6.9	13.5	7.4	18.4	53.8
Division 21		263,523	.0914	10,669	32,940	1.1	2.3	2.5	5.5	88.6
Division 22		229,500	.0796	8,285	32,786	.5	.7	.9	4.4	93.5
Division 23		89,526	.0311	9,135	31,974	1.1	2.8	2.6	10.1	83.4
Province Totals		11,933,809	4.1403	11,263	30,151	4.4	5.0	4.7	22.5	63.4

ONTARIO

Ont. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	House-holds (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Acces-sories ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Gas Stations ($000)	Hard-ware ($000)	Drug ($000)	Sales Activ-ity	Buying Power	Qual-ity
Algoma Terr. Dist.	527	141.0	.5582	48.7	.5306	711,222	.5749	190,250	65,358	107,999	32,298	26,717	98,108	47,895	5,275	22,135	103	.5587	100
△Sault Ste. Marie		83.1	.3289	29.3	.3193	558,135	.4512	148,229	44,070	89,590	27,879	23,728	83,224	31,840	3,381	16,766	137	.3688	112
Brant	501	107.6	.4259	38.8	.4228	405,538	.3278	102,511	30,095	52,647	24,792	21,885	76,853	28,257	1,988	11,604	77	.3880	91
△Brantford		77.5	.3068	28.8	.3138	335,219	.2710	90,918	24,986	38,326	22,254	16,177	65,936	19,172	1,534	9,410	88	.2911	95
Bruce		64.4	.2549	23.3	.2539	482,962	.3904	119,343	44,464	37,902	21,133	26,045	89,784	41,868	10,164	20,765	153	.2914	114
Cochrane Terr. Dist.		98.7	.3907	33.4	.3640	283,805	.2294	75,591	23,276	38,446	16,169	10,508	53,993	16,832	3,553	9,230	59	.3302	85
Timmins		48.0	.1900	16.7	.1820	137,840	.1114	42,868	11,670	16,361	9,822	6,133	23,325	5,627	1,449	4,583	59	.1619	85
Dufferin		33.4	.1322	10.9	.1188	86,948	.0703	24,804	6,425	4,689	4,213	3,165	20,212	9,252	825	3,247	53	.1094	83
Dundas		19.7	.0780	6.9	.0752	43,952	.0355	9,154	3,695	2,397	1,165	1,067	14,186	6,981	239	993	46	.0640	82
Durham Reg. Mun.	516	312.5	1.2370	104.9	1.1430	1,997,591	1.6148	480,982	145,389	325,879	70,611	47,954	376,174	154,560	32,325	60,025	131	1.3984	113
Ajax		29.3	.1160	9.8	.1068	163,866	.1325	57,803	11,632	18,345	6,994	5,418	25,166	12,653	997	6,047	114	.1289	111
Newcastle		32.2	.1275	10.4	.1133	192,312	.1555	51,377	20,694	8,673	5,115	6,047	44,464	16,936	1,115	6,311	122	.1358	107
△Oshawa		124.8	.4940	43.7	.4762	854,594	.6908	208,020	60,897	175,522	44,986	24,805	160,816	31,701	18,088	24,547	140	.5712	116
Pickering		46.6	.1845	14.0	.1526	69,457	.0561	23,639	9,245	2,489	1,006	2,653	10,208	3,682	191	4,363	30	.1549	84
Whitby		44.1	.1746	15.0	.1635	526,512	.4256	110,700	23,125	101,404	11,575	8,127	119,844	52,929	5,644	10,079	244	.2623	150
Elgin		70.4	.2786	24.7	.2692	283,043	.2288	66,024	21,161	18,001	12,086	10,114	84,344	28,335	2,060	7,265	82	.2528	91
St. Thomas		29.0	.1148	11.0	.1199	151,851	.1228	38,860	10,454	12,444	8,654	5,446	43,623	8,899	873	4,713	107	.1158	101
Essex	536	316.7	1.2536	115.5	1.2586	1,775,915	1.4356	428,045	173,256	218,299	97,748	83,518	362,532	122,451	9,274	67,890	115	1.3104	105
▲Windsor		190.4	.7537	73.5	.8009	1,507,501	1.2186	368,659	153,364	208,521	90,050	72,867	293,637	100,893	5,567	57,192	162	.9038	120
Frontenac	510	114.3	.4525	43.7	.4761	764,176	.6177	182,156	52,559	113,002	41,102	29,516	140,797	70,440	2,379	27,570	137	.5138	113
△Kingston		53.0	.2098	24.1	.2626	409,757	.3312	99,920	43,309	44,555	36,454	21,147	57,364	27,554	1,474	15,553	158	.2568	122
Glengarry		21.9	.0867	7.4	.0807	68,382	.0553	15,366	7,937	2,856	2,893	1,382	18,520	7,597	864	509	64	.0762	88
Granville		28.4	.1124	10.1	.1100	70,957	.0574	17,838	6,428	5,792	2,737	3,699	14,673	8,358	829	2,292	51	.0969	86
Grey		76.2	.3016	28.4	.3095	475,579	.3844	110,903	31,795	49,765	23,397	22,572	111,695	43,106	7,335	19,447	127	.3101	103
Haldimand-Norfolk Reg. Mun.		92.6	.3666	32.9	.3585	587,943	.4753	143,498	43,648	34,564	26,052	23,304	172,602	44,183	6,932	18,764	130	.3969	108
Haliburton		12.2	.0483	4.9	.0534	96,785	.0782	22,272	1,210	13,327	2,824	2,673	18,872	12,950	426	5,049	162	.0534	111
Halton Reg. Mun.	532	268.7	1.0636	91.2	.9938	1,828,655	1.4782	397,416	149,549	167,247	90,849	57,768	504,833	142,297	10,224	90,964	139	1.3214	124
Burlington		120.4	.4766	42.3	.4609	935,108	.7559	218,913	67,926	122,587	51,927	25,760	240,290	65,537	4,408	45,731	159	.6258	131
Halton Hills		34.9	.1381	11.4	.1242	228,882	.1850	45,507	26,114	10,340	10,350	8,461	71,905	14,640	1,508	10,718	134	.1603	116
Milton		34.1	.1350	10.6	.1155	120,216	.0972	21,915	11,591	2,166	5,218	1,786	40,365	11,248	342	5,021	72	.1310	97
Oakville		79.3	.3139	26.9	.2931	544,449	.4401	111,081	43,918	32,154	23,354	21,761	152,273	50,872	3,966	29,494	140	.4043	129
Hamilton-Wentworth Reg. Mun.	507	421.9	1.6700	159.2	1.7348	2,084,030	1.6847	555,586	170,449	341,885	93,475	85,172	322,392	154,874	10,956	78,185	101	1.7103	102
▲Hamilton		308.5	1.2212	121.4	1.3229	1,793,022	1.4494	433,700	141,862	320,434	86,121	78,902	291,870	128,766	8,804	64,075	119	1.3083	107
Stoney Creek		43.1	.1706	14.2	.1547	139,616	.1129	49,393	20,872	2,609	2,715	2,384	29,630	13,014	411	5,088	66	.1547	91
Hastings		111.4	.4410	41.2	.4489	488,026	.3945	111,216	33,692	53,982	21,606	16,332	125,377	39,169	2,870	16,725	89	.4094	93
Belleville		35.8	.1417	14.7	.1602	191,627	.1549	42,233	13,984	21,519	11,586	9,768	47,305	9,170	1,028	7,600	109	.1453	105
Huron		57.3	.2268	20.3	.2212	354,946	.2869	75,087	22,073	39,049	13,693	13,226	109,307	21,355	4,630	9,688	126	.2249	104
Kenora Terr. Dist.		61.6	.2438	20.9	.2278	215,664	.1743	25,959	13,014	27,574	6,249	4,077	27,767	17,671	1,607	4,485	71	.2082	85
Kent		108.8	.4307	39.6	.4315	559,581	.4524	130,257	43,115	54,736	27,890	27,997	125,938	51,568	3,406	31,767	105	.4285	99
Chatham		43.3	.1714	16.1	.1754	293,379	.2372	68,605	28,985	44,194	19,162	15,238	58,635	17,676	1,132	17,474	138	.1886	110
Lambton	525	129.5	.5126	47.5	.5176	383,936	.3103	91,251	32,455	56,051	18,906	14,054	80,341	24,282	2,267	13,070	61	.4759	93
△Sarnia		49.0	.1940	20.3	.2212	245,053	.1981	57,233	16,862	38,521	13,504	11,211	57,349	9,342	966	6,452	102	.2149	111
Lanark		50.1	.1983	18.3	.1994	143,147	.1157	26,678	7,892	13,974	5,845	3,642	38,764	12,656	1,662	4,505	58	.1731	87
Leeds		56.7	.2244	21.4	.2332	158,904	.1366	30,581	13,845	16,703	5,253	5,161	41,030	16,545	1,538	5,845	61	.1977	88
Lennox & Addington		35.0	.1386	12.1	.1318	96,254	.0778	24,089	7,594	8,060	3,916	2,802	19,843	14,630	951	3,600	56	.1139	82
Manitoulin Terr. Dist.		11.6	.0459	4.1	.0447	68,541	.0554	10,307	2,772	13,668	751	1,842	15,262	7,357	1,515	3,318	121	.0113	90
Middlesex	512	329.2	1.3031	129.3	1.4090	2,374,212	1.9192	576,824	223,874	343,544	119,176	81,314	464,306	160,777	9,981	62,321	147	1.5377	118
▲London		264.9	1.0486	108.2	1.1790	2,198,679	1.7773	540,609	216,040	328,210	115,701	76,967	424,943	145,970	8,072	53,703	169	1.3245	126
Muskoka Dist. Mun.		40.6	.1607	15.6	.1700	396,774	.3207	107,633	38,860	29,460	15,213	10,876	68,123	46,318	4,385	15,484	200	.2043	127
Niagara Reg. Mun.	522	373.9	1.4800	138.3	1.5070	1,491,502	1.2057	376,973	155,045	181,495	79,548	54,680	285,015	101,425	6,995	50,900	81	1.4681	95
Fort Erie		24.4	.0966	10.3	.1122	75,146	.0607	19,739	14,123	3,177	2,086	3,168	13,574	4,850	474	3,763	63	.0862	89
▲Niagara Falls		72.8	.2882	26.9	.2931	330,307	.2670	81,554	57,779	29,437	13,605	11,755	54,351	21,952	1,331	15,696	93	.2802	97
Port Colborne		18.5	.0732	7.0	.0763	97,865	.0791	32,097	7,779	8,362	4,656	3,140	18,817	6,801	499	3,738	108	.0739	101
▲St. Catharines		125.7	.4976	47.7	.5198	667,238	.5394	167,954	47,275	119,038	43,708	23,325	123,756	42,565	2,988	14,001	108	.5214	105
Welland		46.2	.1829	17.0	.1852	239,466	.1936	59,147	16,599	15,294	12,218	10,720	56,743	20,626	409	9,233	106	.1835	100

Ont. (cont.)

ESTIMATES

POPULATION 12/31/84

RETAIL SALES BY STORE GROUP—1984

SALES/ ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Nipissing Terr. Dist.	515	81.5	.2226	28.9	.2138	433,514	.3505	102,396	43,611	60,752	19,206	14,863	80,087	39,043	2,733	10,955	109	.3172	98
△North Bay		52.5	.2078	19.0	.2070	314,495	.2542	76,103	27,446	50,713	13,794	11,988	60,973	25,504	1,999	7,860	122	.2210	106
Northumberland		68.3	.2704	24.7	.2692	379,525	.3067	95,994	32,044	29,506	14,607	14,786	70,545	54,617	3,898	8,452	113	.2807	104
Ottawa-Carleton Reg. Mun.	517	590.8	2.3386	234.9	2.5585	3,067,819	2.4315	719,602	291,962	539,848	152,566	103,096	491,896	151,462	20,815	92,733	104	2.7684	118
▲Ottawa		299.5	1.1855	136.8	1.4907	2,460,046	1.9886	548,691	250,964	448,422	148,077	88,267	422,604	90,909	10,568	67,782	168	1.6899	143
Oxford		87.6	.3467	30.7	.3346	499,064	.4034	107,429	35,468	44,444	20,918	21,665	149,973	46,653	4,083	12,121	116	.3558	103
Woodstock		26.9	.1065	10.2	.1111	250,044	.2021	63,163	16,349	27,796	12,607	9,300	70,015	17,834	1,588	6,821	190	.1359	128
Parry Sound Terr. Dist.		25.1	.1390	13.2	.1438	133,694	.1081	31,917	9,152	8,262	3,019	3,406	30,318	19,613	1,818	3,197	78	.1167	84
Peel Reg. Mun.	532	558.1	2.2091	178.0	1.9396	2,668,376	2.1570	702,456	266,112	162,867	92,972	91,653	617,769	268,206	14,793	122,679	98	2.3715	107
Brampton		181.4	.7180	55.3	.6026	878,617	.7102	231,379	54,351	62,457	36,282	27,863	216,394	94,617	4,474	40,616	99	.7469	104
Caledon		28.3	.1120	8.5	.0926	146,556	.1185	45,326	11,936	7,584	3,364	3,714	30,854	12,937	543	9,395	106	.1231	110
Mississauga		348.4	1.3791	114.2	1.2444	1,643,203	1.3283	425,751	199,825	92,826	53,326	60,076	370,521	160,652	9,776	72,668	96	1.5015	109
Perth		67.7	.2680	24.4	.2659	317,926	.2570	94,520	27,112	36,906	19,471	14,339	18,506	38,899	2,776	11,175	96	.2619	98
Stratford		27.4	.1085	11.0	.1199	216,224	.1748	66,839	19,085	30,604	13,033	8,467	10,914	22,151	1,472	8,218	161	.1334	123
Peterborough	518	106.0	.4196	40.4	.4403	804,488	.6503	196,889	66,265	116,376	37,941	33,581	149,349	58,114	3,921	22,693	155	.4855	116
△Peterborough		62.3	.2466	25.0	.2724	644,055	.5206	165,755	39,664	108,554	36,258	28,568	117,151	31,329	3,505	18,465	211	.3342	136
Prescott		31.2	.1235	10.7	.1165	138,607	.1121	30,758	15,123	15,510	9,715	5,096	26,835	14,245	1,741	4,889	91	.1146	93
Prince Edward		22.5	.0891	8.2	.0894	89,802	.0725	24,767	4,882	5,152	3,106	1,951	27,023	9,262	851	2,066	81	.0816	92
Rainy River Terr. Dist.		24.0	.0950	8.7	.0948	74,928	.0606	20,038	5,721	6,045	3,679	3,070	15,990	6,028	507	2,499	64	.0831	87
Renfrew		90.2	.3570	31.7	.3454	639,967	.5173	161,573	26,308	57,452	32,899	19,710	170,478	59,029	4,910	25,885	145	.3920	110
Russell	517	26.0	.1029	8.1	.0883	101,969	.0825	21,828	7,970	14,574	2,484	5,413	33,026	5,808	450	957	80	.0944	92
Simcoe		238.6	.9445	83.6	.9131	1,585,011	1.2166	358,063	142,322	166,662	52,251	56,766	338,508	113,422	19,117	55,873	129	1.0181	108
Barrie		42.0	.1663	15.3	.1667	551,391	.4457	118,163	35,280	66,072	19,797	21,238	161,466	31,580	3,952	18,123	268	.2558	154
Orillia		23.9	.0946	9.1	.0992	253,330	.2048	67,353	21,784	39,989	11,084	11,446	49,862	15,430	2,122	10,432	216	.1252	132
Stormont		64.0	.2533	23.3	.2539	376,907	.3046	94,350	31,125	45,228	18,534	16,216	71,762	30,259	948	12,342	120	.2538	100
Cornwall		47.3	.1872	17.7	.1929	341,651	.2762	79,742	27,109	44,177	18,412	15,460	65,158	25,188	834	12,010	148	.2039	109
Sudbury Reg. Mun.	529	158.0	.6255	54.7	.5961	708,178	.5725	194,693	59,342	79,056	39,609	26,103	143,132	49,880	3,753	18,035	92	.5850	94
▲Sudbury		90.0	.3563	33.9	.3694	616,943	.4987	169,840	47,966	76,302	36,923	22,341	125,989	38,692	2,857	14,961	140	.3965	111
Sudbury Terr. Dist.		27.5	.1088	9.2	.1013	65,809	.0516	20,542	4,532	9,202	1,686	925	4,606	10,084	761	1,956	47	.0811	75
Thunder Bay Terr. Dist.	531	155.2	.6143	56.2	.6124	823,749	.6659	211,087	66,275	126,634	29,550	20,753	148,329	67,921	3,397	34,664	108	.6575	107
▲Thunder Bay		112.3	.4445	42.2	.4598	661,539	.5348	182,525	44,145	102,106	26,419	16,997	120,996	42,592	2,864	30,999	120	.4987	112
Timiskaming Terr. Dist.		42.7	.1691	15.6	.1700	194,432	.1571	58,092	15,959	14,503	10,954	5,699	39,228	18,284	2,090	6,341	93	.1567	93
Toronto Met. Mun.	532	2,161.2	8.5548	826.9	9.1196	10,013,794	8.0948	2,348,525	1,141,463	1,311,146	580,630	358,383	2,076,330	605,254	42,028	400,361	95	9.4931	111
▲Toronto		579.2	2.2927	255.3	2.7820	3,985,875	3.2220	870,954	616,547	669,750	301,635	173,234	650,862	146,186	17,303	139,876	141	2.9699	130
Victoria		31.9	.2054	19.7	.2146	403,966	.3265	111,567	30,129	25,264	14,847	18,432	83,634	33,351	5,422	13,917	159	.2350	114
Waterloo Reg. Mun.	511	319.4	1.2643	116.2	1.2662	2,369,333	1.9153	499,569	187,710	272,900	120,966	94,449	558,964	185,334	10,816	56,916	151	1.4848	117
△Cambridge		81.2	.3214	27.9	.3040	501,497	.4054	121,797	49,439	25,753	21,047	18,958	136,358	36,553	2,452	14,576	126	.3395	106
▲Kitchener		146.4	.5795	55.3	.6026	1,305,227	1.0551	236,330	91,918	274,119	82,642	56,730	295,625	95,475	3,225	31,728	182	.7374	127
Waterloo		51.8	.2050	20.8	.2267	395,759	.3199	110,238	34,350	55,012	14,540	12,667	84,559	25,717	2,546	9,689	156	.2629	128
Wellington	585	137.1	.5427	49.1	.5351	687,950	.5561	145,609	56,115	84,915	37,591	28,183	163,584	74,174	4,183	32,754	102	.5541	102
△Guelph		75.9	.3004	28.9	.3149	515,188	.4165	123,179	37,004	66,600	35,107	24,012	119,321	35,464	1,425	23,693	139	.3499	116
York Reg. Mun.	532	313.1	1.2394	99.0	1.0788	1,388,108	1.1221	311,360	82,251	59,245	38,545	45,297	465,349	142,298	7,263	69,473	91	1.3535	109
Markham		102.7	.4065	31.4	.3422	271,875	.2198	98,495	10,107	13,892	10,367	10,547	68,127	27,285	1,936	12,215	54	.4233	104
Newmarket		36.0	.1425	11.4	.1242	133,579	.1080	39,637	4,241	13,886	8,564	6,257	28,675	11,809	659	5,713	76	.1383	97
Richmond Hill		42.7	.1690	14.7	.1602	245,604	.1985	58,221	9,444	5,950	8,364	11,286	77,742	31,058	2,073	12,172	117	.2008	119
Province Totals		9,024.0	35.7388	3,299.7	35.9562	46,613,966	37.6808	11,193,288	4,219,978	5,765,462	2,239,340	1,696,897	9,862,934	3,555,239	310,537	1,687,575	105	38.2104	107

Ont.

ESTIMATES

EFFECTIVE BUYING INCOME—1984

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Algoma Terr. Dist.	527	1,583,311	.5494	11,229	32,512	1.9	1.1	.8	4.3	91.9
△Sault Ste. Marie		965,443	.3353	11,630	32,984	.3	1.0	.3	6.0	92.4
Brant	501	1,178,616	.4089	10,954	30,377	3.0	3.2	3.0	19.3	70.9
△Brantford		855,837	.2969	11,043	29,717	3.1	1.7	1.1	13.8	80.3
Bruce		710,869	.2466	11,038	30,509	7.1	6.9	6.6	15.6	63.8
Cochrane Terr. Dist.		1,056,320	.3665	10,702	31,626	3.4	2.4	1.8	7.7	84.7
Timmins		521,561	.1810	10,866	31,231	3.4	2.7	.9	13.2	79.8
Dufferin		356,563	.1237	10,878	32,712	1.8	2.4	2.5	7.1	86.2
Dundas		217,110	.0753	11,021	31,465	.9	2.3	2.0	8.7	86.1
Durham Reg. Mun.	516	3,842,748	1.3332	12,297	36,632	1.5	1.5	1.3	11.1	84.6
Ajax		379,978	.1318	12,969	38,773	1.0	.3	.2	4.8	93.7
Newcastle		367,289	.1274	11,406	35,316	1.2	.5	.8	24.6	72.9
△Oshawa		1,528,213	.5302	12,245	34,971	2.7	2.5	2.5	13.3	79.0
Pickering		583,158	.2024	12,518	41,668	.8	.3	.2	3.5	95.2
Whitby		574,990	.1995	13,038	38,333	.6	2.0	.7	11.9	84.8
Elgin		740,566	.2569	10,519	29,982	3.9	3.3	3.0	16.8	73.0
St. Thomas		323,080	.1121	11,141	29,371	2.3	3.8	5.8	11.9	76.2
Essex	536	3,636,548	1.2582	11,451	31,399	3.2	2.9	2.1	7.4	84.4
▲Windsor		2,233,667	.7749	11,731	30,390	2.9	1.6	2.1	11.2	82.2
Frontenac	510	1,366,258	.4740	11,953	31,264	3.6	4.8	4.4	16.0	71.2
△Kingston		665,518	.2309	12,557	27,615	3.0	5.8	5.6	22.2	63.4
Glengarry		243,251	.0844	11,107	32,872	6.2	4.9	4.5	14.5	69.9
Grenville		339,486	.1143	11,602	32,623	1.5	1.1	.8	20.4	76.2
Grey		774,778	.2688	10,168	27,281	7.9	5.8	5.8	27.3	53.2

EFFECTIVE BUYING INCOME—1984

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Haldimand-Norfolk Reg. Mun.		1,044,157	.3623	11,276	31,737	4.8	6.5	5.3	23.2	60.2
Haliburton		116,448	.0404	9,545	23,765	10.2	10.6	9.3	19.4	50.5
Halton Reg. Mun.	532	3,834,519	1.3304	14,271	42,045	1.2	1.2	1.1	11.8	84.7
Burlington		1,750,831	.6074	14,542	41,391	.9	.7	.6	8.5	89.3
Halton Hills		444,726	.1543	12,743	39,011	1.3	1.2	1.6	13.7	82.2
Milton		431,540	.1497	12,655	40,711	1.5	1.3	1.7	11.6	83.9
Oakville		1,207,422	.4189	15,226	44,886	1.7	1.9	1.4	16.3	78.7
Hamilton-Wentworth Reg. Mun.	507	5,020,650	1.7418	11,900	31,537	3.7	2.4	1.8	14.4	77.7
▲Hamilton		3,627,382	1.2585	11,758	29,880	4.5	2.8	2.1	15.5	75.1
Stoney Creek		499,867	.1734	11,598	35,202	1.7	1.7	1.5	13.4	81.7
Hastings		1,169,578	.4058	10,499	28,388	3.6	4.2	4.8	16.2	71.2
Belleville		429,477	.1490	11,997	29,216	4.3	3.1	1.6	26.1	64.9
Huron		596,923	.2071	10,418	29,405	9.3	9.9	5.0	25.7	50.1
Kenora Terr. Dist.		617,144	.2141	10,019	29,528	5.4	2.5	1.1	9.3	81.7
Kent		1,191,572	.4134	10,952	30,090	4.0	4.0	3.0	16.5	72.5
Chatham		479,615	.1664	11,077	29,790	3.5	2.6	2.2	26.9	64.8
Lambton	525	1,615,411	.5605	12,474	34,009	2.7	2.3	1.7	6.8	86.5
△Sarnia		672,768	.2334	13,730	33,141	2.4	1.5	2.2	7.7	86.2
Lanark		569,293	.1975	11,363	31,109	3.9	4.8	4.0	18.4	68.9
Leeds		644,796	.2237	11,372	30,131	2.2	3.6	4.1	27.8	62.3
Lennox & Addington		362,646	.1258	10,361	29,971	2.1	5.2	4.3	24.1	64.3
Manitoulin Terr. Dist.		88,653	.0307	7,643	21,623	18.6	9.9	10.4	35.3	25.8

Ont. (cont.) ESTIMATES	Metro Area Code	$$ EFFECTIVE BUYING INCOME—1984 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Middlesex	512	4,043,357	1.4028	12,282	31,271	3.5	3.5	3.2	23.7	66.1
▲London		3,354,463	1.1638	12,663	31,002	3.2	3.0	1.6	27.6	64.6
Muskoka Dist. Mun.		437,418	.1518	10,774	28,040	6.8	3.0	3.8	24.2	62.2
Niagara Reg. Mun.	522	4,325,602	1.5007	11,569	31,277	3.4	2.9	2.2	14.7	76.8
Fort Erie		280,649	.0974	11,502	27,247	4.3	.4	.1	6.3	88.9
▲Niagara Falls		821,128	.2849	11,279	30,525	3.4	1.8	1.3	12.4	81.1
Port Colborne		204,585	.0710	11,059	29,226	2.0	2.2	2.4	7.5	85.9
▲St. Catharines		1,499,384	.5202	11,928	31,434	3.4	5.5	4.3	9.0	77.8
Welland		511,919	.1776	11,080	30,113	4.3	1.1	.7	2.9	91.0
Nipissing Terr. Dist.	515	850,261	.2950	10,433	29,523	4.7	4.0	3.2	17.1	71.0
△North Bay		594,703	.2063	11,328	31,300	6.7	5.7	4.4	16.5	66.7
Northumberland		776,044	.2693	11,362	31,419	5.2	3.1	2.6	18.6	70.5
Ottawa-Carleton Reg. Mun.	517	9,058,201	3.1426	15,332	38,578	2.4	3.2	2.9	17.3	74.2
▲Ottawa		4,935,869	1.7124	13,480	36,081	3.2	1.9	2.8	26.2	65.9
Oxford		953,585	.3308	10,886	31,061	3.5	3.6	3.3	21.5	68.1
Woodstock		311,149	.1080	11,567	30,505	.2	1.2	.5	33.9	64.2
Parry Sound Terr. Dist.		325,403	.1129	9,271	24,652	8.3	5.9	5.3	46.0	34.5
Peel Reg. Mun.	532	7,393,707	2.5652	13,248	41,538	1.0	1.5	1.7	14.4	81.4
Brampton		2,249,705	.7805	12,402	40,682	1.2	1.7	2.1	8.8	86.2
Caledon		375,676	.1303	13,275	44,197	.7	1.1	.4	38.3	59.5
Mississauga		4,768,326	1.6543	13,686	41,754	.9	1.5	1.6	15.3	80.7
Perth		756,552	.2625	11,175	31,006	6.1	6.6	6.5	26.6	54.2
Stratford		341,828	.1186	12,475	31,075	2.5	2.3	1.8	28.2	65.2
Peterborough	518	1,189,846	.4128	11,225	29,452	5.3	4.8	3.4	20.9	65.6
△Peterborough		741,914	.2574	11,909	29,677	3.3	5.5	3.0	5.9	82.3
Prescott		324,693	.1126	10,407	30,345	4.6	2.2	1.7	35.9	55.6
Prince Edward		242,131	.0841	10,761	29,528	4.3	6.5	1.8	19.3	68.1
Rainy River Terr. Dist.		264,406	.0917	11,017	30,391	2.6	1.3	.9	9.1	86.1
Renfrew		953,528	.3308	10,571	30,080	5.6	4.7	4.8	16.9	68.0
Russell	517	283,026	.0982	10,886	34,941	3.2	1.1	1.5	16.7	77.5
Simcoe		2,676,061	.9284	11,216	31,934	3.4	5.0	4.1	21.2	66.3
Barrie		511,987	.1776	12,190	33,463	4.6	5.2	7.4	19.9	62.9
Orillia		258,752	.0898	10,826	28,434	12.2	8.5	4.4	10.2	64.7
Stormont		644,274	.2236	10,067	27,651	6.4	4.4	3.1	28.9	57.2
Cornwall		481,877	.1672	10,188	27,225	5.5	3.1	2.5	28.5	60.4
Sudbury Reg. Mun.	529	1,661,353	.5763	10,515	30,372	1.5	1.4	1.2	6.4	89.5
▲Sudbury		1,012,512	.3513	11,250	29,868	.8	.5	.2	2.8	95.7
Sudbury Terr. Dist.		252,916	.0878	9,197	27,195	5.1	3.1	2.3	8.0	81.5
Thunder Bay Terr. Dist.	531	1,930,990	.6699	12,442	34,359	2.5	1.6	1.5	8.2	86.2
▲Thunder Bay		1,437,274	.4986	12,799	34,059	1.4	1.5	.9	3.5	92.7
Timiskaming Terr. Dist.		435,451	.1511	10,198	27,914	9.4	4.8	6.4	30.1	49.3
Toronto Met. Mun.	532	30,863,351	10.7077	14,281	36,878	2.4	2.4	2.5	17.3	75.4
▲Toronto		8,905,054	3.0895	15,375	34,881	2.7	1.4	.6	29.2	66.1
Victoria		553,011	.1919	10,655	28,072	6.6	4.5	3.3	22.0	63.6
Waterloo Reg. Mun.	511	3,789,010	1.3145	11,863	32,608	2.3	3.5	3.4	21.8	69.0
△Cambridge		885,483	.3072	10,905	31,738	3.8	4.6	4.3	38.1	49.2
▲Kitchener		1,757,747	.6098	12,006	31,786	2.2	3.9	3.9	19.4	70.6
Waterloo		725,843	.2518	14,012	34,896	1.8	3.1	3.1	16.6	75.4
Wellington	505	1,606,812	.5575	11,720	32,725	3.5	5.3	3.1	22.9	65.2
△Guelph		950,650	.3298	12,525	32,894	2.5	4.7	4.5	26.5	61.8
York Reg. Mun.	532	4,433,428	1.5381	14,160	44,782	2.2	2.2	2.5	16.9	74.2
Markham		1,591,515	.5522	15,497	50,685	1.0	1.3	1.4	14.9	81.4
Newmarket		446,042	.1547	12,390	39,126	2.9	3.6	4.0	30.2	59.3
Richmond Hill		619,236	.2148	14,502	42,125	1.7	2.1	2.5	20.0	73.7
Province Totals		113,922,633	39.5243	12,624	34,525	3.0	3.0	2.7	16.7	74.6

QUEBEC

Que. ESTIMATES	Metro Area Code	POPULATION 12/31/84 Total Pop. (thousands)	% Of Canada	House-holds (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1984 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Acces-sories ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Gas Stations ($000)	Hard-ware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Abitibi		97.0	.3839	32.4	.3531	287,259	.2322	74,475	16,892	35,449	17,400	13,133	55,536	33,810	5,162	6,170	60	.2914	76
Argenteuil		33.4	.1323	12.5	.1362	144,033	.1165	43,277	10,946	17,769	5,494	3,643	30,914	12,510	2,430	3,139	88	.1177	89
Arthabeska		61.1	.2418	20.6	.2245	155,447	.1256	36,433	7,160	13,327	10,580	8,101	43,511	15,256	724	3,076	52	.1796	74
Victoriaville		21.0	.0831	7.7	.0839	112,132	.0906	27,862	4,370	9,456	8,815	4,553	28,044	12,003	407	2,615	109	.0780	94
Beget		28.7	.1136	9.4	.1024	78,295	.0633	18,023	3,745	2,970	1,756	5,021	11,219	9,030	690	1,065	56	.0881	78
Beauce		76.8	.3040	24.6	.2681	374,166	.3025	67,244	14,808	27,536	31,103	24,037	122,250	40,598	1,526	6,355	100	.2648	87
Beauharnois		54.8	.2169	20.2	.2201	192,158	.1553	55,047	18,637	17,371	16,807	8,206	35,975	14,922	1,130	7,313	72	.1856	86
Valleyfield		29.5	.1168	11.4	.1242	132,279	.1069	28,219	13,113	13,164	12,059	6,246	28,948	7,372	925	6,171	92	.1079	92
Bellechasse		24.0	.0950	7.6	.0828	50,055	.0405	14,240	2,839	5,696	1,293	2,516	6,481	8,964	1,256	0	43	.0663	70
Berthier		32.5	.1303	11.6	.1264	132,701	.1072	37,255	12,461	5,532	4,413	8,061	22,071	18,380	2,035	2,585	82	.1040	80
Bonaventure		41.3	.1634	12.9	.1406	246,636	.1994	64,069	11,906	32,981	11,694	5,844	37,557	29,671	5,685	2,237	122	.1460	89
Brome		18.2	.0721	6.6	.0719	45,444	.0367	13,866	5,721	4,104	740	461	5,713	7,784	336	1,261	51	.0564	78
Chambly	514	316.2	1.2516	113.3	1.2346	1,502,736	1.2148	444,215	107,566	117,697	84,592	44,301	298,984	159,135	28,187	76,638	97	1.2483	100
Boucherville		32.3	.1279	10.3	.1122	116,112	.0939	36,207	8,333	617	5,170	4,129	26,884	13,597	1,525	7,327	73	.1252	98
Longueuil		122.6	.4853	48.7	.5307	707,030	.5715	215,989	52,010	83,894	46,168	24,573	125,001	55,438	8,505	31,370	118	.5091	105
St-Bruno-de-Montarville		23.5	.0930	7.3	.0795	62,439	.0505	25,707	4,911	514	3,632	1,587	10,974	5,522	565	4,146	54	.0864	93
St-Hubert		68.1	.2696	21.6	.2354	137,187	.1109	40,035	15,990	160	2,290	3,725	29,817	14,935	1,313	11,664	41	.2043	76
St-Lambert		20.2	.0800	8.4	.0915	119,069	.0963	35,388	6,729	754	11,938	2,510	33,087	11,208	852	9,933	120	.1034	129
Champlain	533	123.3	.4881	44.3	.4827	501,959	.4058	165,892	40,331	20,709	27,134	26,135	82,116	63,276	8,516	15,759	83	.4132	85
Cap-de-la-Madeleine		32.9	.1302	12.4	.1351	109,678	.0887	41,843	12,671	2,468	5,024	8,618	6,819	13,498	2,385	4,294	68	.1065	82
Charlevoix-Est		17.8	.0704	5.5	.0599	110,131	.0890	27,724	5,724	7,598	7,623	6,705	21,123	13,435	1,646	1,570	126	.0665	94
Charlevoix-Ouest		14.4	.0570	4.3	.0469	76,768	.0620	21,924	4,103	3,423	2,951	4,152	13,705	9,187	1,137	4,922	109	.0485	85
Châteauguay	514	61.5	.2435	20.1	.2190	346,551	.2802	115,321	26,662	37,168	13,713	7,781	52,198	34,880	5,279	12,418	115	.2408	99
Châteauguay		37.0	.1465	12.1	.1319	276,443	.2235	94,549	19,816	35,601	10,959	7,089	42,692	14,527	2,724	11,214	153	.1641	112
Chicoutimi	503	180.0	.7125	57.5	.6266	620,836	.5018	188,070	44,903	81,512	46,046	27,483	118,987	40,986	1,687	12,253	70	.5700	80
▲Chicoutimi		61.3	.2426	20.3	.2212	221,765	.1793	52,937	17,174	29,777	23,528	8,574	58,826	9,677	1,265	4,744	74	.2038	84
▲Jonquière		59.6	.2359	19.8	.2158	247,801	.2003	92,849	14,317	18,307	13,784	11,667	43,781	12,261	0	5,330	85	.2020	86
La Baie		21.4	.0847	6.6	.0719	69,484	.0562	24,540	5,698	8,620	4,754	4,955	9,497	2,828	275	1,281	66	.0661	78
Compton		21.0	.0831	7.0	.0763	60,354	.0488	23,571	5,869	4,132	851	2,567	5,170	9,304	862	385	59	.0614	74
Deux-Montagnes	514	76.5	.3028	25.3	.2757	261,968	.2118	81,373	21,296	13,441	6,785	7,403	60,938	31,307	1,771	6,367	70	.2525	83
St-Eustache		35.0	.1385	11.5	.1253	128,751	.1041	34,433	6,161	12,239	5,441	2,667	29,982	9,305	625	3,938	75	.1201	87
Dorchester		34.8	.1378	10.8	.1176	89,991	.0727	23,890	3,704	10,117	2,561	5,269	18,025	13,821	1,257	253	53	.0999	72
Drummond		71.6	.2834	25.6	.2790	286,194	.2314	76,448	24,256	15,623	22,632	14,421	50,466	28,311	4,551	10,374	82	.2382	84
Drummondville		35.5	.1405	14.2	.1547	171,309	.1385	35,121	11,668	13,212	18,821	10,102	30,050	11,829	2,570	7,071	99	.1311	93
Frontenac		27.3	.1081	9.0	.0981	105,328	.0851	22,733	5,427	10,991	4,288	3,527	29,090	12,158	1,209	643	79	.0845	78
Gaspé-Est		41.7	.1650	12.4	.1351	158,446	.1281	41,290	7,693	21,656	7,537	6,378	32,942	18,434	1,478	2,363	78	.1302	79
Gaspé-Ouest		18.6	.0736	5.7	.0621	75,533	.0611	19,566	3,081	8,568	4,550	4,599	14,448	8,336	596	1,874	83	.0573	78
Gatineau	517	57.8	.2288	19.1	.2081	105,883	.0856	28,587	11,421	6,431	2,411	3,586	17,556	19,109	379	1,436	37	.1791	78
Aylmer		28.4	.1124	8.9	.0970	28,994	.0234	7,317	3,110	1,495	580	687	2,950	924	215	334	21	.0878	78
Hull	517	133.5	.5285	48.0	.5231	584,261	.4318	174,457	54,594	41,671	21,761	19,970	78,227	54,437	8,740	17,379	82	.4970	94
Gatineau		78.7	.3115	25.1	.2735	231,620	.1872	77,539	22,840	16,413	8,184	5,988	39,891	25,743	3,878	6,170	60	.2631	84
▲Hull		54.8	.2169	22.9	.2495	302,641	.2446	96,918	31,754	25,258	13,577	13,982	38,336	28,694	4,862	11,209	113	.2340	108
Huntingdon		17.6	.0696	6.2	.0675	59,679	.0484	12,161	3,828	6,415	1,565	1,881	14,503	6,306	599	2,197	70	.0550	79
Iberville		24.6	.0974	8.2	.0894	87,706	.0709	27,460	9,877	867	1,640	3,457	15,934	12,333	476	1,614	73	.0812	83

Que. (cont.) ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
Country City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Île-de-Montréal	514	1,735.5	6.8698	730.5	7.9601	9,688,409	7.8317	2,594,246	1,179,584	1,196,344	785,817	428,227	1,337,330	572,198	149,831	387,429	114	7.3297	107
Anjou		39.0	.1544	15.2	.1656	273,034	.2207	62,779	11,731	59,851	59,281	3,657	33,972	13,552	1,341	12,631	143	.1803	117
Beaconsfield		19.6	.0776	6.4	.0697	30,055	.0243	17,719	1,092	172	1,336	651	3,414	1,349	252	1,707	31	.0755	97
Côte-St-Luc		29.7	.1176	12.7	.1384	61,459	.0497	33,935	4,408	1,036	8,268	1,684	3,200	539	965	4,748	42	.1198	102
Dollard-des-Ormeaux		43.5	.1722	14.0	.1526	89,731	.0725	25,796	3,682	13,372	942	1,790	15,892	5,894	679	5,491	42	.1481	86
Lachine		35.9	.1421	14.7	.1602	238,829	.1931	55,597	21,715	5,065	14,686	9,877	54,867	11,942	2,487	8,938	136	.1571	111
LaSalle		78.1	.3091	30.4	.3313	268,360	.2169	108,403	21,101	38,743	14,900	8,767	19,674	23,662	2,268	22,589	70	.2819	91
▲Montréal		979.3	3.8764	438.3	4.7761	6,497,662	5.2524	1,695,285	922,479	893,280	557,441	320,809	826,496	311,959	109,921	240,927	135	4.2777	110
Montréal-Nord		95.8	.3792	36.0	.3923	293,567	.2373	100,964	33,291	17,239	9,490	16,124	33 199	27,978	2,750	13,799	63	.3137	83
Mont-Royal		18.9	.0748	7.1	.0774	154,113	.1246	52,025	8,762	30,763	25,309	5,966	1,413	4,668	2,131	8,337	167	.1170	156
Outremont		23.2	.0918	9.5	.1035	49,528	.0400	30,141	4,584	152	2,181	903	3,632	1,360	337	757	44	.0950	103
Pierrefonds		41.8	.1655	15.4	.1678	98,081	.0793	36,330	7,704	4,387	2,189	1,185	15,253	12,060	445	2,674	48	.1484	90
Pointe-Claire		24.3	.0962	9.6	.1046	254,990	.2061	53,169	17,376	57,009	24,410	14,915	36,554	9,176	6,814	4,131	214	.1440	150
St-Laurent		68.8	.2723	28.2	.3073	296,959	.2400	66,973	31,244	3,862	6,417	5,759	68,028	24,447	1,139	17,928	88	.2825	104
St-Léonard		82.4	.3262	29.6	.3225	479,526	.3876	111,436	45,107	51,514	16,145	18,684	110,322	13,144	8,373	11,653	119	.3382	104
Verdun		58.4	.2312	26.3	.2866	260,849	.2109	62,905	14,968	2,282	18,890	10,505	65,411	12,486	4,291	13,578	91	.2242	97
Westmount		19.9	.0788	8.7	.0948	158,652	.1282	49,683	12,073	17,705	18,973	6,953	18,190	7,120	2,852	10,294	163	.1325	168
Île-Jésus	514	279.4	1.1059	96.4	1.0505	980,516	.7927	280,993	60,209	77,145	36,618	45,009	220,172	117,021	7,488	42,684	72	1.0040	91
Laval		279.4	1.1060	96.4	1.0505	980,516	.7926	280,993	60,209	77,145	36,618	45,009	220,172	117,021	7,488	42,684	72	1.0041	91
Îles-de-la-Madeleine		14.9	.0590	4.4	.0479	41,453	.0335	5,726	3,005	13,349	1,909	1,139	4,258	5,233	0	2,197	57	.0442	75
Joliette		63.1	.2498	22.4	.2441	300,701	.2430	76,603	23,746	16,473	30,658	11,215	71,490	24,715	1,179	8,856	97	.2323	93
Kamouraska		29.4	.1163	9.5	.1035	126,500	.1023	25,586	4,382	7,261	7,462	6,230	41,172	15,176	565	2,140	88	.0939	81
Labelle		35.3	.1398	12.0	.1308	118,651	.0959	27,471	9,258	9,019	5,621	5,880	25,220	17,589	1,419	835	69	.1078	77
Lac-St-Jean-Est		49.8	.1971	15.9	.1732	368,939	.2982	98,021	20,679	22,713	38,302	25,667	52,947	45,393	2,939	13,295	151	.2020	102
Alma		26.9	.1065	9.0	.0981	188,419	.1523	32,075	11,219	12,281	20,518	23,049	27,864	8,987	2,488	9,565	143	.1108	104
Lac-St-Jean-Ouest		65.6	.2597	19.8	.2158	439,742	.3555	104,689	18,246	34,924	35,607	21,937	98,978	52,461	4,519	15,889	137	.2503	96
Laprairie	514	112.5	.4453	38.6	.4206	610,978	.4939	146,917	33,513	47,573	9,152	11,652	167,521	90,786	5,449	23,716	111	.4560	102
Brossard		56.6	.2240	18.3	.1994	227,121	.1836	71,711	18,046	39,958	4,255	1,455	35,927	17,036	561	13,091	82	.2110	94
L'Assomption	514	121.8	.4821	38.6	.4206	555,053	.4471	157,580	38,490	22,902	15,669	17,202	129,122	83,351	11,695	13,429	93	.4444	92
Repentigny		38.2	.1512	12.5	.1362	194,613	.1573	57,175	11,555	15,948	8,204	5,754	44,243	20,819	1,504	5,553	104	.1558	103
Lévis	520	102.7	.4065	35.0	.3814	457,212	.3696	87,601	30,096	18,189	20,139	29,584	146,724	40,161	3,610	19,915	91	.3767	93
L'Islet		22.1	.0875	7.1	.0774	86,066	.0695	17,311	2,399	10,761	1,595	2,852	20,808	11,662	844	1,784	79	.0678	77
Latbinière		30.3	.1200	9.5	.1035	84,839	.0686	23,620	3,762	6,375	1,810	4,293	14,289	17,918	229	1,235	57	.0876	73
Maskinongé		20.8	.0823	7.1	.0774	81,435	.0658	19,219	5,122	2,368	3,777	4,446	16,669	15,405	223	1,300	80	.0667	81
Matane		30.3	.1199	10.4	.1133	120,668	.0976	29,367	4,362	8,905	8,315	6,559	31,426	13,721	620	1,694	81	.0937	78
Matapédia		24.7	.0978	7.8	.0850	70,926	.0573	23,745	2,853	11,545	4,484	2,983	8,013	7,910	130	1,416	59	.0690	71
Mégantic		58.2	.2304	19.4	.2114	270,195	.2184	63,392	10,924	20,526	22,148	18,890	65,275	27,644	1,554	7,109	95	.2010	87
Thetford Mines		19.1	.0756	6.9	.0752	124,427	.1006	37,564	4,416	10,494	17,081	10,299	17,788	8,559	923	5,020	133	.0778	103
Missisquoi		36.4	.1441	12.6	.1373	122,270	.0989	28,611	6,647	5,563	5,485	5,132	36,020	10,936	1,232	3,692	69	.1169	81
Montcalm		30.2	.1195	10.9	.1188	72,506	.0586	27,033	8,792	1,231	3,289	2,406	7,283	12,116	1,169	1,070	49	.0886	74
Montmagny		25.3	.1001	8.3	.0904	124,379	.1005	26,454	9,121	8,293	6,226	4,918	32,066	15,213	869	4,817	100	.0858	86
Montmorency 1	520	24.0	.0950	7.8	.0850	63,720	.0515	9,966	4,203	1,159	345	864	31,297	4,886	178	1,427	54	.0734	77
Montmorency 2	520	6.8	.0270	2.2	.0240	8,941	.0073	3,950	1,609	429	284	351	168	1,251	173	0	27	.0206	76
Napierville		14.2	.0562	4.7	.0512	47,147	.0381	7,584	2,088	1,308	1,749	1,628	16,519	4,890	166	1,346	68	.0469	83
Nicolet		34.7	.1373	11.5	.1253	137,720	.1113	35,615	9,973	6,710	3,670	4,931	35,539	18,854	1,000	1,778	81	.1148	84
Nouveau-Québec Terr.		35.4	.1402	9.5	.1035	113,104	.0914	21,159	7,172	37,802	4,183	4,467	15,971	10,204	1,571	2,987	65	.1078	77
Papineau		39.9	.1579	13.8	.1504	98,321	.0795	30,772	5,632	7,558	4,178	3,600	12,586	16,362	2,630	2,149	50	.1185	75
Pontiac		20.7	.0819	6.9	.0752	49,025	.0396	12,430	8,656	3,669	1,352	784	9,848	6,837	562	0	48	.0582	71
Portneuf		63.3	.2506	21.5	.2343	201,742	.1631	60,853	13,926	5,460	9,557	7,542	45,681	28,317	3,997	3,923	65	.1938	77
Québec	520	462.0	1.8288	173.0	1.8851	2,712,159	2.1924	645,193	235,570	386,624	165,178	105,503	632,701	117,005	30,731	93,847	120	1.9463	106
Beauport		63.6	.2518	20.8	.2267	115,382	.0933	34,734	20,590	10,877	1,058	6,741	19,597	4,328	2,926	4,688	37	.1908	76
Charlesbourg		71.4	.2826	24.0	.2615	168,209	.1360	62,365	15,122	10,646	5,770	4,738	30,357	9,087	3,679	10,858	48	.2373	84
▲Québec		157.3	.6226	67.6	.7366	1,651,328	1.3349	350,711	135,037	264,608	109 992	62,103	412,977	42,728	9,855	51,941	214	.8334	134
Ste-Foy		66.4	.2628	27.3	.2975	438,058	.3541	101,596	42,056	48,586	31,139	18,065	92,434	25,949	6,078	16,162	135	.3223	123
Richelieu		53.3	.2109	18.8	.2049	165,298	.1336	50,505	13,392	12,282	16,587	8,744	22,572	14,663	2,842	4,923	63	.1718	81
Richmond		41.1	.1627	13.8	.1504	115,592	.0935	36,678	6,264	4,380	6,094	7,747	21,208	13,015	1,691	1,824	57	.1234	76
Rimouski		71.4	.2827	24.3	.2648	518,342	.4190	138,797	27,430	46,109	37,636	28,865	132,963	49,091	4,777	8,400	148	.2939	104
Rimouski		29.6	.1172	10.6	.1155	179,923	.1454	29,415	13,319	29,396	19,182	10,467	29,553	7,003	2,771	4,439	124	.1194	102
Rivière-du-Loup		41.6	.1646	13.8	.1503	162,706	.1315	31,832	7,446	11,534	13,483	8,965	48,516	15,561	1,173	4,143	80	.1337	81
Rouville		43.6	.1726	14.5	.1580	109,313	.0884	27,760	10,805	7,159	1,487	5,939	22,518	11,702	1,116	6,731	51	.1393	81
Saguenay		111.1	.4398	34.1	.3716	440,958	.3564	76,287	22,847	81,899	24,036	15,269	97,565	41,485	2,881	11,947	81	.3692	84
Sept-Îles		27.1	.1073	8.9	.0970	103,122	.0834	16,180	3,638	12,341	6,791	3,211	23,475	11,135	971	4,071	78	.0937	87
St-Hyacinthe		57.9	.2292	21.1	.2299	173,411	.1402	42,452	10,043	18,315	15,535	10,581	29,182	13,488	5,800	6,342	61	.1922	84
St-Hyacinthe		38.3	.1516	14.8	.1613	155,797	.1259	38,039	9,441	17,471	15,445	9,813	26,576	11,381	4,628	6,137	83	.1398	92
St-Jean		58.1	.2299	21.1	.2300	300,367	.2428	90,056	22,163	30,930	22,961	17,415	41,874	25,429	5,272	12,196	106	.2229	97
St-Jean-sur-Richelieu		35.6	.1409	13.8	.1504	249,573	.2017	79,594	18,317	21,285	22,592	15,330	34,730	17,113	4,335	9,529	143	.1540	109
St-Maurice	533	109.8	.4347	41.6	.4533	597,251	.4828	146,883	46,990	53,463	56,601	30,690	124,445	41,326	9,929	20,924	111	.4193	96
△Shawinigan		21.7	.0859	8.7	.0948	206,121	.1666	54,837	13,815	13,635	17,006	12,882	37,127	12,698	1,930	6,633	194	.1028	120
▲Trois-Rivières		49.1	.1944	20.1	.2190	295,947	.2392	72,867	27,595	33,779	35,604	13,947	50,741	21,733	4,333	11,577	123	.1989	102
Shefford		74.7	.2957	26.7	.2909	317,189	.2564	78,393	23,506	24,791	22,238	15,353	81,953	27,975	1,940	5,765	87	.2554	86
Granby		38.7	.1532	15.0	.1635	169,659	.1371	41,673	12,249	20,267	16,437	9,725	34,092	4,952	1,286	3,869	89	.1395	91
Sherbrooke	528	117.7	.4659	44.6	.4860	781,013	.6313	193,970	51,443	64,288	79,218	39,834	159,920	80,051	3,570	24,812	136	.4871	105
△Sherbrooke		69.5	.2751	28.3	.3084	658,050	.5319	155,934	43,029	44,824	75,456	31,950	137,790	69,760	2,941	23,380	193	.3403	124
Soulanges		16.0	.0633	5.3	.0578	77,506	.0627	11,813	6,826	3,188	469	3,778	15,188	17,576	664	0	99	.0589	93
Stanstead		39.4	.1560	14.3	.1558	216,003	.1746	66,174	10,116	9,580	10,678	12,794	51,675	25,757	1,894	4,584	112	.1451	93
Témiscamingue		53.6	.2121	18.8	.2048	242,869	.1963	63,105	11,232	19,132	24,068	13,409	52,451	27,195	2,219	4,185	93	.1861	88
Témiscouata		20.0	.0792	6.4	.0698	54,425	.0440	10,928	3,141	8,087	3,273	3,702	10,980	7,882	1,866	1,353	56	.0529	67
Terrebonne	514	206.4	.8170	71.6	.7802	972,406	.7861	278,108	88,754	36,962	52,418	49,881	180,552	124,360	11,682	36,372	96	.7607	93
St-Jérôme		23.7	.0938	9.6	.1046	152,768	.1235	45,606	12,881	8,322	16,357	10,715	25,097	9,986	2,558	5,811	132	.0977	104
Vaudreuil	514	53.1	.2102	18.5	.2016	335,451	.2711	105,273	30,277	3,752	7,802	15,377	70,320	35,190	1,785	8,488	129	.2269	108
Verchères		67.2	.2660	21.7	.2365	209,497	.1694	50,269	12,095	3,345	5,022	6,713	64,929	25,765	1,873	6,333	64	.2236	84
Wolfe		15.8	.0625	5.2	.0566	56,612	.0458	16,523	3,427	2,919	2,472	2,523	12,855	5,992	705	0	73	.0456	73
Yamaska		14.8	.0586	4.9	.0534	45,170	.0365	12,409	2,725	4,483	783	670	5,605	6,823	318	492	62	.0438	75
Province Totals		6,562.3	25.9759	2,388.9	26.0314	30,733,416	24.8437	8,138,533	2,660,591	3,009,530	1,999,360	1,352,779	5,870,008	2,741,191	389,913	1,033,519	96	24.4750	94

Que. ESTIMATES	Metro Area Code	$$ EFFECTIVE BUYING INCOME—1984 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Abitibi		836,062	.2900	8,619	25,804	.9	2.2	1.3	11.8	83.8
Argenteuil		324,259	.1125	9,708	25,941	5.6	8.5	10.6	46.9	28.4
Arthabaska		539,179	.1871	8,825	26,174	1.2	4.4	5.2	44.9	44.3
Victoriaville		196,801	.0683	9,371	25,559	.8	10.7	13.0	39.2	36.3
Bagot		267,990	.0930	9,338	28,510	1.4	2.8	4.2	26.7	64.9
Beauce		652,452	.2263	8,495	26,522	2.8	3.9	4.9	38.0	50.4
Beauharnois		556,882	.1932	10,162	27,568	2.2	2.5	3.6	13.2	80.5
Valleyfield		302,386	.1049	10,250	26,525	1.3	.6	1.4	16.9	79.8
Bellechasse		203,192	.0705	8,466	26,736	2.7	2.0	2.7	35.7	56.9
Berthier		263,306	.0914	8,003	22,699	2.3	2.9	1.2	52.0	41.6
Bonaventure		309,328	.1073	7,490	23,979	3.9	5.0	3.7	24.9	62.5
Brome		177,747	.0617	9 766	26,931	4.7	10.9	8.8	8.8	66.8
Chambly	.514	3,651,802	1.2669	11,549	32,231	1.8	2.4	2.6	16.5	76.7
Boucherville		411,862	.1429	12,751	39,987	2.5	2.6	5.1	20.9	68.9
Longueuil		1,386,990	.4812	11,313	28,480	1.0	3.3	3.3	20.5	71.9
St-Bruno-de-Montarville		303,741	.1054	12,925	41,608	.8	.7	.8	6.0	91.7
St-Hubert		675,316	.2343	9,917	31,265	2.9	2.2	2.0	7.1	85.8
St-Lambert		337,611	.1171	16,713	40,192	.8	.5	.4	3.2	95.1
Champlain	.533	1,118,148	.3879	9,069	25,240	3.0	4.7	4.3	19.3	68.7
Cap-de-la-Madeleine		310,319	.1077	9,432	25,026	1.2	7.9	6.3	16.9	67.7
Charlevoix-Est		147,981	.0514	8,314	26,906	1.4	1.0	1.9	17.0	78.7
Charlevoix-Ouest		106,757	.0370	7,414	24,827	2.4	1.3	2.0	15.4	78.9
Châteauguay	.514	622,290	.2159	10,119	30,960	2.5	2.8	1.9	14.7	78.1
Châteauguay		390,814	.1356	10,563	32,299	3.8	4.2	2.1	22.4	67.5
Chicoutimi	.503	1,597,131	.5541	8,873	27,776	1.2	1.7	2.1	16.5	78.5
▲Chicoutimi		584,875	.2029	9,541	28,812	1.9	1.3	.8	6.3	89.7
▲Jonquière		545,823	.1894	9,158	27,567	.6	3.6	2.7	2.2	90.9
La Baie		185,956	.0645	8,690	28,175	1.6	.4	.7	3.5	93.8
Compton		173,842	.0604	8,279	24,837	5.4	2.3	1.9	14.8	75.6
Deux-Montagnes	.514	739,918	.2567	9,672	29,246	1.2	2.5	2.4	12.0	81.9
St-Eustache		332,824	.1224	10,081	30,680	1.3	2.8	2.7	13.0	80.2
Dorchester		291,697	.1012	8,382	27,009	2.1	2.9	3.6	45.6	45.8
Drummond		646,108	.2241	9,024	25,239	2.1	4.7	6.0	43.2	44.0
Drummondville		354,121	.1229	9,975	24,938	3.6	8.3	9.7	25.2	53.2
Frontenac		215,593	.0748	7,897	23,955	2.8	16.7	12.5	24.4	43.6
Gaspé-Est		338,249	.1174	8,111	27,278	4.6	2.9	2.6	34.0	55.9
Gaspé-Ouest		140,201	.0486	7,538	24,597	4.0	3.1	3.1	32.3	57.5
Gatineau	.517	620,067	.2151	10,728	32,464	1.9	2.0	2.0	13.5	80.6
Aylmar		336,126	.1166	11,835	37,767	2.6	1.5	1.8	17.6	76.5
Hull	.517	1,509,285	.5237	11,306	31,443	1.2	2.0	2.3	17.1	77.4
Gatineau		833,533	.2892	10,591	33,208	2.2	1.7	1.3	15.9	78.9
▲Hull		675,752	.2344	12,331	29,509	.1	2.4	3.4	18.4	75.7
Huntingdon		153,445	.0532	8,718	24,749	2.2	8.3	7.4	59.9	22.2
Iberville		232,806	.0808	9,464	28,391	.6	2.4	1.2	40.3	55.5
Île-de-Montréal	.514	20,788,680	7.2124	11,978	28,458	3.4	4.3	4.2	26.9	61.2
Anjou		479,859	.1665	12,304	31,570	1.3	3.0	3.5	26.3	65.9
Beaconsfield		303,826	.1054	15,501	47,473	.2	.3	.3	6.4	92.8
Côte-St-Luc		469,183	.1628	15,797	36,944	.7	1.2	1.3	12.0	84.8
Dollard-des-Ormeaux		530,025	.1839	12 184	37,859	.5	1.2	1.6	31.8	64.9
Lachine		408,112	.1416	11,368	27,763	1.8	3.1	3.0	22.2	69.9
LaSalle		893,427	.3100	11,440	29,389	1.8	4.2	4.6	35.8	53.6
▲Montréal		11,106,777	3.8534	11,342	25,341	4.3	5.1	4.6	26.1	59.9
Montréal-Nord		960,817	.3333	10,029	26,689	3.5	7.0	7.3	47.0	35.2
Mont-Royal		372,643	.1293	19,717	52,485	.4	.5	.5	6.8	91.8
Outremont		372,640	.1293	16,062	39,225	1.6	2.1	2.0	12.8	81.5
Pierrefonds		527,676	.1831	12,624	34,265	.5	1.5	1.9	23.5	72.6
Pointe-Claire		362,521	.1258	14,919	37,763	.4	.9	1.0	14.0	83.7
St-Laurent		899,231	.3120	13,070	31,888	1.3	2.5	2.6	23.1	70.5
St-Léonard		902,935	.3133	10,958	30,505	5.0	5.4	6.2	55.2	28.2
Verdun		661,361	.2295	11,325	25,147	3.9	5.6	5.4	30.8	54.3
Westmount		451,384	.1566	22,683	51,883	.5	.8	.7	6.4	91.6
Île-Jésus	.514	3,142,188	1.0901	11,246	32,595	1.5	3.3	3.8	29.0	62.4
Laval		3,142,188	1.0902	11,246	32,595	1.5	3.3	3.8	29.0	62.4
Îles-de-la-Madeleine		128,482	.0446	8,623	25,200	6.9	4.0	3.4	41.9	43.8
Joliette		631,085	.2190	10,001	28,173	1.8	2.6	2.5	35.7	57.4
Kamouraska		229,557	.0796	7,808	24,164	4.0	7.8	10.4	34.0	43.8
Labelle		295,335	.1025	8,366	24,611	1.6	3.1	2.6	65.8	26.9
Lac-St-Jean-Est		421,695	.1463	8,468	26,522	3.7	4.0	5.8	18.7	67.8
Alma		252,612	.0876	9,391	28,068	4.3	4.6	5.3	29.4	56.4
Lac-St-Jean-Ouest		527,617	.1830	8,043	26,647	5.5	4.4	5.4	19.6	65.1
Laprairie	.514	1,262,313	.4380	11,221	32,702	2.4	3.4	3.1	11.6	79.5
Brossard		640,543	.2222	11,317	35,002	3.2	4.3	4.0	15.0	73.5
L'Assomption	.514	1,232,036	.4274	10,115	31,918	1.1	1.2	1.0	11.4	85.3
Repentigny		451,886	.1568	11,829	36,151	1.2	1.4	1.1	12.4	83.9
Lévis	.520	1,063,831	.3691	10,359	30,395	1.3	2.1	2.1	18.5	76.0
L'Islet		169,283	.0587	7,660	23,843	2.6	4.8	3.6	53.7	35.5
Lotbinière		248,027	.0861	8,186	26,108	2.0	14.5	6.6	18.6	58.3
Maskinongé		176,309	.0612	8,476	26,832	.8	.9	1.1	10.3	86.9
Matane		233,170	.0808	7,695	22,420	4.5	5.2	4.0	25.3	61.0
Matapédia		185,389	.0644	7,506	23,768	5.9	6.3	4.4	21.6	61.8
Mégantic		516,238	.1791	8,870	26,610	3.6	4.6	5.5	20.1	66.2
Thetford Mines		187,153	.0649	9,799	27,124	8.9	1.9	4.8	20.9	63.5
Missisquoi		335,916	.1165	9,228	26,660	2.3	2.9	2.6	20.1	72.1
Montcalm		271,816	.0943	9,001	24,937	2.8	3.4	2.0	7.5	84.3
Montmagny		205,408	.0713	8,119	24,748	3.7	6.2	9.7	50.0	30.4
Montmorency 1	.520	224,292	.0778	9,345	28,755	.8	.7	1.4	5.8	91.3
Montmorency 2	.520	75,568	.0262	11,113	34,349	.8	.4	.7	4.0	94.1
Napierville		139,714	.0485	9,839	29,726	2.6	4.1	4.0	38.6	50.7
Nicolet		310,318	.1077	8,943	26,984	2.5	4.2	3.3	28.7	61.3
Nouveau-Québec Terr.		302,379	.1049	8,542	31,829	.8	1.5	1.1	9.1	87.5
Papineau		363,728	.1261	9,116	26,357	3.3	3.1	2.9	9.8	80.9
Pontiac		172,139	.0598	8,316	24,948	4.5	5.7	3.5	15.8	70.5
Portneuf		546,841	.1897	8,639	25,434	2.4	5.0	5.9	15.1	71.6
Québec	.520	5,318,792	1.8453	11,513	30,744	2.0	2.9	3.6	21.4	70.1
Beauport		648,272	.2249	10,193	31,167	.0	.6	.9	12.4	86.1
Charlesbourg		807,101	.2800	11,304	33,629	.0	.5	.6	11.3	87.6
▲Québec		1,777,840	.6168	11,302	26,299	5.2	4.4	4.8	43.5	42.1
Ste-Foy		942,657	.3270	14,197	34,530	.0	.2	.2	6.0	93.6
Richelieu		517,194	.1794	9,703	27,510	.5	.7	.6	23.0	75.2
Richmond		361,160	.1253	8,787	26,171	.6	1.2	1.3	6.3	90.6
Rimouski		644,108	.2235	9,021	26,506	4.7	3.4	2.8	28.6	60.5
Rimouski		301,593	.1046	10,189	28,452	5.1	1.6	5.6	26.5	61.2
Rivière-du-Loup		354,062	.1228	8,511	25,657	2.5	2.1	2.4	20.2	72.8
Rouville		450,560	.1564	10,334	31,073	2.1	4.1	6.0	28.8	59.0
Saguenay		1,005,176	.3487	9,047	29,477	1.3	1.8	1.0	6.6	89.3
Sept-Îles		272,045	.0944	10,039	30,567	1.9	2.0	.2	5.9	90.0
St-Hyacinthe		600,780	.2084	10,376	28,473	3.3	3.9	5.9	34.5	52.4
St-Hyacinthe		413,427	.1434	10,794	27,934	4.2	5.5	8.4	42.7	39.2
St-Jean		600,804	.2083	10,334	28,455	1.8	3.5	5.3	32.0	57.4
St-Jean-sur-Richelieu		376,392	.1306	10,573	27,275	.4	4.8	1.5	42.2	51.1
St-Maurice	.533	1,080,711	.3750	9,843	25,979	4.9	3.8	2.8	15.1	73.4
△Shawinigan		265,122	.0712	9,453	23,577	5.4	1.7	1.9	29.7	61.3
▲Trois-Rivières		508,751	.1765	10,362	25,311	7.8	3.9	4.9	7.5	75.9
Shefford		688,533	.2388	9,217	25,768	2.1	4.0	3.2	36.3	53.9
Granby		390,109	.1353	10,080	26,007	1.2	2.3	1.3	42.1	53.1
Sherbrooke	.528	1,178,513	.4089	10,013	26,424	3.6	3.4	3.4	28.3	61.3
△Sherbrooke		724,329	.2513	10,422	25,595	1.7	5.3	5.0	36.9	51.1
Soulanges		157,953	.0548	9,872	29,802	3.2	5.3	5.2	20.4	65.9
Stanstead		354,892	.1231	8,007	24,818	3.7	7.2	7.5	28.2	53.4
Témiscamingue		488,431	.1695	9,113	25,980	3.0	2.9	2.3	18.1	73.7
Témiscouata		137,921	.0479	6,896	21,550	4.1	3.0	3.2	23.0	66.7
Terrebonne	.514	2,084,230	.7231	10,091	29,109	2.8	3.3	3.7	21.8	68.4
St-Jérôme		241,509	.0838	10,190	25,157	1.3	6.5	7.7	33.6	50.9
Vaudreuil	.514	595,745	.2066	11,219	32,202	3.2	6.4	3.5	25.7	61.2
Verchères		689,547	.2393	10,261	31,776	1.1	1.0	1.6	11.7	84.6
Wolfe		111,812	.0388	7,077	21,502	6.8	7.1	7.3	18.9	59.9
Yamaska		121,570	.0421	8,214	24,810	1.3	.6	.5	29.8	67.8
Province Totals		68,177,176	23.6533	10,389	28,539	2.7	3.7	3.6	23.9	66.1

PRINCE EDWARD ISLAND

P.E.I. ESTIMATES	Metro Area Code	POPULATION 12/31/84 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1984 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Kings		19.8	.0784	6.2	.0676	76,198	.0616	13,628	4,218	13,084	1,449	482	9,975	7,973	82	1,940	79	.0613	78
Prince		44.0	.1741	14.2	.1547	159,190	.1287	33,600	9,229	44,142	4,444	3,048	28,061	13,582	745	6,529	74	.1383	79
Queens		63.0	.2494	21.5	.2343	314,098	.2539	65,091	31,382	58,702	11,108	9,911	65,375	24,482	2,319	13,504	102	.2330	93
Province Totals		126.8	.5019	41.9	.4566	549,486	.4442	112,319	44,829	115,928	17,001	13,441	103,411	46,037	3,146	21,973	89	.4326	86

P.E.I. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Kings		156,194	.0542	7,889	25,193	5.7	15.3	14.1	30.4	34.5
Prince		373,962	.1297	8,499	26,335	5.0	10.7	11.3	31.1	41.9
Queens		616,345	.2139	9,783	28,667	4.3	7.3	7.7	32.1	48.7
Province Totals		1,146,501	.3978	9,042	27,363	4.7	9.6	9.9	31.5	44.3

NOVA SCOTIA

N.S. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		23.3	.0922	8.6	.0937	92,728	.0749	16,584	3,969	16,918	1,873	3,495	24,300	7,266	2,192	3,796	81	.0767	83
Antigonish		18.9	.0749	5.6	.0610	185,526	.1500	33,250	14,747	20,191	5,934	2,667	57,073	21,956	1,271	6,679	200	.0869	116
Cape Breton	530	129.8	.5138	40.5	.4413	372,035	.3007	115,730	21,654	67,272	21,045	9,996	53,909	33,712	1,716	12,684	59	.3812	74
△Glace Bay		21.8	.0863	6.8	.0741	53,165	.0430	20,997	2,813	11,166	2,774	1,179	6,858	3,077	659	1,448	50	.0601	70
△Sydney		29.4	.1164	10.2	.1111	164,223	.1328	46,573	9,115	28,359	14,761	5,571	34,795	8,529	679	8,027	114	.1109	95
Colchester		45.4	.1797	16.2	.1766	316,911	.2562	56,262	15,165	47,401	9,392	12,758	73,473	34,614	2,638	14,974	143	.1848	103
Cumberland		35.7	.1413	12.7	.1383	106,888	.0864	25,415	3,537	19,515	3,581	1,963	17,534	19,074	1,040	5,248	61	.1049	74
Digby		22.2	.0879	7.7	.0840	71,310	.0577	19,325	2,434	8,933	1,313	2,969	15,781	8,530	959	2,680	66	.0648	74
Guysborough		13.1	.0518	4.3	.0468	23,530	.0190	8,513	1,436	4,794	100	164	128	3,993	0	646	37	.0323	62
Halifax	506	299.4	1.1851	109.8	1.1965	1,506,677	1.2179	363,511	139,650	191,216	89,309	36,003	300,542	140,979	5,187	77,951	103	1.2040	102
△Dartmouth		61.5	.2434	22.9	.2495	434,264	.3510	126,380	31,678	43,671	19,592	12,708	98,817	35,236	847	26,649	144	.2788	115
▲Halifax		113.3	.4485	48.7	.5307	890,013	.7195	192,351	93,607	139,646	65,768	21,679	171,340	68,965	3,234	37,657	160	.5690	127
Hants		35.6	.1410	11.9	.1297	112,464	.0909	38,399	5,837	11,822	3,345	3,046	22,633	17,288	2,916	2,285	64	.1095	78
Inverness		22.9	.0906	7.0	.0762	75,132	.0608	12,723	3,381	19,961	1,942	1,136	7,562	11,414	264	2,298	67	.0691	76
Kings		53.5	.2118	19.0	.2071	273,282	.2209	73,036	12,802	33,473	9,632	9,741	63,355	16,109	3,749	18,564	104	.1928	91
Lunenburg		47.3	.1872	17.2	.1874	458,081	.3703	115,472	24,212	67,614	15,810	11,073	71,956	30,270	3,546	19,056	198	.2245	120
Pictou		51.1	.2023	17.1	.1863	265,153	.2143	68,459	12,663	32,003	13,265	6,508	55,126	28,445	4,179	14,745	106	.1806	89
Queens		13.6	.0538	4.9	.0534	84,051	.0680	18,263	1,296	13,047	2,593	3,140	15,527	11,303	1,693	4,354	126	.0518	96
Richmond		12.2	.0483	3.7	.0403	27,144	.0219	6,738	2,987	5,268	164	262	2,534	5,484	0	1,110	45	.0311	64
Shelburne		18.1	.0717	6.1	.0665	101,599	.0821	9,153	6,396	25,017	2,866	3,198	23,400	14,256	843	2,532	115	.0667	93
Victoria		8.8	.0348	2.9	.0316	30,004	.0243	4,530	1,600	6,404	0	110	9,631	5,531	0	617	70	.0261	75
Yarmouth		27.3	.1080	9.4	.1024	152,926	.1229	37,060	10,534	18,667	9,664	5,885	27,241	15,568	3,482	7,534	114	.0996	92
Province Totals		678.2	3.4762	304.6	3.3191	4,254,541	3.4392	1,022,423	284,500	609,516	191,828	114,114	841,705	425,892	35,679	197,753	99	3.1874	92

N.S. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Annapolis		206,958	.0718	8,882	24,065	7.1	8.3	14.7	30.3	39.6
Antigonish		155,239	.0538	8,214	27,721	6.9	9.7	8.6	29.9	44.9
Cape Breton	530	1,084,285	.3762	8,354	26,772	5.2	5.7	5.7	36.4	47.0
△Glace Bay		172,539	.0599	7,915	25,373	6.1	5.5	5.5	30.6	44.3
△Sydney		275,314	.0955	9,364	26,992	3.1	3.6	4.3	34.2	54.8
Colchester		415,836	.1443	9,159	25,669	7.5	8.9	12.5	29.1	42.0
Cumberland		292,048	.1013	8,181	22,996	7.1	8.8	7.4	58.9	17.8
Digby		172,735	.0599	7,781	22,433	9.9	10.6	7.3	49.8	22.4
Guysborough		93,686	.0325	7,152	21,787	4.1	5.3	9.1	6.6	74.9
Halifax	506	3,467,914	1.2032	11,583	31,584	3.2	4.9	6.8	29.9	55.2
△Dartmouth		719,315	.2496	11,696	31,411	1.7	3.6	6.1	18.5	70.1
▲Halifax		1,518,649	.5269	13,404	31,184	3.1	3.9	7.4	34.5	51.1
Hants		311,566	.1081	8,752	26,182	3.8	5.9	5.8	37.4	47.1
Inverness		188,559	.0654	8,234	26,937	7.7	5.4	4.7	18.6	63.6
Kings		485,177	.1683	9,069	25,536	6.5	10.3	13.9	40.5	28.8
Lunenburg		438,115	.1520	9,262	25,472	6.2	7.9	8.2	34.8	42.9
Pictou		436,893	.1516	8,550	25,549	6.2	5.3	6.5	39.6	42.4
Queens		119,032	.0413	8,752	24,292	4.8	6.1	3.5	44.7	40.9
Richmond		86,273	.0299	7,072	23,317	2.8	2.9	2.6	7.2	84.5
Shelburne		158,744	.0551	8,770	26,024	10.1	14.7	16.5	34.9	23.8
Victoria		69,319	.0241	7,877	23,903	6.4	13.6	15.4	36.0	28.6
Yarmouth		237,158	.0822	8,687	25,230	7.0	14.4	19.5	39.8	19.3
Province Totals		8,419,537	2.9210	9,587	27,641	5.2	6.9	8.2	34.1	45.6

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

NEW BRUNSWICK

N.B. ESTIMATES — POPULATION 12/31/84 — RETAIL SALES BY STORE GROUP—1984 — SALES/ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	513	26.0	.1030	8.3	.0905	35,638	.0288	12,006	3,256	3,403	596	1,071	810	7,618	0	2,779	28	.0777	75
Carleton		25.3	.1001	8.5	.0926	147,393	.1191	27,416	4,712	26,465	6,010	3,626	39,109	18,754	3,920	7,160	119	.0894	89
Charlotte		27.6	.1093	9.7	.1057	123,183	.0996	30,698	12,062	16,130	4,103	3,777	26,136	6,959	2,846	5,416	91	.0953	87
Gloucester		89.6	.3546	26.7	.2910	315,621	.2551	75,919	23,491	42,366	17,826	13,179	49,109	29,350	7,998	8,931	72	.2680	76
Kent		31.7	.1255	9.7	.1057	126,914	.1026	27,524	7,888	30,707	1,507	4,057	11,978	20,643	0	0	82	.0952	76
Kings	523	55.6	.2201	17.6	.1917	126,092	.1020	32,484	7,905	11,116	2,077	2,658	30,442	19,535	729	7,562	46	.1761	80
Madawaska		37.3	.1476	12.2	.1330	168,456	.1361	41,260	19,268	16,703	10,771	7,689	30,422	13,319	2,062	5,386	92	.1224	83
Northumberland		54.6	.2162	16.5	.1798	137,935	.1115	30,577	8,992	20,149	6,409	3,831	26,800	15,552	1,436	7,624	52	.1439	67
Queens		12.5	.0495	4.4	.0479	66,054	.0534	14,947	4,409	17,191	509	286	4,521	8,900	2,215	7,578	108	.0430	87
Restigouche		42.0	.1662	13.4	.1460	132,510	.1072	30,341	6,767	17,699	8,139	4,074	29,355	12,872	1,503	5,559	65	.1258	76
St. John	523	83.8	.3317	30.2	.3291	578,146	.4673	141,280	42,846	112,688	27,110	9,579	112,235	32,184	1,555	23,228	141	.3456	104
▲St. John		76.8	.3040	28.1	.3062	576,827	.4663	140,987	42,812	112,534	27,098	9,549	112,208	32,102	1,555	22,869	153	.3302	109
Sunbury		22.3	.0883	6.8	.0741	36,743	.0297	9,499	2,437	4,895	274	557	1,394	6,790	334	2,207	34	.0643	73
Victoria		22.2	.0879	7.3	.0796	88,040	.0712	21,270	4,233	16,484	2,324	5,734	16,009	8,280	1,222	3,467	81	.0656	75
Westmorland	513	110.2	.4362	38.4	.4184	578,117	.4673	119,035	37,063	109,183	29,653	12,584	116,306	56,883	2,155	33,395	107	.4048	93
△Moncton		54.4	.2153	20.6	.2245	352,228	.2847	68,584	19,241	74,688	24,342	8,657	65,811	20,622	1,276	30,215	132	.2241	104
York		76.6	.3032	27.9	.3040	431,643	.3489	81,943	21,922	75,606	23,468	7,955	121,920	40,476	3,081	20,897	115	.3021	100
Fredericton		42.6	.1686	17.0	.1852	326,624	.2640	59,838	19,181	63,691	23,161	6,031	95,625	21,155	3,058	16,536	157	.1979	117
Province Totals		717.3	2.8394	237.6	2.5891	3,092,485	2.4998	696,199	207,251	520,765	140,776	80,657	616,546	304,115	31,056	141,189	88	2.4192	85

N.B. ESTIMATES — EFFECTIVE BUYING INCOME—1984 — % of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	513	279,174	.0969	10,737	33,633	3.7	3.0	3.8	20.9	68.6
Carleton		194,247	.0674	7,678	22,853	6.3	11.7	12.5	38.3	31.2
Charlotte		250,616	.0869	9,080	25,837	7.5	8.4	10.3	28.8	45.0
Gloucester		695,383	.2413	7,761	26,044	4.6	6.0	6.4	19.8	63.2
Kent		226,313	.0785	7,139	23,331	2.4	7.6	6.4	39.3	44.3
Kings	523	585,356	.2031	10,528	33,259	2.9	4.0	5.5	21.3	66.3
Madawaska		299,501	.1039	8,030	24,549	3.5	5.1	5.6	29.4	56.4
Northumberland		387,529	.1344	7,098	23,487	3.0	6.3	5.8	17.9	67.0
Queens		98,694	.0343	7,896	22,430	9.6	6.2	7.8	35.8	40.6
Restigouche		348,288	.1208	8,293	25,992	2.1	3.4	4.0	9.7	80.8
St. John	523	801,733	.2782	9,567	26,547	3.0	4.3	5.8	22.4	64.5
▲St. John		746,452	.2590	9,719	26,564	3.2	4.6	6.2	24.0	62.0
Sunbury		217,632	.0755	9,759	32,005	1.8	3.1	4.2	45.9	46.0
Victoria		153,359	.0532	6,908	21,008	6.6	7.1	7.7	33.3	45.3
Westmorland	513	1,021,909	.3545	9,273	26,612	3.1	4.5	6.7	18.2	67.5
△Moncton		551,070	.1912	10,130	26,751	1.5	2.9	3.9	12.7	79.0
York		788,706	.2737	10,296	28,369	3.9	5.3	7.0	23.3	60.5
Fredericton		489,716	.1699	11,496	28,807	4.9	3.6	9.2	33.8	48.5
Province Totals		6,348,420	2.2026	8,850	26,719	3.7	5.4	6.4	23.5	61.0

NEWFOUNDLAND

Nfld. ESTIMATES — POPULATION 12/31/84 — RETAIL SALES BY STORE GROUP—1984 — SALES/ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	524	248.4	.9832	72.6	.7911	1,085,542	.8775	301,225	62,488	141,945	63,309	28,287	227,928	102,404	3,249	61,543	89	.8498	86
▲St. John's		86.5	.3424	27.6	.3008	572,706	.4630	145,098	25,569	92,696	49,895	23,318	89,412	61,423	2,684	30,855	135	.3716	109
Division 2		30.0	.1188	7.9	.0861	98,789	.0799	29,264	4,640	24,746	1,532	2,072	9,839	12,126	1,085	7,789	67	.0838	71
Division 3		26.3	.1041	6.8	.0741	62,674	.0506	17,263	2,440	23,857	4,147	2,542	1,345	4,211	500	2,581	49	.0674	65
Division 4		28.5	.1128	8.1	.0882	75,144	.0608	21,345	5,215	11,497	7,421	2,424	5,401	12,235	922	2,479	54	.0739	66
Division 5		47.3	.1872	13.6	.1482	201,066	.1625	60,134	9,225	32,450	12,235	7,589	32,330	25,167	508	5,885	87	.1534	82
Corner Brook		23.6	.0934	7.2	.0785	173,740	.1404	51,850	8,432	25,712	11,813	6,815	27,744	21,497	0	5,694	150	.0999	107
Division 6		42.8	.1694	12.7	.1384	263,846	.2133	48,626	13,830	46,557	16,539	9,447	76,088	22,353	1,450	8,691	126	.1650	97
Division 7		44.6	.1766	12.5	.1362	100,551	.0813	31,654	3,771	25,425	1,430	660	13,662	16,628	108	2,501	46	.1130	64
Division 8		55.9	.2212	14.9	.1624	122,922	.0993	29,480	4,425	52,719	4,194	1,926	3,130	15,445	1,003	4,188	45	.1376	62
Division 9		26.4	.1045	6.8	.0741	70,478	.0570	26,245	3,595	19,553	1,429	1,504	1,245	9,739	1,591	0	55	.0706	68
Division 10		28.7	.1137	7.9	.0861	104,672	.0846	15,261	21,189	21,293	1,286	1,008	14,309	2,916	0	5,540	74	.0940	83
Province Totals		578.9	2.2915	163.8	1.7849	2,185,684	1.7668	580,497	130,818	400,042	113,522	57,459	385,277	223,224	10,416	101,197	77	1.8085	79

Nfld. ESTIMATES — EFFECTIVE BUYING INCOME—1984 — % of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over

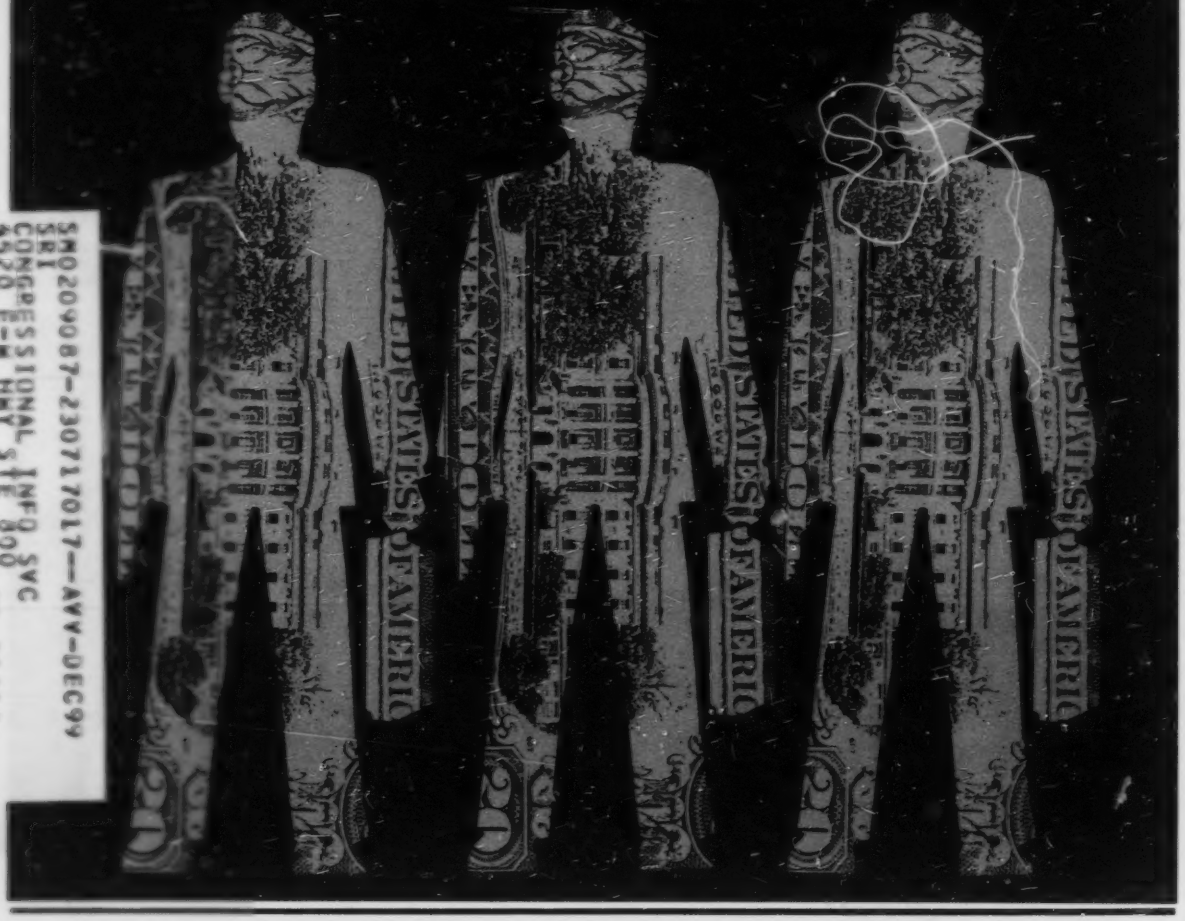
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	524	2,247,246	.7797	9,047	30,954	4.0	6.0	6.2	24.6	59.2
▲St. John's		946,506	.3284	10,942	34,294	3.0	3.9	4.5	16.8	71.8
Division 2		208,522	.0724	6,951	26,395	3.0	8.3	4.5	28.5	55.7
Division 3		181,081	.0628	6,885	26,630	3.3	5.0	5.6	27.2	58.9
Division 4		189,948	.0659	6,665	23,450	7.3	5.1	2.2	23.9	61.5
Division 5		388,307	.1347	8,209	28,552	3.9	4.0	3.5	11.0	77.6
Corner Brook		225,427	.0782	9,552	31,309	2.2	5.7	4.8	14.3	73.0
Division 6		386,786	.1342	9,037	30,456	2.0	2.9	2.5	16.3	76.3
Division 7		306,768	.1064	6,878	24,541	4.9	4.9	3.5	23.5	63.2
Division 8		366,722	.1272	6,560	24,612	4.5	5.5	3.2	12.9	73.9
Division 9		188,008	.0653	7,122	27,648	4.3	7.8	6.6	6.8	74.5
Division 10		264,163	.0916	9,204	33,438	1.6	2.2	1.0	5.0	90.2
Province Totals		4,727,551	1.6402	8,166	28,862	3.9	5.4	4.7	20.3	65.7

S&MM
SALES MARKETING MANAGEMENT
AUGUST 12, 1985
A BILL PUBLICATION
FIVE DOLLARS

S&MM'S ANNUAL SURVEY OF EXECUTIVE COMPENSATION

MARKETERS LINE UP FOR A 13% RAISE

Page 52



Find out if your sales force is pulling its weight

An S&MM Special Section: Hiring and training

SMD20609-230117017—AAV-DEC99
CONGRESSIONAL INFO SVC
1522 K ST NW #600
WASHINGTON DC 20005

S&MM ESTABLISHED 1918

AUG. 12, 1985

SALES MANAGEMENT

36 New product strategy
Formica: not just laminate anymore

36 Premiums
A measure of America's industriousness

37 New products
Maharam does walls

37 S&MM salesgraph
Silver linings among PC market's clouds

39 New ideas
Matrix tries the value-added route

MARKETING MANAGEMENT

42 Selling abroad
China Video breaks down the Great Wall

42 Licensing
Cloak-a-Cola

42 Incentive travel
Sperry won't swallow $100 coffee breaks

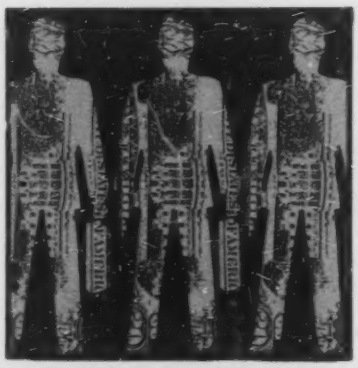
44 New products
Jim Beam mixes it up

46 Packaging
Bertolli targets tomatoes

46 Promotions
Uno underwater

47 Electronic marketing
Centel abandons videotex

47 Couponing
Calling all coupon clippers



COVER: Top marketers' average compensation marched upward in 1984 to the tune of 13% overall, as low inflation put extra spring into the encouraging step-up in pay. This year's survey reflects the economy's shift to services, reporting that a little rain fell on the pay parade of the marketers in the nondurable sector. Page 52.

FEATURES

52 Marketers line up for a 13% raise
Top marketers' compensation last year averaged $189,218 as inflation toes the line.

58 Is your sales force pulling its weight?
New government data can help marketers guage their sales forces' impact

60 The pros and cons of marketing in Israel
Will a new trade pact attract U.S. marketers?

66 The dog days of advertising
Rover's all over as TV spots prove who is the adman's best friend.

SPECIAL SECTION

69 Hiring and training
- Persistent demand keeps sales hires steady
- New England Life takes steps to insure its future
- Making tests pay

NEWSLETTERS

49 Industrial newsletter
111 International newsletter
50 Marketing newsletter

DEPARTMENTS

115 Advertisers' index
109 Books
65 Changes in the news
107 Compensation
92 Computer in sales & marketing
44 Corporate travel
35 Demographics in action
6 Editor's side pocket
90 Ideas you can use
8 Jaundiced eye
12 Letters to S&MM
64 Marketers, et cetera
112 On the road
39 S&MM Predicts
16 S&MM Viewpoint
114 Sales mart
105 Sales strategies
116 Significant trends
119 Worth writing for

Cover design by Altemus

VOL. 135, NO. 3 [Sales & Marketing Management ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S. Canada ($50 U.S.). Foreign, $65.

Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP BPA ABC MPA

Alberta and the Houston syndrome

The recession that crippled the American economy in the early 1980s was not strictly a domestic phenomenon. Unemployment and hardship were exported to other countries that dealt heavily with American business and relied on U.S. investments to provide the "oil" that made their economic machinery run smoothly. European and Central American nations have been quite vocal in their complaints about the economic "fallout" they have encountered due to the recession; others have been less vocal. Some, like Canada, have been positively mute. Just what about Canada? America's neighbor to the north has remained typically silent, except for the occasional wire service report, about its equally dire economic straits. Lately, however, the word is out: Canada's back—at least in attitude—and things are looking up up there.

Demographically speaking, the single most interesting statistic concerning Canada is that, for a land mass that's roughly 10% larger than the U.S., it has only about one-tenth the population—25 million vs. 238 million for the U.S. So when a Canadian population shift involving 20,000 people a year—a mere drop in the bucket by U.S. standards—takes place, it carries quite a bit of weight statistically. For example, in the years between 1975 and 1982, almost 20,000 people per year left Ontario for the wild-rose climes of Alberta, one of Canada's western provinces. The reasons for this demographic shift were rooted mostly in economics, although the westward movement of the population really began back in the 1970s.

Sound familiar? Well, Canada is not always such a perfect mirror of U.S. trends. For instance, in the last two years, Canadians have performed a unique turnaround, chalking up the only significant west-to-east population shift on the North American continent. Here's how it came about.

Oil and expansion

The story of Alberta reads remarkably like that of Houston, TX. Americans moving into the Sunbelt discovered Houston just as it discovered them. The influx of skilled and unskilled workers caused a boom in that city that mainly took the form of epidemic building starts. Houses, offices, hotels, shopping malls, apartments—construction was progressing nonstop in the late 1970s and early 1980s just to keep pace with the new arrivals seeking their fortunes, first in the booming oil business and later in hi-tech industries. Then came the recession.

In Alberta, too, it was oil. Lured by the increased activity "out there," jobless Canadians flocked to the province in search of high wages and rapid advancement. Between 1971 and 1981, Alberta's population grew by 37.5%, the runaway national leader by almost 7%. Third-place Yukon (+29.9%) and fourth-place British Columbia (+25.6%) provided a graphic illustration that Canada's westward expansion was in full swing. No less than 127,000 people left economically depressed Ontario, the nation's most populous province, for Alberta's relative promise. By 1983, however, the bloom was off the wild rose. As with Houston, the boom in Alberta was relatively short-lived, and the realities of over-building began to sink in. A recent article in the *Calgary Herald* asked the question nobody wanted to hear: "Has the whirlwind transformation been temporarily subdued, or has it vanished forever, leaving behind half-finished office buildings in the downtown core and thousands of empty apartment units?" Similar questions have been raised concerning Houston, which currently has only a 50% occupancy rate in its downtown hotels, the result of an overly ambitious 15,000-room expansion begun in 1980.

The real blow came earlier this year, when Statistics Canada (the Canadian census bureau) announced that during 1984, 20,420 Canadians moved back to Ontario from the west. Most of them—17,700, or 87%—were formerly residents of Alberta. Nearly as many pushed even further westward to British Columbia, causing an overall decline in Alberta's population to the tune of 39,000 people in 1984 alone. Asghar Hashmi, head of economic and demographic models at the Alberta Bureau of Statistics, summed it up quite simply: "There are better opportunities elsewhere," he says. No doubt, he wasn't thinking of Houston.

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey:

Alberta: Down but not out

Province	Population (Thous.) 1982	1984	Net Gain or Loss (Thous.)
Alberta	2,358.3	2,337.7	− 20.6
British Columbia	2,813.6	2,882.9	+ 69.3
Manitoba	1,041.4	1,065.2	+ 24.8
New Brunswick	700.6	717.3	+ 16.7
Newfoundland	570.1	578.9	+ 8.8
Nova Scotia	855.2	878.2	+ 23.0
Ontario	8,764.2	9,024.0	+259.8
Prince Edward Island	123.0	126.8	+ 3.8
Quebec	6,509.3	6,562.3	+ 53.0
Saskatchewan	985.8	1,016.4	+ 30.6
Yukon & Northwest Terr.	70.5	73.3	+ 2.8

Source: Sales & Marketing Management's *1983* and *1985 Survey of Buying Power*.
*Sales & Marketing Management.

For the future, however, Kilbury does not rule out the possibility of training a new sales force for selling in consumer markets. "It's a very exciting time for us," he says. "The Formica Corporation is 180 percent different from what it was in 1981."

NEW PRODUCTS

Maharam does walls

The usual procedure, when contract fabric marketer Maharam adds an item to its line of fabrics for upholstery, drapery, and wall coverings, is to have salespeople present the item to customers during a regular sales call and leave behind a sample book as a guide for future orders. But management was so enthusiastic about Tek Wall, which sales vice president Paul Wyckoff describes as "the first and only woven textile that can outperform vinyl," that it followed a different sales route.

First, the New York City-based company's 40 salespeople made calls specifically to present Tek Wall to their customers, architects and interior designers who specify fabrics for use in such commercial interiors as offices, health care facilities, hotels, and schools. Rather than offering sample books, salespeople carried "memos," 18-in. squares of fabric that the designers in turn show to their prospects; and "waterfalls," vertical strips of samples showing the color range. Tek Wall comes in five patterns; with color variations, there are 98 stock-keeping units.

The second step was to send a color card for one of the patterns to those on the company's mailing list.

Customer response has been "amazing," Wyckoff says. Since Tek Wall was first shown, in February, it has been installed for such customers as E. F. Hutton, Price Waterhouse, and IBM. Thus the company is beginning its first full advertising program. Ads are running in July and August in *Interiors*

S&MM SALESGRAPH

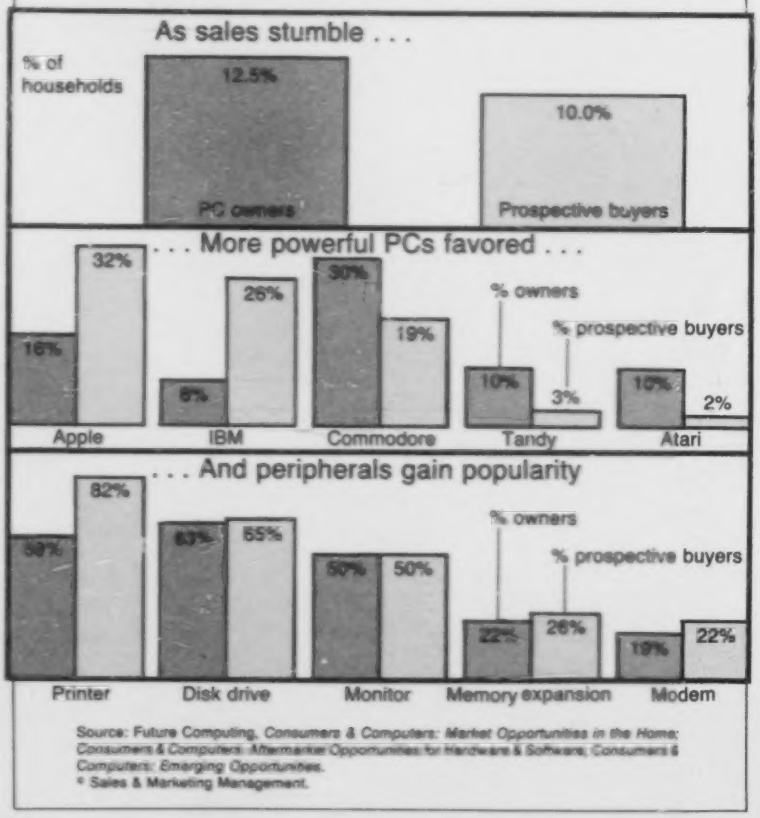
Silver linings among PC Market's clouds

While PC marketers are resigned to 1985 being a down year in the home market, they can be encouraged by signs of a more sophisticated consumer. Home market sales of PCs are expected to dip to 4.3 million units vs. 4.5 million last year (although dollar volume will rise from $3.6 billion to $4.0 billion), according to latest projections of Future Computing, Dallas, the McGraw-Hill subsidiary and leading researcher in the PC industry.

If sales are stumbling, says senior analyst Hilda Uribe, "it's because the market is in a transition as consumers shift away from low-end game machines to higher-price, higher-capability machines." For example: While 16% of current owners have an Apple and 8% an IBM, the shares among prospective purchasers soar to 32% for Apple, 26% for IBM.

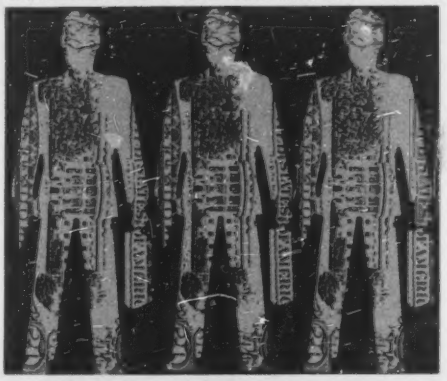
She also notes that consumers want to do more with their PCs. Modems, which give the machines communications capability, are in 19% of owner households but figure in the buying plans for 22% of the prospective purchasers.

These figures are from Future Computing's latest quarterly mail survey of a national panel of 59,000 households. Concluded in March, the poll drew responses from 39,000 households (66%).



Source: Future Computing, *Consumers & Computers: Market Opportunities in the Home; Consumers & Computers: Aftermarket Opportunities for Hardware & Software; Consumers & Computers: Emerging Opportunities.*
* Sales & Marketing Management.

S&MM'S ANNUAL SURVEY OF EXECUTIVE COMPENSATION



MARKETERS LINE UP FOR A 13% RAISE

By MARK THALENBERG
Associate Editor

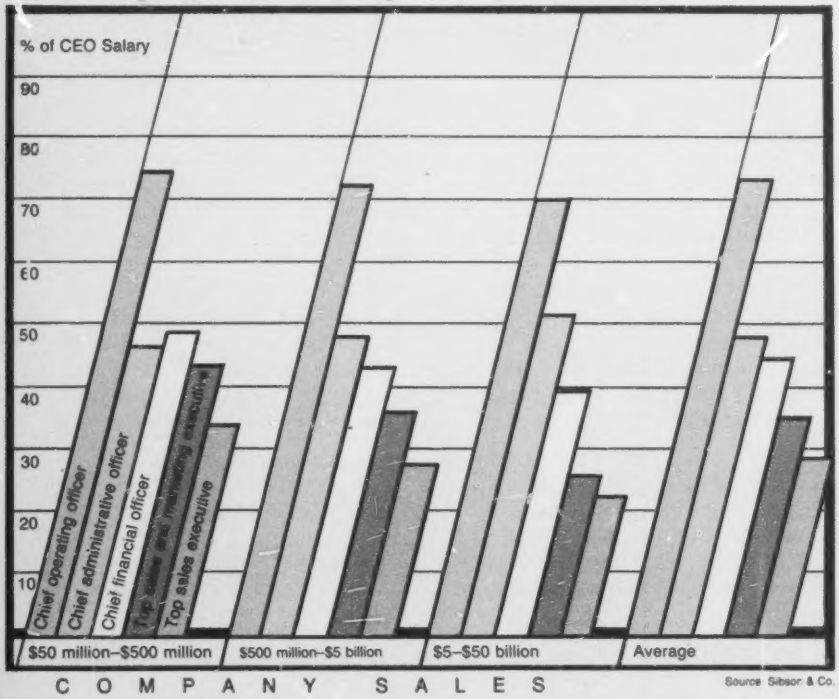
While iced champagne and buckets of caviar are not quite called for, 1984 proved to be a solid year for marketers' compensation. S&MM's latest recap of pay for top sales and marketing executives mirrors the gradual shift toward a service economy and the abatement of inflation. The survey shows a 13% rise in cash compensation (salaries, fees, directors' fees, bonuses, and commissions), a robust two-point increase over the 11% raise for marketers in 1983. So, instead of the champagne, uncork a fine burgundy and let it breathe.

"The changes, perhaps, were not as dramatic as those we saw the preceeding year," says Matt S. Walton III, managing principal of the sales compensation practice group at Sibson & Co. "While three-quarters of the executives in the survey actually got an increase, roughly a quarter averaged an 11% decrease, so it was not an across-the-board increase for everybody. That is an interesting finding in its own right." Sibson, a Princeton, NJ, consulting company, helped prepare S&MM's survey of 1984 compensation for top sales and marketing executives. Based on corporate proxy statements, the survey reports on 115 marketers at 104 companies divided into the durable goods, nondurable goods, and service sectors.

Average total cash compensation jumped to $189,218 from $179,137 a year ago, despite a relatively high rate of attrition in the statistical ranks from the 1984 survey. This rate of attrition, which is usual in the survey, normally lowers the average compensation because of the lower wages of new executives replacing seniors vacating the top spots. Although one-third of the marketers from last year are not listed in the current survey, average compensation climbed more than $10,000.

Other aspects of this year's survey point to a compensation profile that is fundamentally positive. Says Walton, "It is important to recognize that the overall 13% increase occurred during a year when the consumer price index was very low,

How top marketers stack up vs. corporate honchos



Source: Sibson & Co.

The 10 best-paid sales and marketing executives

	1984 Company Results Sales ($ Mil.)	Profits ($ Mil.)	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	Long-Term Gain Realized 1983-84	Total Compensation (Total Cash, Long-Term Gain Realized)	Typical Pay * Adjusted for Company Size ($000)	Salary & Bonus as a % of Typical Pay
1. Robert A. Bardagy *sr. v.p., marketing* **Comdisco**	$ 536.9	$29.7	$934,333	$303,348	$1,237,681	$134	697%
2. Irving L. Rousso *exec. v.p., sales* **Russ Togs**	275.0	10.7	709,667	155,212	864,879	121	585
3. George A. Levine *v.p., marketing & secretary* **Quotron**	189.8	26.8	225,242	636,599	861,841	115	196
4. Richard C. Bartlett *v.p., marketing* **Mary Kay Cosmetics**	277.5	33.7	243,500	541,535	785,035	122	200
5. David R. Mackie *v.p., U.S. marketing* **Tandem Computers**	532.6	42.9	194,223	370,931	565,154	134	145
6. John J. Shields *v.p., sales & service* **Digital Equipment**	5,584.4	328.8	308,760	253,146	561,906	189	163
7. Norman A. Myers *vice chairman & chief marketing officer* **Browning-Ferris**	1,000.8	89.1	254,000	260,025	514,025	147	173
8. James W. Crook *sr. v.p., sales* **First Mississippi**	270.0	15.9	165,500	343,275	508,775	121	137
9. Richard F. Polhemus *v.p., gen. mgr., domestic sales* **Xidex**	178.1	24.0	153,000	334,194	487,194	114	134
10. Frank E. Mosier *sr. v.p., marketing* **Sohio**	11,692.0	1,488.0	428,500	0	428,500	211	203

*Average of salary and bonus paid position incumbents in Sibson & Co. Annual Management Compensation Survey, adjusted for company size.

so that in real terms, individuals in these positions received a substantial increase in pay."

Pay raises for marketers in 1984 also reflect the changing face of the economy. Executives in the nondurable goods sector had a mere 6% average increase for the year, certainly a function of that sector's slow sales growth. Walton also cites the 18% decrease in profits for the nondurable goods sector as a drag on compensation there, compared to the average industry profit decrease of 3%.

In contrast, the durable goods and service sectors experienced better sales, with increases of 20% and 13% respectively, and profits, with advances of 8% and 32%. Executives at durable goods companies received raises averaging 18%, while those at service firms averaged 16%.

"This year we are seeing the continued expansion of the service sector," says Walton, "but we are in a much steadier economy. Basically, what we are witnessing in this survey is what is taking place generally in the U.S. economy: a shift into the service sector out of the nondurable goods sector."

The list of the 10 highest-paid marketers and their compensation figures (see box above) is headed again, after last year's slip into second place, by Comdisco. However, a new person, Robert A. Bardagy, supplants retired supersalesman Nick DiBari, who topped the list for five of the last six years. (see DiBari's S&MM series "Straight Talk," beginning in the Sept. 10, 1984 issue) As an enhancement, this year's Top-10 table includes a special analysis of pay for the 10 highest-paid executives in the S&MM survey, which compares the leaders' pay to the average for similar positions adjusted for company size in Sibson's Annual Management Compensation Survey.

As the table indicates, these highest-paid marketers were at least 130%, or more, above the typical pay levels for a company with a similar volume. "This by no means indicates they were overpaid," says Walton. "It just says that the individuals who were in the top ten did not get there by virtue of sitting in whatever their tier of

Industry Codes—1985 S&MM Survey

DURABLE GOODS MANUFACTURING
1 Appliances
2 Auto
3 Building Materials
4 Computer Peripherals
5 Computer Systems
6 Consumer Durables
7 Electronics
8 Machinery & Equipment
9 Metals & Mining
10 Office Equipment & Supplies
11 Steel
12 Other Durable Goods

NONDURABLE GOODS
13 Beverages
14 Chemicals
15 Food Processing
16 Paper, Forest, Packaging
17 Personal Care
18 Petroleum & Oil
19 Textiles & Apparel

SERVICES
20 Computer Services & Software
21 Publishing, Communication
22 Retail & Wholesale
23 Transportation
24 Other Services

companies was and getting their respective payouts. They got a payout that was above that which would have been for a company of that particular size." Thus Bardagy, for example, is a valued marketer to the tune of 697% of the earning power of a similarly titled executive at a company with comparable sales volume. "The strongest conclusion," says Walton, "is that they are either go-getters in the sense that they evidence superior results for their companies or, in terms of their abilities, to negotiate the best deals for themselves—or both."

Despite the carry-over of only

Company Industry	Sales ($ Mil.)	Net Profit (Loss) ($ Mil.)	% Change 1983–84	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1983–84	Long-Term Gain Realized 1983–84	Total Compensation (Total Cash, Long-Term Gain Realized)
DURABLE GOODS MFG.								
1. Tandem Computers 4	$532	$ 42	39%	David R. Mackie *v.p., U.S. marketing*	$194,223	57%	$370,931	$565,154
2. Digital Equipment 4	5,584	328	15	John J. Shields *v.p., sales & service*	308,760	– 0	253,146	561,906
3. Xidex 12	178	24	58	Richard F. Polhemus *v.p., gen. mgr., domestic sales*	153,000	20	334,194	487,194
4. Whirlpool 1	N.A.	N.A.	N.A.	George E. Wardeberg *exec. v.p., sales, Sears*	202,725	N.A.	189,955	392,680
5. Computer Consoles 4	131	6	– 39	Gary D. Haynes *sr. v.p., marketing systems operations*	267,355	N.A.	103,344	370,699
6. Whirlpool 1	3,137	189	13	Robert L. Brintnall *exec. v.p., marketing*	232,100	N.A.	138,097	370,197
7. Cray Research 5	228	45	73	Marcelo A. Gumucio *exec. v.p., marketing*	265,557	170	97,625	363,182
8. Amdahl Corp. 5	779	36	– 21	Kenneth W. Simonds *exec. v.p., product sales*	360,693	9	N.A.	360,693
9. Hasbro-Bradley 6	N.A.	N.A.	N.A.	Lawrence H. Bernstein *sr. v.p., sales*	202,573	23	147,368	349,941
10. Raytheon 7	5,995	243	– 19	Philip A. Phalon *sr. v.p., corporate marketing*	306,506	14	19,813	326,319
11. Apple Computer 5	1,515	64	– 16	William V. Campbell *exec. v.p., sales*	317,314	N.A.	0	317,314
12. Standard Register 10	411	24	21	Peter S. Redding *v.p., marketing*	314,664	20	0	314,664
13. Hasbro-Bradley 6	714	51	240	Stephen A. Schwartz *sr. v.p., marketing*	198,572	29	114,227	312,799
14. Cooper Tire & Rubber 12	555	24	14	W.T. Fitzgerald *exec. v.p., marketing*	293,502	14	12,226	305,728
15. Televideo Systems 5	N.A.	N.A.	N.A.	Melvin Snydel *v.p., international sales*	136,352	14	164,248	300,600
16. Micom Systems 4	132	20	54	Stephen W. Frankel *sr. v.p., marketing & development*	200,470	37	8[illegible],888	290,358
17. UNC Resources 9	301	– 122	841	William R. Bush *exec. v.p., corporate affairs/ marketing*	282,300	89	408	282,708
18. Analog Devices 4	313	37	102	Melvin J. Sallen *grp. v.p., sales & int'l operations*	280,467	50	0	280,467
19. Caterpillar Tractor 8	6,576	– 428	24	Erskine C. Chapman *exec. v.p., sales*	273,704	7	0	273,704
20. Snap-On-Tools 6	565	59	38	Lynn A. Ameche *sr. v.p., marketing*	264,635	9	6,650	271,285
21. Pitney Bowes 10	1,732	134	64	Robert J. Pascal *grp. v.p., business systems marketing*	264,296	– 5	0	264,296
22. Standex International 12	378	20	24	Sol Sackel *sr. v.p., marketing*	177,900	33	82,021	259,921

N.A.—Not Applicable

two of last year's Top-10 executives and three of the companies to this year's list, the computer industry once again dominates, holding 5 out of the 10 top spots for executives. "The question is whether we are going to see the same pattern next year," says Walton, "because this has been a disastrous year for computers. I wonder how they are going to fare in this new environment."

Although the average sales volume for companies in the survey is approximately $1.05 billion, it should be noted that the median is about $288 million. This figure is significant because sales and marketing executives tend to get paid less in relation to the CEO and other corporate positions as, says Walton, "the companies break through the $1 billion threshold [see chart, p.50]. Comdisco and Russ Togs are very aggressive, sales-oriented companies and they pay their senior salespeople an enormous amount of money. They say, 'Look, we are a marketing company, and we will pay what we have to to get somebody.' There are a lot of other companies where sales is important, but management feels R&D is what makes the company go, or the production process and control people, or the financial manager who structures the books."

For the current year, Walton predicts that because "inflation clearly is remaining low, salary increases will also be low, in the vicinity of five-and-a-half to six percent for structural adjustments." Noting that total compensation will depend on the results of the marketers' companies, he estimates that again approximately three-quarters of the surveyed executives will show compensation increases. "My overall prediction," says Walton, "is that the increase in pay levels is going to be about 12%."

Company Industry	Sales ($ Mil.)	Net Profit (Loss) ($ Mil.)	% Change 1983–84	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1983–84	Long-Term Gain Realized 1983–84	Total Compensation (Total Cash, Long-Term Gain Realized)
23. Cleveland-Cliffs Iron 9	$389	$28	936%	Frank S. Forsythe *exec. v.p., sales*	$254,500	74%	$0	$254,500
24. Xidex 12	N.A.	N.A.	N.A.	Glenham C. Mezher *v.p./gen. mgr., int'l sales*	136,000	N.A.	100,620	236,620
25. Coleco 6	N.A.	N.A.	N.A.	Philip Cohen *exec. v.p., sales*	232,509	N.A.	0	232,509
26. Decision Data Computer 5	147	8	48	Michael D. Brody *sr. v.p., corporate marketing*	225,605	42	0	225,605
27. Prime Computer 5	642	59	83	L. Brubaker *v.p., sales*	225,000	7	0	225,000
28. Triangle Pacific 3	270	13	19	Joseph Nussbaum *sr. exec. v.p., sales/marketing*	225,000	0	0	225,000
29. Coleco 6	774	−79	974	Marvin Posner *sr. v.p., sales*	214,126	N.A.	0	214,126
30. Televideo Systems 5	163	4	−79	Ernest Holland *v.p., sales*	190,687	N.A.	0	190,687
31. Inland Steel 11	3,324	−49	−58	John B. Judkins, Jr. *v.p., sales*	171,174	28	0	171,174
32. Televideo Systems 5	N.A.	N.A.	N.A.	Alan Platt *v.p., international sales*	170,971	N.A.	0	170,971
33. Paradyne 4	290	11	202	Jerry T. Kendall *sr. v.p., marketing/service div.*	165,433	11	0	165,433
34. Decision Data Computer 5	N.A.	N.A.	N.A.	Philip A. Verruto *v.p., sales*	164,553	N.A.	0	164,553
35. Recognition Equipment 5	140	7	−22	Robert W. Reedy *v.p., worldwide marketing*	162,822	9	0	162,822
36. Monolithic Memories 4	187	26	164	Thomas J. Branch *v.p., sales*	160,563	47	0	160,563
37. Champion Spark Plug 7	816	27	1	Charles A. Schwalbe, Jr. *v.p., sales*	157,460	0	107	157,567
38. Timeplex 7	66	5	64	Calvin S. Shoemaker *v.p., sales & marketing*	157,300	N.A.	0	157,300
39. Kerr Glass Manufacturing 12	242	− 3	−85	Oscar N. Byrd *v.p., sales—glass cont.*	132,394	N.A.	21,510	153,904
40. Floating Point Systems 5	118	15	16	John M. Harte *v.p., marketing*	150,000	−23	0	150,000
41. Vermont American 6	225	17	21	Harold L. Knight *v.p., marketing*	149,273	8	0	149,273
42. Printronix 4	116	7	17	Melvin Posin *sr. v.p., marketing*	146,450	43	0	146,450
43. Oneida 6	275	9	−315	Robert E. Sanderson *exec. v.p., marketing*	129,320	− 6	7,350	136,670
44. ADAC Laboratories 8	59	−33	−789	John M. Burgess *v.p., marketing & sales*	133,743	−19	0	133,743
45. Network Systems 4	771	15	55	Mahlon L. Moore *v.p., marketing*	132,500	17	0	132,500
46. Terminal Data 4	459	3	55	Samuel L. Greene *v.p., marketing*	132,210	3	N.A.	132,210

N.A.—Not Applicable

Company Industry	Sales ($ Mil.)	Net Profit (Loss) ($ Mil.)	% Change 1983–84	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1983–84	Long-Term Gain Realized 1983–84	Total Compensation (Total Cash, Long-Term Gain Realized)
47. Kysor Industrial 2	$158	$ 9	251%	Timothy D. Peterson *v.p., marketing & int'l.*	$125,986	32%	$ 0	$125,986
48. ASK Computer Systems 5	65	6	57	Thomas C. Lavey *exec. v.p., marketing*	120,284	–17	0	120,284
49. General Binding 10	163	6	2611	George M. Durkin *v.p., domestic sales*	116,726	47	250	116,976
50. Cubic 7	275	14	–19	R. L. deKozan *v.p., marketing*	116,286	9	0	116,286
51. Comwood 12	198	29	28	E. C. Powell *v.p., marketing*	113,839	5	0	113,839
52. Mor-Flo Industries 1	200	6	17	Gary Kaufman *v.p., marketing*	112,013	10	0	112,013
53. Cycare Systems 5	39	2	36	James D. Dyer *exec. v.p., marketing*	112,000	24	0	112,000
54. Alpha Micro Systems 5	51	2	–51	R. Cameron Pedego *v.p., sales & service*	111,859	N.A.	0	111,859
55. Intergraph 8	403	62	114	William D. Zarecor *sr. v.p., marketing*	108,159	– 1	0	108,159
56. Inter-Tel 7	41	– 2	30	Matthew M. Mihaylo *sr. v.p., dealer/direct sales*	107,914	59	0	107,914
57. Zenith Laboratories 7	37	2	15	Philip Blick *v.p., marketing*	107,579	18	0	107,579
58. Bohemia Inc. 3	163	– 1	–144	Keith M. Wright *v.p., marketing*	92,766	20	13,958	106,724
59. Cessna Aircraft 2	693	0	–105	Brian E. Barents *sr. v.p., marketing*	101,250	20	0	101,250
60. GF Corp. 10	183	–10	373	Richard S. Strong *sr. v.p., sales/marketing*	100,217	8	0	100,217
61. Union Special 7	97	– 4	–338	Donald R. Meyer *exec. v.p., marketing*	98,228	– 7	0	98,228
62. Winnebago Industries 2	411	27	76	Frederick G. Emmert *v.p., marketing*	97,734	8	0	97,734
63. Sykes Datatronics 5	N.A.	N.A.	N.A.	Charles S. Pedler *v.p., marketing & sales*	97,500	8	0	97,500
64. Baldor Electric 8	183	9	25	Robert E. Bender *v.p., sales*	95,213	4	0	95,213
65. Sykes Datatronics 5	20	–14	262	Clifford D. Castle *v.p., sales*	94,028	N.A.	0	94,028
66. Steiger Tractor 8	121	1	–152	E. W. Muehlhausen *v.p., marketing*	90,300	6	1,557	91,857
67. National Mine Service 8	91	– 7	–23	Charles L. Douglas *v.p., sales & marketing*	86,400	30	0	86,400
68. Healthdyne 8	134	–35	–765	Jeffrey D. Koepsell *v.p., sales & marketing*	85,075	– 6	0	85,075
69. Zentec 5	24	0	–102	Robert Angus *sr. v.p., marketing*	75,005	N.A.	0	75,005
NON DURABLE MFG.								
1. Russ Togs 19	275	10	– 6	Irving L. Rousso *exec. v.p., sales*	709,667	–10	155,212	864,879
2. Mary Kay Cosmetics 17	277	33	– 7	Richard C. Bartlett *v.p., marketing*	243,500	– 6	541,535	785,035
3. First Mississippi 14	270	16	12	James W. Crook *sr. v.p. sales—fertilizer*	165,500	22	343,275	508,775
4. Sohio 18	11,692	1,488	– 1	Frank E. Mosier *sr. v.p., marketing*	428,500	10	0	428,500
5. Unocal 18	10,838	700	11	William S. McConnor *sr. v.p., refinery marketing*	381,667	– 3	0	381,667
6. Dean's Food 15	923	26	19	John V. Guckien *exec. v.p., marketing*	236,128	5	94,128	330,256
7. Ethyl 14	1,675	130	27	James M. Gill *sr. v.p., product sales*	317,863	10	0	317,863
8. Farah Manufacturing 19	N.A.	N.A.	N.A.	William W. Compton *exec. v.p., marketing*	290,800	–14	0	290,800
9. Fieldcrest Mills 19	572	4	–72	Herbert M. Bergen, Jr. *sr. v.p., sales*	180,000	– 3	95,798	275,798
10. Manhattan Industries 19	520	1	–91	Zachary L. Solomon *sr. v.p., marketing*	268,000	79	0	268,000
11. Stevens, J. P. & Co. 19	2,144	22	16	David M. Tracy *v. chmn./sr. marketing exec.*	247,200	–10	0	247,200
12. Heileman, G. Brewing 13	1,171	45	–19	John S. Pedace *exec. v.p., marketing*	227,004	– 6	0	227,004

N.A.—Not Applicable

Company Industry	Sales ($ Mil.)	Net Profit (Loss) ($ Mil.)	% Change 1983–84	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1983–84	Long-Term Cash Realized 1983–84	Total Compensation (Total Cash, Long-Term Cash Realized)
13. Hughes Tool 18	$1,215	$ –133	47%	E. C. Brown, Jr. exec. v.p., marketing	$220,000	7%	$ 0	$220,000
14. Galaxy Carpet Mills 15	222	7	–9	Irwin Pomerantz sr. v.p., marketing	212,271	24	0	212,271
15. Wm. Wrigley Jr. 15	590	39	1	Ronald O. Cox v.p., marketing	201,853	13	4,227	206,080
16. Robins, A. H. 17	631	–461	–892	Charles E. Hart sr. v.p., sales–pharmaceutical div.	206,075	46	0	206,075
17. Farah Manufacturing 19	250	15	–25	James C. Farah sr. v.p., operations & sales	197,870	6	0	197,870
18. Wilson Foods 15	1,883	25	–159	Robert F. Autry sr. v.p., sales	140,058	N.A.	30,520	170,578
19. Minnetonka 17	87	1	–234	Grant L. Wood v.p., marketing	140,200	55	27,189	167,389
20. Glenmore Distilleries 13	117	5	46	Richard S. Young first v.p., sales	124,639	58	N.A.	124,639
21. Varco International 18	59	–18	54	Maurice E. Jacques v.p., sales & marketing	120,833	5	0	120,833
22. Consolidated Papers 16	686	80	64	G. T. Beckley v.p., marketing	118,059	9	0	118,059
23. Ross Togs 19	N.A.	N.A.	N.A.	Joel S. Grey v.p., marketing	115,000	0	0	115,000
24. CHB Foods 15	290	3	–35	Michael Pasarow v.p., sales & administration	96,300	5	0	96,300
25. Quaker State Oil Refining 18	924	17	–51	Joseph N. Kelley v.p., marketing	89,407	3	0	89,407
26. Oakite Products 14	82	4	95	F. A. Schnitzler v.p., sales	80,500	N.A.	0	80,500
SERVICES								
1. Comdisco 20	537	29	–42	Robert. A. Bardagy sr. v.p., marketing	934,333	N.A.	303,348	1,237,681
2. Quotron Systems 21	189	26	11	George H. Levine v.p., marketing & secretary	225,242	31	636,599	861,841
3. Browning-Ferris Ind. 24	1,000	89	12	Norman A. Myers v. chmn. & chief marketing officer	254,000	9	260,025	514,025
4. Super Valu Stores 22	6,547	107	39	Gene D. Hoffman sr. v.p., marketing	276,000	13	37,930	313,930
5. USAIR Group 23	1,629	121	51	Randall Malin exec. v.p., marketing	236,534	11	56,670	293,204
6. TIE/Communications 21	501	15	–66	Brian J. Kelley v.p., sales	225,000	N.A.	40,500	265,500
7. Infotron Systems 20	N.A.	N.A.	N.A.	Thomas Alexander v.p., sales & marketing	162,506	83	85,500	248,006
8. Walgreen 22	2,744	85	22	Vernon A. Brunner sr. v.p., marketing	235,581	21	0	235,581
9. AMR 23	5,353	212	2	Thomas G. Plaskett sr. v.p., marketing	225,000	21	0	225,000
10. Yellow Freight Systems 23	1,380	44	–10	George E. Powell, III sr. v.p., operations & sales	197,250	36	0	197,250
11. Grolier 21	286	5	–88	Howard B. Graham sr. v.p., marketing product development	167,628	6	15,700	183,328
12. Piedmont Aviation 23	1,282	58	127	William G. McGee sr. v.p., marketing	151,342	41	17,150	168,492
13. Trans World Airlines 23	3,656	5	–118	S. G. Long sr. v.p., marketing/sales	151,602	N.A.	12,039	163,641
14. CBI Industries 24	960	38	–12	J. R. Mansell sr. v.p., marketing/sales	147,023	– 8	1,985	149,008
15. Krueger, W. A. 21	271	15	41	Jerome M. Cotter sr. v.p., sales	120,764	N.A.	N.A.	120,764
16. Infotron Systems 20	70	8	30	Robert J. Bauer v.p., marketing & development	93,951	–34	0	93,951
17. Advanced Systems (ASI) 24	40	2	–29	Elizabeth E. Tomaszewicz v.p., sales	87,454	N.A.	6,349	93,803
18. Super Food Services 22	1,290	7	34	Al Burshtan sr. v.p., marketing	78,000	9	0	78,000
19. Republic Airlines 23	1,547	25	–122	A. B. Magary sr. v.p., marketing	77,592	N.A.	0	77,592
20. United Aircraft Products 23	32	4	22	Henry Cozzolino v.p., marketing	70,750	1	0	70,750

N.A.—Not Applicable

Is your sales force pulling its weight?

New government data on shipments and sales personnel by industry can help marketers measure the effectiveness of their own sales forces.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"How many salespeople will I need if I expand into a new market?"

"How does the revenue-production of my sales force compare with that of my competitors?"

Marketers can now calculate answers to these perennial puzzlers by calling up information from two federal government data sources. One, the Census Bureau's 1982 Census of Manufactures, is well-known. The other, Bureau of Labor Statistics' (BLS) annual Occupation Employment Survey, has been around, but for the first time includes "sales workers" in its listing of occupations in the manufacturing sector.

Because both sources break out their data by SIC (Standard Industrial Classification) code, there's a helpful linkage between the two, enabling the marketer to relate his own shipments and salespeople to what the two sources report for his industry. Considering the reluctance of companies to divulge the number of their salespersons, the BLS data gives the marketer a unique opportunity to devise shipments-per-salesperson ratios for his industry, which he can then match up against comparative data for his own sales force.

True, the ratios won't be as precise as purists would like, because shipments of products do not take into account service or rental revenues, nor do they reflect the growing importance of alternative distribution channels in certain industries—brokers in food and manufacturers' representatives in electronics, for example.

Even so, the ratio fills a void where hard numbers are practically nonexistent. And it certainly is more helpful to marketers than the widely used, albeit misleading, revenue-per-employee yardstick, derived by dividing a company's total employment into revenues.

Computer companies, for example, are wont to compare themselves against IBM's revenue-per-employee, which last year stood at $294,389. However, in SIC 357—office and computing machines—shipments-per-sales-worker in 1982 were actually 26-times greater, or $7.8 million.

The reason for discrepancies of this magnitude is the fact that sales workers, who win the orders that lead to shipments, comprise only 2% of wage and salary workers in the manufacturing sector, according to BLS's latest data.

Variations in shipments-per-sales-worker ratios underscore the critical need on the part of marketers to relate their own ratios to industry-specific yardsticks. Not unexpectedly, the spreads in the 2-digit major groups are substantial. In the durable goods sector, ratios range from $24.7 million in SIC 37 (transportation equipment), down to $2.5 million in SIC 25 (furniture and fixtures). In nondurables, the range is from $23.5 million in SIC

Table 1. Sales performance summary by major industry

SIC	Industry	Salespersons 1982	Shipments per Salesperson 1982 ($Thous.)	% Change 1980–82 Salespersons	% Change 1980–82 Shipments per Salesperson
All	**Manufacturing**	**375,961**	**$5,2718.1**	**– 5.0%**	**+11.4%**
	Durable Goods				
24	Lumber and wood	9,701	4,433.5	– 6.5	– 2.5
25	Furniture	9,785	2,461.2	– 2.4	+10.6
32	Stone, clay, and glass	10,748	4,193.5	–13.7	+13.3
33	Primary metal	7,653	13,701.1	–22.8	+ 1.4
34	Fabricated metal	26,549	4,462.8	– 9.3	+12.4
35	Nonelectrical machinery	38,115	4,992.0	–10.2	+15.6
36	Electric and electronic equipment	17,830	8,349.8	– 4.4	+21.2
37	Transportation equipment	8,220	24,667.8	– 5.2	+14.7
38	Instruments	12,715	4,065.7	– 0.6	+17.8
39	Miscellaneous	10,128	2,659.6	– 6.5	+15.4
	Nondurable Goods				
20	Food and beverage	3,428	6,469.6	– 3.4	+13.5
21	Tobacco	766	20,936.0	+ 3.5	+27.0
22	Textile mills	5,509	8,675.0	–12.4	+15.5
23	Apparel	13,856	3,854.4	– 8.5	+27.5
26	Paper	14,865	5,359.9	– 6.5	+17.1
27	Printing and publishing	90,451	948.2	+ 0.4	+22.8
28	Chemicals	32,511	5,231.6	– 3.6	+ 8.6
29	Petroleum and coal	8,925	23,494.8	+ 2.4	+ 3.1
30	Rubber and miscellaneous plastics	10,340	5,349.2	+ 0.5	+16.3
31	Leather	3,866	2,507.2	–12.3	+12.9

Notes: Details may not add to totals due to rounding.

1980 salesperson data based on results of a mail survey by the Occupational Employment Statistics Department; 1982 salesperson data based on the matrix of all occupations across all industries, including an update of the 1980 survey results, maintained by the Office of Economic Growth.

Sources: Bureau of Labor Statistics, Occupational Employment Statistics Department, *Occupational Employment Statistics Survey of Manufacturing Industries, 1980*; Office of Economic Growth, *Employment and Occupation by Industry: 1982*; Census Bureau, *1982 Census of Manufactures: Preliminary Report*, MC82-SUM-1(P).

Sales & Marketing Management

29 (petroleum and coal products), to $948,200 in SIC 27 (printing and publishing).

Even within a 3-digit industry group, where products have a certain commonality, variations are significant. In the chemicals group, a salesperson selling industrial organic chemicals, SIC 286, averages $16.2 million of business, eight-times greater than the $2 million his peer in the paint industry, SIC 285, turns over.

Of course, the dissimilarities stem from several factors. Among them: nature of the product, relative price, and concentration or dispersal of the customer base. Guided missiles and space vehicles being probably the most complex product produced today, it's not surprising that that industry, SIC 376, has by far the highest shipments-per-sales-worker ratio: $295.9 million.

Generally, salespeople in durables goods industries average 40% more business apiece than those in nondurable goods—$6,295,300 vs. $4,491,500. A prime reason: durables are more likely to have a greater value-added content, hence a higher price.

Still, there are enough exceptions to that generalization to make it important that the marketer look at each industry on the basis of its own shipments-per-sales worker ratio. As Table 2 (below) demonstrates, the split between durables and nondurables is pretty even when it comes to industries with the highest or lowest shipments-per-sales-worker ratios.

Armed with the new insights provided by such ratios, the marketer can make quantifiable judgments in areas that heretofore suffered from a dearth of hard data. A marketer of household appliances, SIC 363, who wants to expand into the electrical lighting and wiring equipment market, SIC 364, can use the ratio for that industry to determine the number of salespeople he'll need to reach a predetermined target.

Assume, for example, he targets 1% of the market in his first year. In 1982, SIC 364 shipments totalled $12.1 billion; 1% of that is $121,036,000. Dividing that figure by the industry's shipments-per-sales-worker ratio, $4,716,900, suggests he'll need 26 salespeople.

The relative performance of his household appliance salespeople will give him another perspective. The shipments-per-sales-worker ratio for that industry is $7,100,400, but his own salespeople average 20% better, or $8,520,480. If the marketer assumes he can attain the same higher efficiency in SIC 364, he will learn that he can get by with 21 salespeople. Facts, not guesses, make the marketer smarter.

Table 2. Shipments-per-salesperson by industry

The highs . . .

SIC	Industry	Shipments per Salesperson 1982 ($Thous.)	Number of Salespersons 1982	% Change 1980–82
376	Guided missiles, space vehicles, parts	$295,856.7	150	No change
2411	Logging camps, logging contractors	55,001.3	151	– 5.6%
228	Yarn and thread mills	33,538.9	221	–15.0
371	Motor vehicles and equipment	28,636.0	3,910	– 5.6
2911	Petroleum refining	26,814.3	7,466	+ 5.9
2221	Weaving mills, man-made fibers and silk	26,466.7	300	–21.1
3011	Tires and inner tubes	23,880.4	392	–16.6
372	Aircraft and parts	23,608.1	2,278	– 6.3
341	Metal cans, shipping containers	20,820.6	574	–13.0
351	Engines, turbines	20,471.3	631	–20.1
2211	Weaving mills, cotton	19,877.1	205	–18.0
348	Ordnance and accessories	16,966.1	574	–13.0
286	Industrial organic chemicals	16,180.1	2,359	+ 0.4
331	Blast furnaces, basic steel products	15,955.1	2,933	–27.9
373	Ship and boat building, repairing	15,761.2	856	– 3.8
366	Communication equipment	15,589.9	2,994	+ 2.9
282	Plastics materials, synthetics	14,905.5	1,387	–13.0
2631	Paperboard mills	14,591.6	644	– 8.0
203	Preserved fruits, vegetables	13,251.5	2,253	– 1.6
3861	Photographic equipment, supplies	12,305.5	1,389	+ 3.7
281	Industrial inorganic chemicals	11,913.8	1,460	– 6.4
206	Sugar, confectionery products	11,782.5	1,330	+ 8.1
335	Nonferrous rolling and drawing	11,373.3	2,239	–14.5
226	Textile finishing, except wool	10,827.2	459	–13.4
332	Iron and steel foundries	10,334.6	947	–28.3

. . . and the lows

SIC	Industry	Shipments per Salesperson 1982 ($Thous.)	Number of Salespersons 1982	% Change 1980–82
2711	Newspapers	$ 438.6	48,531	– 0.9%
275	Commercial printing	1,475.0	18,762	+ 0.3
2721	Periodicals	1,550.0	7,435	+15.6
278	Blankbooks, bookbinding	1,616.2	1,739	– 0.6
391	Jewelry, silverware, plated ware	1,935.4	2,249	+ 6.1
2851	Paints, allied products	1,988.5	4,660	– 9.7
384	Medical instruments, supplies	2,022.4	5,371	+ 2.9
238	Miscellaneous apparel, accessories	2,154.9	979	– 6.8
273	Books	2,166.4	4,669	– 4.3
205	Bakery products	2,207.4	8,019	– 3.8
251	Household furniture	2,215.3	5,765	– 6.3
2311	Men's and boys' suits and coats	2,376.1	1,285	– 6.8
245	Wood buildings, mobile homes	2,505.5	1,987	– 1.1
314	Footwear, except rubber	2,511.9	2,104	–12.0
3811	Engineering and scientific instruments	2,647.0	1,201	+ 0.1
345	Screw machine products, bolts, etc.	2,670.0	2,149	–14.7
343	Plumbing and heating, except electric	2,705.1	1,447	+ 0.5
254	Partitions, fixtures	2,715.0	1,353	– 8.6
289	Miscellaneous chemical products	2,723.2	4,518	– 2.6
265	Paperboard containers and boxes	2,763.2	6,934	– 8.5
243	Millwork, plywood, and structural members	2,838.5	4,116	– 8.1
287	Agricultural chemicals	2,931.9	4,936	– 9.6
355	Special industry machinery	3,007.9	4,494	–15.2
354	Metalworking machinery	3,134.7	5,780	–14.0
347	Metal services, not elsewhere classified	3,250.7	1,544	– 8.1

Sources: Bureau of Labor Statistics, Occupation Employment Statistics Department, *Occupational Employment Statistics Survey of Manufacturing Industries: 1980*; Office of Economic Growth, *Employment and Occupation by Industry: 1982*; Census Bureau, *1982 Census of Manufactures: Preliminary Report*, MC82-SUM-1(P).

*Sales & Marketing Management.

PERSISTENT DEMAND KEEPS SALES HIRES STEADY

Despite an uneven economy, companies are keeping up the size of their sales forces, sometimes even adding to them. And they're paying recruits more.

By ARTHUR BRAGG
Senior Editor

Sales recruiters once found it was such a tough sell to get business majors at San Francisco State Univ. to become field salespeople that they rarely made the effort. Not anymore. "Many, many companies, especially over the last few months, are keen on recruiting salespeople here," says John Sullivan, chairman of the business school's Dept. of Management and Marketing. Such companies as Automatic Data Processing and McGraw-Hill offer soon-to-be graduated students sales internships that can lead to full-time positions. They are so eager to find recruits, Sullivan notes, that they often "do not make an issue of grades. They don't want to discourage anyone."

On the opposite side of the country, placement officials at Pace Univ., New York City, tell S&MM that they also are seeing more sales recruiters combing the ranks of students for prospects. Meanwhile, employment agencies that specialize in supplying companies with new and experienced salespeople report that their business during the summer was brisk. And in a telephone survey of marketers themselves conducted in July by S&MM, most executives confirmed that hiring salespeople was occurring at least at "normal" rates and that that would continue through the end of this year.

The survey shows that companies are adding to their sales staffs despite predictions that some areas of the economy may slow down next year. A major reason for it, says Don Waldron, president of his own New York City employment agency, "is that there is a personnel shortage in the country, especially in the field of selling." Waldron notes that requests from the Fortune 500 companies he recruits for, some 150 of them, were soft in April and May but strong in June; he expects the strong demand to continue well into the fall. If so, his company will place between 800 and 900 salespeople in 1985. That compares with 1,000–1,200 in "a good year," he says, and 300–400 in a poor one. Waldron is bullish about his market, especially the need for salespeople in the medical supply and consumer goods segments. "We see what companies' intentions are before even Wall Street does. We know turns in the economy before others because our clients tend to increase or cut their sales forces before events occur. Meanwhile, I think Fortune 500 firms especially will be doing some very interesting things with their sales teams."

> **'FORTUNE 500 FIRMS WILL BE DOING INTERESTING THINGS WITH SALES FORCES'**
>
> —Don Waldron
> President
> Don Waldron & Associates

S&MM's survey reveals that hiring for sales positions will also be brisk in the nation's service industries and, to a lesser degree, in pharmaceuticals. As Waldron notes, consumer packaged goods marketers will also be active; although they did not participate in the survey, Procter & Gamble and Colgate will likely beef up their sales forces as they get back into their markets, a move already underway at Lever Brothers (S&MM, June 3). The number of sales job openings in the steel industry will continue as they now are: depressed. Dan Land, a sales training executive at Bethlehem Steel, for example, says his company currently recruits "ten to twelve new salespeople each year, and I expect that that will not change," he adds. "We've had higher figures in the past."

Computer manufacturers' needs for new salespeople, the survey shows, are practically nonexistent, a situation blamed on their failure to sell Americans as many personal computers as they forecast. Indeed, both Wang Labs and AT&T Information Systems are laying off employees, although spokespeople at the companies say that their sales forces will be the last to feel the axe. In June, Apple Computer president John Sculley indicated during remarks he made about the future marketing of Apple's Macintosh model that his company will not be hiring any salespeople. Sculley announced that henceforth, he will rely on dealers to sell the Mac-

intosh and abandon most of its direct sales efforts.

"We're steady," says Charles Cobb, an area manager for Lanier's Image Processing Div., Atlanta, which sells Lanier business products. "We're hiring as before—about 100 to 120 people this year," he says.

If Lanier is typical, it is paying its new hires more than in previous years, as the tables accompanying this feature show. Companies hiring college graduates will pay them slightly more than 5% over last year's starting salaries. Don Waldron describes that figure as typical of the annual increases paid by companies in recent years. "It's a far cry from the ten to twelve percent increases we saw in the past. Of course, there's considerable leeway. It all depends upon who the company is." Thus, he says, Procter & Gamble may pay a starting salesperson as much as $26,000 or as little as $17,000 depending on the division involved and the special requirements of the job.

Memorex, Santa Clara, CA, says David L. Hilst, manager for education and training, is busy adding new salespeople. Hilst puts the increase at 20%, but he refuses to say what the new hires are needed for. "We are embarking for the first time on recruiting on college campuses, using our line managers to handle the search," he notes.

Will Memorex's managers be looking for "brains first" in their hunt, unlike many of the recruiters using San Francisco State Univ.'s placement program, who fear that insisting upon high grades only makes their task more difficult? Hilst could not say, noting that the company's college recruiting effort is brand-new.

If grades are given less importance by Memorex, it will be in harmony with the advice Jeanne and Herbert Greenberg give the clients of their psychological testing company, Personality Dynamics, Inc., Princeton, NJ. They have published articles arguing that recruiters err when they put intelligence ahead of personality if the job to be filled is in selling.

They note, referring to a computer company that had hired "brilliant" graduates who later turned out to be poor salespeople, "We advised the firm to seek students with the personality traits to become successful salespeople, even if they did not have the imposing academic credentials sought previously." The best new hires, they say, come to the job equipped with a strong ego and the ability to empathize with the customer.

That's also the thinking Dick Baker, manager of training and recruiting for Xerox Learning Systems, Stamford, CT, uses when he adds new people to his company's 100-strong U.S. sales force. Baker, who tells S&MM that he is recruiting at the same level this year as in previous years, says, "We don't look at a recruit's grades per se. More important to us is his capability, his demonstrated attitudes."

Baker's new hires tend to be MBAs, in fact, but who also have two to three years of selling experience. "I find that the quality of our new salespeople is higher than previously," he says, adding that that's a blessing. "Salespeople today need a higher level of sophistication because selling is more complicated. The sales cycle is longer and there are more people on the client's side to deal with. So we look for the very best people we can find, those with success in selling."

Baker warns against attempting to predict a new hire's ultimate performance. "A study we did of salespeople showed us that age wasn't a factor in success or failure, nor was the person's sex. Neither was their specific experience." Xerox's solution is to recruit individuals who possess what the company itself sells—skills.

S&MM's survey turned up evidence that distributors and dealers are hiring salespeople at or near last year's pace, and, where business is good, at a faster pace. That's expected to be the case for the 240 or

so dealers who sell for the U.S. arm of Iveco, the European truck maker. Iveco's director of sales training, Beau Toskich, notes that the early success his company has had in securing market share here for its medium-duty vehicles has encouraged management to go after "substantial" new sales. Iveco's dealers, he believes, may be needing additional manpower.

Cut sales force?

The trend of at least maintaining the size of the sales force may be short-lived, in the view of some. One survey respondent, who asked that he not be identified, says that "as more companies turn to the use of distributors and others, they'll be reducing the number of direct salespeople they employ. Lever Brothers, for example, is increasing its number of food brokers. Companies are convinced that they can ensure themselves better coverage by using a local distributor." Another respondent, Don Waite, president of Sales Staff Surveys, Danbury, CT, which asssists companies in discovering the opinions and judgments of their sales forces, worries that the costs of having a direct sales force may influence future hiring practices. He says, "Salesmen are very expensive people today." (See related story on p. 80).

The high cost of having your own salespeople also concerns the management of Armour-Dial, Phoenix. The detergent, personal care, and pharmaceutical giant these days has a freeze on hiring salespeople while management attempts to blend the current sales force with that of its merger partner, Purex, notes Armour's sales training chief, Raymond A. Higgins.

"Costs are a concern, absolutely," says Higgins. "In the past we have tried to deal with them by actually introducing new products, more products, this in order to justify the size of our current sales force." Higgins says that, indeed, one of the goals of Armour's marriage with Purex is to gain even more products to help it strike a balance of sorts in what it spends on its salespeople, including hiring new ones—if and when.

Starting salaries of college graduates to be hired

Field	Class Of 1985	Class Of 1984	% Change 1984–85
		Bachelor's Degree	
Sales-marketing	$20,616	$19,620	+ 5.1%
Business administration	19,896	19,416	+ 2.5
		M.B.A. Degree	
With technical B.S.	$31,800	$28,428	+11.9%
With nontechnical B.A.	30,348	28,764	+ 5.5

Note: Salaries shown are what companies offered, not what they actually paid.
Source: Northwestern Univ. Placement Center, *The Endicott Report 1985*; copyright 1984.
Reprinted from S&MM's 1985 *Survey of Selling Costs*, Feb. 18.

Salary statistics for M.B.A. graduates entering marketing

Field	Range	Average
Sales	$18,000–$50,000	$35,166
Marketing research	27,000–37,500	33,500
General marketing	30,000–42,000	36,482

Note: The survey sample includes graduates with two to four years experience prior to receiving their M.B.A.
Source: *1984 MBA Placement Survey*, Wharton Graduate School, Univ. of Pennsylvania.
Reprinted from S&MM's 1985 *Survey of Selling Costs*, Feb. 18.

Earnings of salaried reps by selected industries

Industry Group	High Median	Low Median
Building materials	$35,000	$18,000
Computer products/services	33,000	35,000
Electrical equip.	48,000	18,000
Electronics	36,000	24,000
Fabricated metals	35,000	25,000
Food products	27,000	19,000
General machinery	39,000	25,000
Instruments & allied products	33,800	32,500
Iron & steel	30,000	22,000
Nonferrous metals	32,000	25,000
Rubber, plastics, & leather	35,000	20,000
Tools & hardware	33,000	19,000
Transportation equip.	35,000	20,000
13-industry average	**$34,750**	**$23,270**

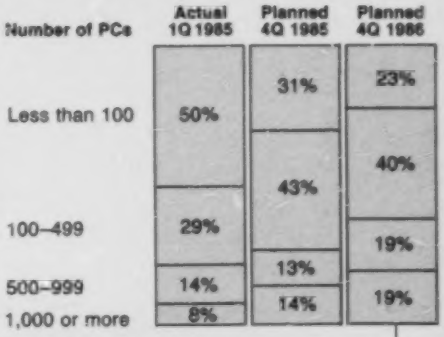
Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation*.
Reprinted from S&MM's 1985 *Survey of Selling Costs*, Feb. 18.

Big companies to spend heavily on PCs

While PC marketers struggle through their industry's worst recession, Fortune 500 companies plan to double their installations of micros by year-end 1986, according to a survey by Newton-Evans Research Co. (NERC), Ellicott City, MD. The share of companies with 1,000 or more PCs in place will more than double from 8% in 1985's first quarter to 19% in 1986's fourth quarter. Meanwhile, the percentage of companies with less than 100 PCs will drop from 50% to 23%.

While PC marketers may be heartened by the ambitious spending projections, NERC president Charles W. Newton warns that buyers' plans revolve around "fewer suppliers, use of only two or three channels, multiple unit procurement, and expectations of price discounting or at least 'giveaways' of software, peripherals, and the like."

Breakdown of microcomputers installed among Fortune 500



Note: Totals do not add to 100% due to rounding.
Source: Newton-Evans Research Co., *Microcomputer Usage Trends in Fortune Corporations: 1985 edition.*
*Sales & Marketing Management.

Ashton-Tate computerizes annual report

Using the annual report to tout a company's products or services is standard stuff. Ashton-Tate, Culver City, CA, the No. 3 independent microcomputer software firm (behind Lotus and Microsoft), gives the tactic an innovative twist by using its just-released fiscal 1985 report to demonstrate Framework, a multi-function program that combines spreadsheet, word processing, graphics, and communications.

Two diskettes, one of which contains the annual report, will be mailed to financial analysts, investment specialists, and the news media. The diskette with the annual

Growth marketing.

Tap into government — the total market that just keeps growing.

- ANALYZE the enormous sales potential for your company in the total government market
- RECOGNIZE that "government business" is not a dirty word
- ADVERTISE regularly in GOVERNMENT PRODUCT NEWS

In 1984, more than 525 manufacturers followed this strategy. They tapped into the unmatched sales power of GOVERNMENT PRODUCT NEWS.

Sound dramatic? Consider that government buys everything from construction materials to computers. You'll see why manufacturers large and small, makers of all types of products, are prospering now because of powerful promotion in the pages of GOVERNMENT PRODUCT NEWS.

Government business is good business — and advertising in GOVERNMENT PRODUCT NEWS can help you get your share of this $572-billion-plus market.

Call us today for your personal government marketing plan. *We're the best seller in America's biggest market.*

Government Product News

A Penton Publication • 1111 Chester Avenue
Cleveland, OH 44114 • (216)696-7000

Vaughn Rockhold, *Publishing Director*

David Gursky, *National Sales Manager*

Percentages of companies planning to increase staff size

Go south, young (sales)man!

A recent national survey of hiring trends conducted by Sales Consultants International, Cleveland, showed that America's South Atlantic states are the place to go for salespeople looking for work. When asked if they planned to add to their staff during the second half of this year, an overwhelming 67.2% of the regions' sales executives responded in the affirmative. The survey polled more than 1,300 execs nationwide on their hiring plans for the remainder of 1985, with an average total of 42.1% indicating they planned increases. The Pacific region (California, Oregon, and Washington) posted the second-highest percentage of positive response at 51.5%, followed by New England, with 45.6% saying yes to more hiring. With the exception of the Mountain states (42.3%), all other regions of the U.S. were under the national average. Sales Consultants president, Alan Schonberg, says that the figures show "virtually no change from the first half [of 1985] survey results," adding that continuing strong levels of opportunity in sales "may act as a catalyst for management, office support, and data processing employment changes in the first half of next year."

Should you launch a foreign sales corporation?

The paperwork burdens are heavy, but as many as 4,000 companies are expected this year to form foreign sales corporations (FSCs), the latest mechanism created by Congress to encourage U.S. exporting. A reduction of taxes of 15% to 23% is enticing companies to establish the sales mechanisms.

FSCs were created in the 1984 Tax Reform Act to replace domestic international sales corporations (DISCs) that had been criticized by foreign competitors as an illegal trade subsidy. DISCs were essentially paper corporations that allowed companies to defer taxes on part of their export profits while FSCs are slightly more elaborate vehicles that require companies to have an actual overseas presence through which they earn a corporate tax exemption. "If DISCs were paper, FSCs are cardboard," says one congressional expert.

The rules require companies to incorporate in a U.S. possession (except Puerto Rico) or one of 27 foreign countries approved by the Treasury Department, maintain an office there with at least one member who isn't a U.S. resident, and meet other stipulations. About 80% head for the Virgin Islands because of favorable tax laws and other benefits, says Erick Schilling, a vice president in the First Pennsylvania Bank's international department which sets up and administers FSCs.

How much in export sales is needed to offset the expenses of an FSC? "About $1 million in foreign income is the break-even point, and maybe less if a company has a high profit margin," he insists. But apparently a host of companies believe their current export levels make the benefit marginal. Predictions are that, out of 9,000 companies that had licensed DISCs, only 40% to 50% will form FSCs in the near future.

Complicating the decision, apparently, are varying rules depending on the level of exports. For example, companies with less than $5 million in sales abroad are exempt from onerous foreign management rules that require them to hold certain business activities outside the U.S. Others are waiting for two shoes to drop—an upcoming IRS interpretation of the new FSC rules, and a formal view of the General Agreement on Tariffs and Trade (GATT), the Geneva-based organization that turned thumbs down on the DISC.

9/12/85 C1200-1A

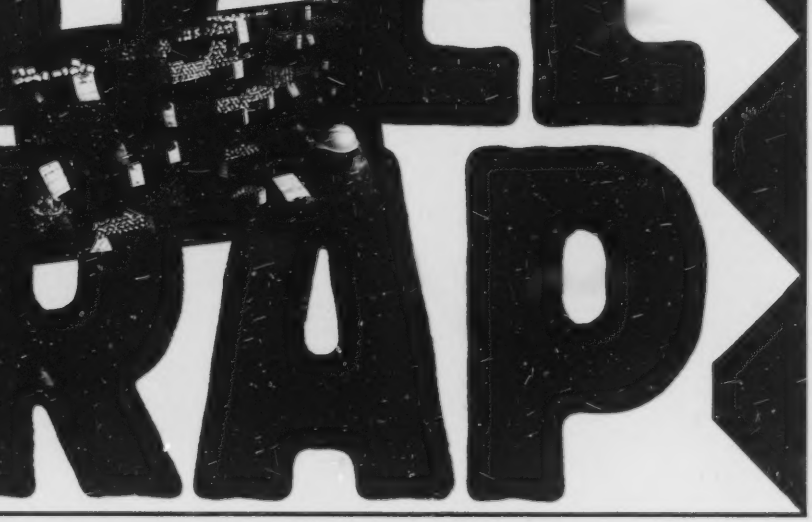
S&MM

SALES & MARKETING MANAGEMENT

SEPTEMBER 9, 1985
A BILL PUBLICATION
FIVE DOLLARS

SERVICE CENTERS EVADE THE STEEL TRAP

SM0209087-230717017--AVV-DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814



How to uncover the true sales professionals

An S&MM Special Section: Incentives

S&MM

ESTABLISHED 1918

SALES MANAGEMENT

26 Sales forces
An unsure time for AHS salespeople

26 Trade shows
IEA goes global

27 Business slander
Smearing Sorrell's jam

27 Strategies
Market research at the Rotary

29 Distribution
An edge for artificial intelligence

MARKETING MANAGEMEI

30 Marketing strategies
Beatrice changes man, keeps plan

30 Advertising
The local touch pays off for Chevy

32 Pricing
NYC freezes the Fat Fro

34 New product strategy
K-mart's face-lift

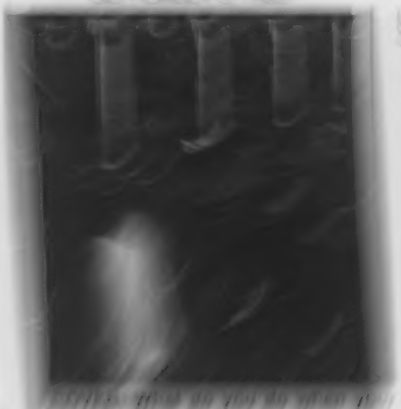
36 International marketing
Giorgio: An American in Paris

36 Market penetration
RC Cola joins the fray

FEATURES

46 Service centers evade the steel trap
Using time-tested marketing techniques, steel service centers wra up big gains.

50 Liz the wiz
By targeting the working woman, Liz Claiborne becomes a $500 million success story.



VOL. 135, NO. 4 S&MM Sales & Marketing Managen
monthly except in February, April, July, and October,
by Bill Communications, Inc., 633 Third Avenue, New
986-4800. Copyright © 1985 by Bill Communications,
tions in the U.S. and its possessions, $36; Canada, $5
weeks for first issue to arrive. Second Class Postag
additional offices. Postmaster: Send address correcti
ment, Subscription Service Department, P.O. Box 102
Member of the Audit Bureau of Circulations, American
tions Audit of Circulation, and Magazine Publishers A

Authorization to photocopy items for internal or per

Aberration across the nation

Source: *Sales & Marketing Management's 1973-75 and 1983-85 Surveys of Buying Power.*
* Sales & Marketing Management

When in doubt, write your own software

System chips for graphics, sound, and screen management help turn an 8-bit microprocessor perform feats

Online database industry's flashy future			
	1984 $ Mil	1990 $ Mil (1984 $)	Annual Growth Rate
Online database industry market size			
Optimistic projection	$1,811	$6,250	23.0%
Conservative projection	1,811	3,405	11.1
Business information services	1,400	4,850	23.0
Number of online users	500,000	2,053,000	26.5

Source: Business Communications Co. (BCC), Stamford, Conn.

Business information services and sales to marketers are expected to match overall industry growth rates. Noting that 10% of 17 million PCs installed in offices and homes have modems, BCC expects the communication devices to increase 30% a year as prices edge downwards. Other growth factors that will spark the industry: greater flexibility in selling approaches, such as cheaper "after-hours" rates, and technological advances, such as laser/optical disk storage. News-oriented databases will be the fastest-growing segment, BCC says, followed, in order, by consumer, business information, science/technology, and professional.

C 1200-1A

OCTOBER 7, 1985 A BILL PUBLICATION FIVE DOLLARS

Sales and Marketing MANAGEMENT

S&MM Interview: Pepsi-Cola's John Costello

Page 36

When salespeople talk, does management listen?

Fleet Cars: An S&MM Special Section

Trade shows in China

SMO209088-030717017--AVV-DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

S&MM

Established 1918

S&MM Special Section! Fleet Cars, Page 81.

Contents

October 7, 1985

Sales Management

14
Industrial selling
Hitachi's U.S. shopping spree

14
S&MM Follow-up
Sears' 'troubling' selling

15
Dealer relations
Iomega blitzes PC slump

15
Reorganization
Cuts won't touch AT&T's sales force

16
The economy
Purchasers see continued sales slump

Marketing Management

23
Market expansion
Helene Curtis changes its Atune

23
Promotions
Mattel: Toying with creation

26
Washington
A tax push worries direct marketers

28
Market highlight
Boom times for backyard dishes

28
Franchising
First Interstate: too successful?

31
Packaging
Morris the Cat expands his empire

Features

36
S&MM Interview: Pepsi-Cola's John Costello
Pepsi's senior marketer talks about recent battles on the front lines of the cola wars.

39
A pay-as-you-save plan sells 19th-century technology
Cogenic Energy Systems lets customers defer payment and their energy-management system sells itself.

43
When salespeople talk, does management listen?
A recent survey finds that reps are largely ignored by their companies when it comes to field concerns.

46
The rise and rise of product design
Five case studies tell you why design may be as important as marketing and engineering.

50
The China trade show
Monsanto's experiences in the People's Republic show you how to get started.

Special Section

81
Fleet cars
- Ready to hit the road
- Jaundiced eye: Surfeit with a smile
- How Hoffmann-La Roche tracks its fleet
- Yes, salespeople can help control costs
- The tax man planneth
- Just for the record
- Imports are still in low gear

Newsletters

34
Industrial newsletter

77
International newsletter

33
Marketing newsletter

Departments

109 Advertisers' index
74 Books
55 Changes in the news
64 Cooperative advertising
66 Co-op ad services directory
59 Computer in sales & marketing
26 Corporate travel
12 Demographics in action
6 Editor's side pocket
56 Ideas you can use
90 Jaundiced eye
8 Letters to S&MM
54 Marketers, et cetera
78 On the road
16 S&MM Predicts
10 S&MM Viewpoint
108 Sales mart
70 Sales strategies
110 Significant trends
113 Worth writing for

Cover design by Altemus
Cover photo by Kimberly Butler

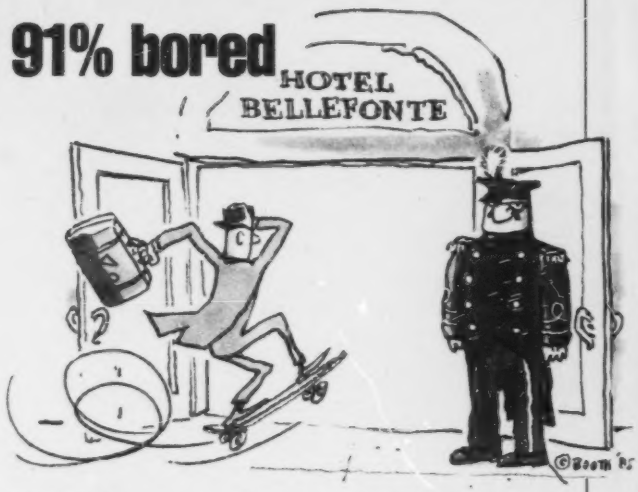
Cover:
With Pepsi pulling ahead of Coca-Cola in grocery store sales, their next target has already been chosen: the fountain market, where Coke still has a commanding lead. Pepsi marketing vice president John Costello talks about the cola wars. Page 36.

VOL. 135, NO. 5 Sales & Marketing Management ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications, Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright © 1985 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $36. Canada, $50 (U.S.). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to Sales & Marketing Management, Subscription Service Department, P.O. Box 1024, South Eastern, PA 19398-9990. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by Sales & Marketing Management for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at Sales & Marketing Management. This permission does not apply to the annual *Survey of Buying Power*, *Survey of Buying Power—Part II*, *Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

ABP VBPA ABC MPA

29% drunk, 96% clean, 91% bored



We've all heard the stories about business people out on the road. The travelling salesman joke is as much a part of American folklore as the Alamo or Mrs. O'Leary's cow. The stereotype is often portrayed as an overweight, middle-aged, leisure-suited marauder, descending on unsuspecting young things in the dim light of a hotel bar, slick-talking their way into a one-night stand. The reality is something quite different—and equally shocking.

A recent study of the frequent traveller as a lodging guest, conducted by Market Facts, Chicago, for the American Hotel and Motel Assn., blew a number of these stereotypes right out of the water.

Today's road-weary business person, it says, is likely to be younger, more affluent, and fussier than his cigar-chomping ancestor—but that's not the worst of it. The study uncovered a trend that showed only 29% listing the cocktail lounge or bar as something they would use "most of the time." Instead, respondents listed soap (96%) and TV (91%) as the services they rated most desirable.

Soap and TV? What's the world coming to? If these people aren't careful, the image of America's travellers and salespeople is going to become forever—well, soiled.

Another effect this wave of cleanliness is having is reflected in the answers people gave concerning their reasons for selecting accommodations. When asked what their most important criterion was for first-time selection, almost two-thirds listed location and convenience of the lodging in question. But when these same frequent travellers were asked about the most important reason for *returning* to a particular hotel or motel, their answer was—you guessed it—appearance and cleanliness. At this point, it's all beginning to sound a bit *too* clean.

Other areas covered by the survey include a profile of the age and income of the 1,055 respondents, who were selected from among a representative panel of 30,000 men and women on the basis of their travel histories. Figures were compared with those from a similar study done in 1981, and the changes in the three age groups surveyed show a decided trend toward a younger lodger. The under-35 age group increased from 21% to 28%, while the over-50 age group fell by roughly the same rate, from 38% down to 30%. In the middle, the 35-to-50 age segment showed relatively little change, up from 40% to 42% between 1981 and 1985.

Income levels, which showed the most dramatic shift, were charted for four different groups. Those earning less than $20,000 and those with incomes between $20,000 and $29,000 decreased by 10% and 12% respectively, while respondents with earnings of more than $30,000 increased from less than half (44%) to two-thirds (66%) of the travellers surveyed. The largest increase was in the $50,000-plus group, which posted a 14% increase between 1981 and 1985.

One of the most surprising statistics had to do with participation in frequent-flyer and/or frequent-traveller programs. Only 30% of the respondents were involved in frequent-flyer programs, and just 21% were enrolled in some type of frequent-traveller plan. Clearly, there is a need for greater concentration on these areas by incentive program operators, who have up to now targeted the business traveller rather than the market as a whole.

Obviously, there's something afoot here, although it's difficult to say whether these statistics will have any lasting effect on the way salespeople and other frequent travellers are perceived. The noticeable lack of any of the standard vices once associated with the sales stereotype could signal a whole new era of acceptance for anyone who lives out of a suitcase, and will undoubtedly make the soap manufacturers and TV moguls happy.

There is, of course, the still-unanswered question of sex. The survey's findings in this area were particularly interesting. Under that heading in the survey results we find the following data: Males–64%; Females–36%. Pretty revealing stuff, until we found out that it concerned the gender of the respondents, and had absolutely nothing to do with frequency, preference, or any of the other things you might have been thinking of.

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey

Big bucks: Metros with the highest meal and lodging costs

Rank	Metro	Per Diem Meal & Lodging Cost	Rank	Metro	Per Diem Meal & Lodging Cost
1	New York	$134.85	6	Boston	$105.20
2	San Francisco	128.95	7	Atlanta	103.05
3	Washington, DC	119.40	8	New Orleans	102.25
4	Chicago	117.85	9	Newark	100.75
5	Los Angeles	108.55	10	Miami	98.20

Source: Sales & Marketing Management's 1985 *Survey of Selling Costs.*
*Sales & Marketing Management.

now mounting a major drive in Congress to overturn the ruling.

Why now? "The growth of mail-order companies, new methods of marketing, such as computers, and some political considerations have prompted us to renew our request," explains John Gambill, an official of the National Assn. of Tax Administrators. The group will propose a bill that would require companies that earn more than $100,000 in yearly sales in a given state to collect its use taxes, although companies would not have to deal with the more than 6,000 city and county use taxes.

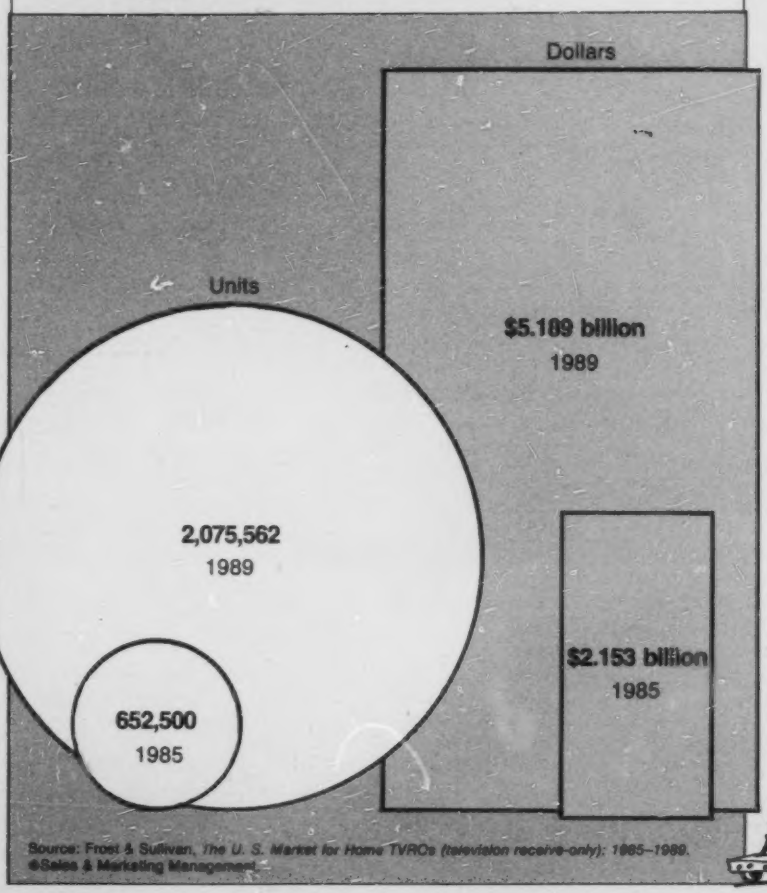
Needless to say, the direct-marketing industry is on full battle alert. "The collection burdens under this proposal range from substantial to overwhelming," says Bob Levering, director of government affairs for the Direct Marketing Assn. He worries that the bill could be attached to an omnibus tax measure this year, or pick up steam as major retailers join the opposition fight to make their mail-order foes ante up. S&MM

MARKET HIGHLIGHT

Boom times for backyard dishes

The home satellite industry will experience explosive growth in annual unit sales, up 218%, and dollar volume, up 141%, in the 1985–89 period, according to a new Frost & Sullivan report. Technological improvements and falling prices will spur the increase, says the New York City-based research firm. However, continuing problems will confront the industry: local zoning restrictions on installation of the satellite receiving terminals, and "scrambling" techniques by premium service suppliers designed to eliminate free users.

Soaring sales for satellite terminals



Source: Frost & Sullivan, *The U. S. Market for Home TVROs (television receive-only): 1985–1989.*
©Sales & Marketing Management

FRANCHISING

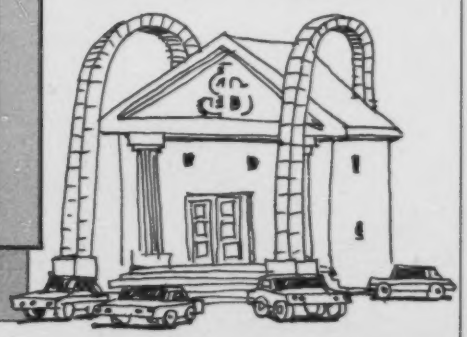
First Interstate: too successful?

John Dean, president and CEO of First Interstate Systems, the franchising subsidiary of First Interstate Bancorp, Los Angeles, says that when his organization announced three years ago that it was going to franchise its services, the reactions of other bankers ranged from raised eyebrows to raised hackles.

The eyebrows have now been lowered.

Before launching its franchise program in 1982, First Interstate had assets of $40 billion and owned banks in 11 western states.

Three years later, assets are at $46 billion and new agreements have been signed with banks in Alaska, Colorado, Iowa, and a host



When salespeople talk, does management listen?

Soliciting salespeople's opinions motivates them, some managers find. Yet new surveys show that the views of field reps go largely ignored.

By DON WAITE
President
Sales Staff Surveys

What's your "cure" for motivating your sales force?

Some highly popular ones these days are staging more elaborate sales contests, giving more expensive recognition awards, or picking truly exotic meeting locations. Managers often experiment with new incentive systems, new job levels, or simply retraining the sales force.

But some managers are discovering that simply asking salespeople for their opinions and then following up on those suggestions where appropriate is at least as good at motivating their reps as any of the other approaches listed. Strange, then, that so few companies bother to attempt it.

Surveys among 26 companies in a wide range of marketing activities—industrial, consumer, and service included—found that sales managers, on average, are not listening to their sales forces. That's the firm conviction of the 8,000-plus sales reps and more than 1,000 first-line managers who returned survey questionnaires. It's also proof that Lee Iacocca's best-selling autobiography hits the nail on the head in at least one area. "Too many people," Iacocca notes, "fail to realize that real communication goes in both directions."

One of the prime questions we asked our respondents was how they rate their companies in asking for their suggestions on how to improve overall sales effectiveness. The results, which we consider to be startling, appear in Table 1. Among 1,077 first-line managers, 44% rate their companies in a "Below average/One of the worst" category. For sales reps, the figure is 46%. Also, the longer a sales rep stays with his company, the less he expects management to try to learn what the sales force has to say about increasing sales effectiveness.

Another key question was, "How do you rate your company at listening to field concerns?" Table 2 shows the general answer to be, "Not very well." At least, that's the view of 43% of 1,040 first-line managers and 46% of 7,615 reps. Among the most experienced reps, 58% rate their executives negatively in listening to field concerns, even though we all know that those worries often reflect customers' concerns. One respondent put it this way: "They only hear what they want to hear."

Giving recognition, it is argued, is a proven method for ensuring that the sales force is, and stays, highly motivated. Recognizing the accomplishments and efforts of veteran salespeople, we are often told, is an excellent way to keep them from "plateauing." As Table 3 shows, managers do better in this regard. Of 1,075 first-line managers, 64% indicate that their companies do, in fact, recognize their extra efforts, achievements, and the like. Sixty-nine percent of 8,016 reps have the same high opinion. Again, the most veteran reps give their companies poorer marks in this area, although by just a shade, than do all reps.

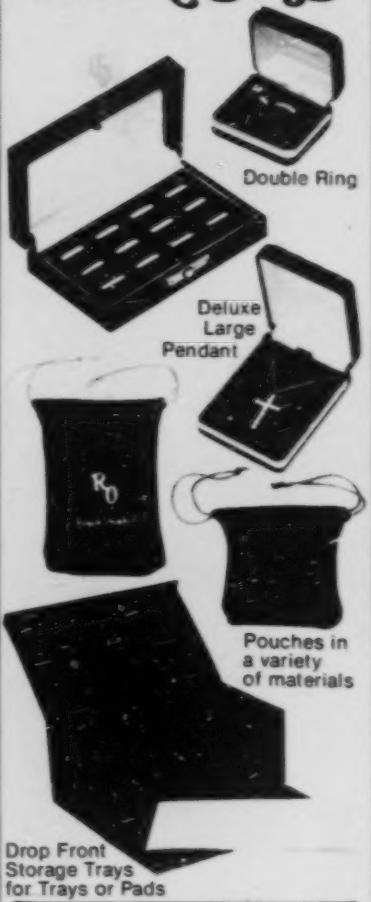
We also were interested in discovering how good a job our 26 companies do in ensuring that their salespeople are challenged to perform better in their jobs. Table 4 reports the opinions of salespeople at two companies which have approximately the same size sales force and which sell the same products in the same markets. Note that salespeople and first-line managers at both firms believe that their respective companies do a good job at asking for their opinions on how

Some choice cuts (if executives are listening)

Respondents to the survey frequently contributed their personal comments. Here is a selection of the more passionate among them:

- ☐ Management listens only after decisions are made and are irreversible.
- ☐ You express concern over sales problems and you're labelled "negative."
- ☐ Eliminate the fear factor in contacting headquarters.
- ☐ Although we are the finest company with the best product, the field salesman is not recognized by upper management because it is always worried how much it will cost.
- ☐ It just seems to me that when our opinions are solicited, a response should be made. We hardly ever hear about it again.
- ☐ We have stopped listening to our customers; we tell them.

Profits from Packaging



Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) **1-800-462-1151**

GERALD FRIED DISPLAY CO., INC.

550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF Call or Write for Free Catalog

How do you rate your company on asking for your suggestions about improving overall sales effectiveness?

1

	1,077 first-line managers	8,288 sales reps	Reps by tenure: 2,872 under 5 years	1,883 with 5–10 years	3,433 over 10 years
"One of the best"	7%	10%	15%	8%	7%
"Above average"	49	44	50	42	40
"Below average"	36	37	30	40	41
"One of the worst"	8	9	5	10	12

How do you rate your company at listening to field concerns?

2

	1,040 first-line managers	7,615 sales reps	Reps by tenure: 2,736 under 5 years	1,704 with 5–10 years	3,172 over 10 years
"One of the best"	6%	8%	14%	4%	5%
"Above average"	51	46	54	44	37
"Below average"	36	37	26	41	47
"One of the worst"	7	9	6	11	11

Does your management recognize you for extra effort?

3

	1,075 first-line managers	8,016 sales reps	Reps by tenure: 2,872 under 5 years	1,820 with 5–10 years	3,324 over 10 years
"Definitely yes"	14%	17%	22%	14%	15%
"Generally yes"	50	52	53	51	51
"Generally no"	31	27	22	29	29
"Definitely no"	5	4	3	6	5

Rate your company on asking for your opinions.

4

	Company A Total reps: 373	Company B Total reps: 371
"One of the best"	23%	13%
"Above average"	53	54
"Below average"	20	27
"One of the worst"	4	6

Does your job provide a challenge?

	Company A	Company B
"Definitely yes"	59%	38%
"Generally yes"	36	50
"Generally no"	4	10
"Definitely no"	1	2

things might be improved. Observe, also, that Company A gets a "One of the best" ratings that is almost twice as high as its competitor's, despite the almost perfect match in the size of their sales forces. Asked, "Does your job provide a challenge?" the difference between these two companies grows dramatically. Fifty-nine percent of Company's A's reps give it the highest possible rating vs. 38% of Company B's.

'Continuing dialogue'

How did Company A achieve superior results? While neither company wishes to be identified, a marketing executive from Company A agreed to shed some light on his organization's feedback philosophy. "At this company," he says, "part of the first-line manager's responsibility is to have a continuing dialogue with the reps." These district managers, he adds, must formally notify their regional managers of any bits of information or suggestions from the reps that they feel are noteworthy. A carbon is also sent to headquarters.

Company A insists that all sales and marketing executives at the home office spend at least two days per quarter working in the field with salespeople. They are also required to mix with reps when they are called to headquarters for training sessions. "Last but not least," says Company A's marketing chief, "we have a firm policy for promoting from within."

While Company A has achieved a fruitful dialogue with its reps in the field by periodically surveying them for opinions, most salespeople are acutely aware of being ignored. As someone once sagely observed: "An organization that is in essence authoritarian creates the silence in which it functions." S&MM

Don Waite *is a former manager of sales and marketing training for Continental Can, now Continental Group. His company aids sales executives in researching salespeople's opinions about policies and strategies. His clients include E.R Squibb, Nabisco, Johnson & Johnson, and others.*

Make the most out of every meeting.

8:30am Time to get down to business. You've just had a splendid buffet breakfast. The whole group is gathering in the ballroom for the kickoff speeches. There's a sense of eager anticipation in the air.

9:30am Breaking out by Divisions. Your group has a room all to itself. The atmosphere is stately. But everything you need – including full AV setup – is right at your fingertips.

11:30am Now for a great lunch and some rec time. You're about to play one of the ten most famous courses in the world – who ever dreamed you'd get the chance?

2:30pm

It's the most exciting course you've ever played! With six championship courses, play moves along smoothly. And you still have five more you can try!

5:30pm

There's still time before dinner. With 24 tennis courts, you can walk on just about any time. Or how about a horseback ride in the pines? Or a quick, refreshing swim?

8:30pm

A great dinner. And now a stimulating talk from the featured speaker. With all the fun you've had, who minds? Afterwards, a relaxing stroll around the grounds. Make a note – next time bring the family!

Group rates range from $58* to $96* including full buffet breakfast and dinner daily and unlimited recreational privileges.

For group reservations and help in planning your next meeting, call (919) 295-6811. Or call toll free **800-334-9553.** In N.C. **800-672-4644.** Or write Pinehurst Hotel and Country Club, Director of Sales, P.O. Box 4000, Pinehurst, NC 28374.

*Per person, per night, double occupancy. $77 from June 13 to Sept. 4, 1985. $96 from Sept. 5 to Nov. 13, 1985. $58 from Nov. 14, 1985 to Feb. 28, 1986. Rates subject to a 15% service charge in lieu of tipping and a 4.5% state tax. Surcharge for Course No. 2.

PINEHURST

America's most gracious golf and tennis resort.

Circle No. 105 on Reader Service Card

assigns a 7 and has not even put on a demo, the manager knows he's inflating the figure, which could throw his forecasts off."

Mitchell has been selling project management software for 12 years and edged into sales and marketing software, Leonard says, "when we noticed sales and marketing becoming more involved in the new product development work for which clients used our project management package."

SAMM currently runs on Wang VS superminis and PCs, requires 512K memory and 10MB available storage, and costs $38,000. The first version was written on Wang equipment, says Leonard, because "we have a VS in house and, as we looked at the office market, Wang was the only one with a significant presence, aside from IBM, as a result of its word processing installations." Future versions will be written for other equipment, with IBM most likely the first choice.

Dun & Bradstreet widens telemarketing net

Hoping to exploit the growing trend to formal in-house telemarketing departments, Dun & Bradstreet's Salesnet, Norwalk, CT, formed a joint venture with Coffman Systems, Cerritos, CA, a producer of data-gathering software. Designed primarily for direct marketers with a manual or semi-automated telemarketing setup, the venture will offer turnkey packages using advanced software developed by Coffman to support inbound and outbound calls. Services offered will include development of marketing strategies and scripts for sales and data gathering applications plus consultation on hiring, training, supervising, monitoring, and evaluating telephone sales representatives.

"In executing telemarketing programs for our clients," says Salesnet sales director Jeffrey M. Killeen, "we noticed many companies installing their own telemarketing operations. We see in-house telemarketing as potentially the fastest growing segment in the industry."

One aspect of Coffman's software that attracted Salesnet was its hardware independence, that is, being able to run on IBM and non-IBM equipment. "Most telemarketing vendors key their customers to a particular type of hardware," says Salesnet systems director Lewis L. Copley.

Salesnet, founded in 1979, claims to have developed more than 1,000 sales and data collection programs for more than 400 business-to-business and consumer clients.

COMPENSATION HIGHLIGHT

Small gains for hi-tech sales, marketing execs

Sales and marketing executives in the hi-tech industries are feeling the sector's publicized woes in their wallets. Base salaries of those executives will rise 6.4% this year, the fourth straight year in which raises failed to match the previous year's rate, according to the American Electronics Assn.'s annual *Survey of Executive Compensation*. Some 1,095 companies participated in the survey, providing data for 500 top sales executives, 258 top marketing executives, and 508 senior executives in charge of sales and/or marketing operations. Sales and marketing is one of the 19 functional categories covered in the survey.

Annual increase in base salary

Functional Category	1980	1981	1982	1983	1984	1985
Senior sales & marketing executive	+8.9%	+10.9%	+ 9.9%	+ 7.7%	+6.0%	+6.3%
Top marketing executive	8.4	9.0	7.8	8.7	7.0	5.8
Top sales executive	4.9	11.8	10.5	10.3	8.5	5.9
Sales & marketing category average	7.8	10.5	9.3	8.6	7.9	6.4
All 19 categories	9.2	10.1	9.6	7.9	8.1	7.2

Source: American Electronics Assn., *Survey of Executive Compensation: 1985*. *Sales & Marketing Management.

READY TO HIT THE ROAD

An exclusive S&MM survey shows that, although marketers still chafe over costs, they want to put salespeople in just the right car.

By ARTHUR BRAGG
Senior Editor

Sometime soon, Ron Basso, vice president for sales at Continental Extrusion, Garden City, NY, will not only increase the number of cars in his sales fleet but will make sure that those new vehicles are more appealing to his sales force. "We're giving our salespeople better cars," says Basso, who has a fleet of less than 50 vehicles. "We are upgrading to Oldsmobile Cutlasses and we are adding more options this year, such as automatic door locks and better radios."

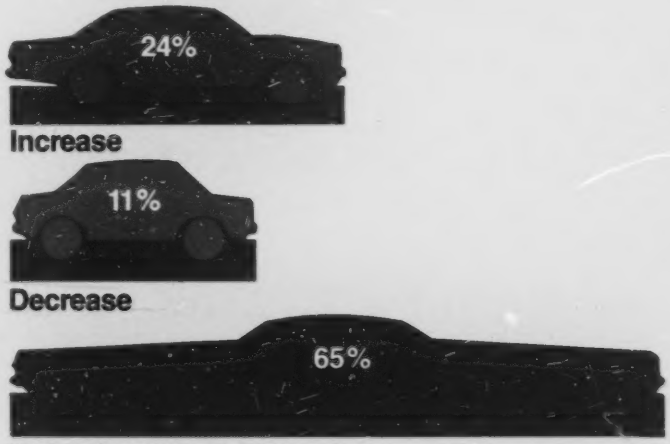
As his sales force enjoys all that ease and comfort, however, Basso still has serious concerns about his fleet. One is costs. He estimates that operating his fleet is 8% more expensive than last year. Half of that increase he blames on inflation, most of the rest on maintaining his vehicles. To keep the spiral in his costs at just 8%, "I stay abreast of what all lessors are offering, although I haven't needed to change from my basic supplier. And I use local mechanics for repairs. My rule is, stay away from manufacturers' dealers."

In an S&MM telephone survey of 60 sales and marketing managers and fleet administrators nationwide, conducted in late August, respondents revealed a number of concerns about the coming model year. Among them are the following:

- Although fleet costs are far less punishing than in the energy crisis years (despite 3% higher price tags on 1986 models) 85% of the respondents cited expenses connected with operating their fleet cars as a compelling worry.
- The resale market's many surprises for fleet users (prices are far under what fleet users expected) have become a problem for most. Indeed, 75% of the survey's respondents included reselling on their list of major issues. "It's our top concern because we're out to get top dollar," says respondent Dean McDaniel, marketing director for MPI Label Systems, Warrington, PA. His situation is complicated because the cars his salespeople use clock between 80,000 and 90,000 mi. before they're sold. To get the best resale prices possible, McDaniel gets a local used-car auction house to sell his cars for him instead of using a resale house. But before doing that, he attempts to get salespeople themselves to buy their cars.
- The IRS at presstime planned to unveil a remodeled tax code for fleet users sometime this month, the consequences of which have worried managers ever since the changeover was announced last year. (This has contributed to a new awareness of fleet administrators within their companies, as reported in S&MM's July 1 issue). Seventy percent of the respondents indicated

1 Purchasing plans of fleet users

Do you plan to increase, decrease, or maintain the number of vehicles in your fleet in the coming year?



Base: 58 replies.

that they, too, can't wait to f
what's in store for their tax
on fleets. For a preview of
likely to come out of Washin
such matters as depreciati
usage, see page 100.

● Sixty percent of the 60 r
dents cited that old bugaboo,
tenance. The new model yea
well see fleet users growi
more aggressive with car m
dealers, and lessors over r
nance problems. Responden
cited a new willingness to d
additional warranty coverage
ers told S&MM they plan
crease their use of preventive
tenance (PM) programs.

● Almost 50% of those
viewed said that many of the
cerns center around whether
people are satisfied with thei
cles, although few seem re
emulate Continental Extru
Basso and apply the give-the
ter-cars approach. Most sales
utives at least express an awa
of salespeople's feelings and
willingness to do something
them. Says Nick Yackley, m
of sales support for S.C. Johr
Son's consumer group, "Wh
don't have a formal method f
taining feedback on fleet
ences, the sales manager or I
talk with our salespeople abou
cars when we make field visits
we get out in the field a great d
Yackley's responsibility is to
his division's 500 cars, all of
leased, operating day-to-day.

S&MM's survey shows also
the tendency to keep comp
owned cars longer before bu
new ones is as strong as ever;
of the 26 respondents who sup
data on their auto-retention
tices say they now keep their c
operation three years before re
ing them. In S&MM's 1982 s
of fleet users, slightly less than
held onto their cars for as long
months.

The fleet manager of a Phil
phia financial services com
who buys and sells up to 1,000
tells S&MM that he keeps the cars
"an average of 30 months, which

Base: 1984 and 1985, 60 replies; 1986, 40 replies.

6 For most, a longer wait

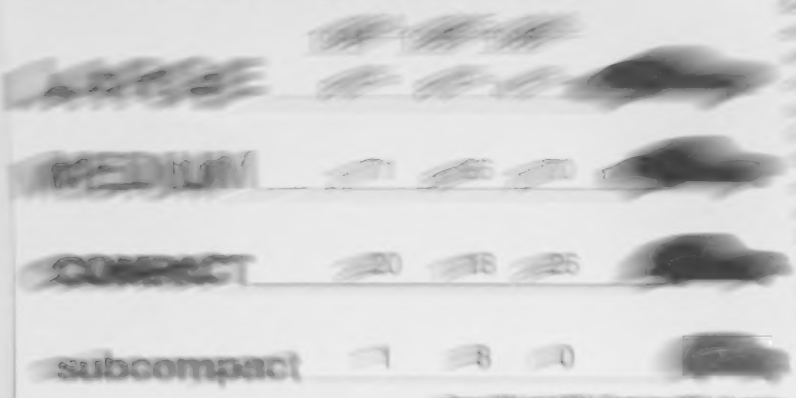
How long do you keep your fleet cars before acquiring new ones to replace them?

Base: 26 replies.

of the nation's estimated 3,000 independent leasing companies, most of whom make economy their top

7 Continuing appeal of the mid-sized car

What size vehicle have you chartered recently, and what size will your 1986 models be?



Basis: 1984 and 1985, 80 records; 1986, 51 replies

says, adding, more than a little wistfully, "If the lessor were in greater control of management, then I wouldn't have to work on Saturdays and Sundays."

The desire to save money in connection with fleet cars is also strong among field salespeople, S&MM's survey shows. Several managers note that salespeople who drive their own cars discover that when they trade them in, the prices they get are "disappointingly low." Such salespeople "soon come to prefer the no-surprises atmosphere connected with driving brand-new cars," as one sales manager put it.

Expansion plans

Over all, slightly more than one out of every four of the fleet users in S&MM's survey sample (26%) are among the significant number of S&MM respondents who plan to increase their fleets next year. Of the 58 who furnished such data, 29% will add extra vehicles to their present fleets vs. 11% who, like Crum, will drop the total number of cars their companies use. The remainder of the respondents, 65%, plan to maintain their fleet size.

The current interest in building up fleets most likely reflects the tendency to make up for deferred demand. Indeed, in S&MM's 1985 survey, 46.6% of the respondents said they were putting off purchases or new leases, usually because of concern over rising fleet costs.

S&MM's survey shows that computers are saving some fleet users from having to put in extra hours, but clearly not all. The survey also indicates that there are no ground rules in determining which fleet users are most likely to be computer "haves" and which are "have nots." Some small fleet users, such as Northwest Natural Gas, which operates less than 50 vehicles, rely heavily on a computer in a variety of roles, whereas many large companies, such as Westinghouse, get no help from the machines whatever. Even in the same industry, usage varies widely. Three Toyota dealers computer users, but only for customer mail, while another uses his computer for customer and vehicle records, and another uses his computer for all of the above plus accounting and payroll. Also indicated by the survey is that the computer has a long way to go before establishing itself as fleet management the way it has in office functions—25% of the survey's 68 respondents do not use a computer at all.

Among respondents who do employ a computer in association with their fleets, helping in controlling costs is the most likely task to be assigned to the machine; 58% of the respondents who use computers indicated relying on them in this area. The second most prevalent use is in the purchasing or leasing of new vehicles; 47.4% of the respondents use computers for this purpose also. The third most popular role for computers is in helping maintain the

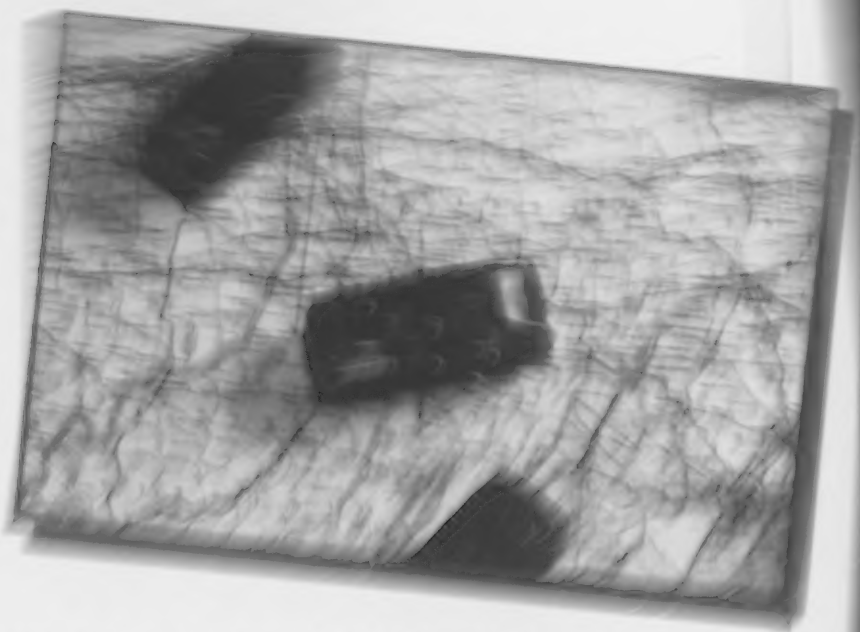
Among those using computers to help control costs is Jane Poston, manager of marketing planning at Cooper Power, a division of Cooper Industries, Quincy, Ill., notes, "I use a computer strictly for inventory purposes." American Hoechst's Devine relies on a computer to tell him when it is time to dispose of his old autos in favor of new ones.

Seeking closer ties

Whatever the number of the vehicles they operate, fleet users are becoming far more aggressive in getting automakers and leasing companies to help them solve their problems, especially when cars break down excessively. A study of 200 companies by Reinhelmer International, Rochester, Wis., transportation consultants, reveals that nearly half pursue closer ties with their suppliers to ensure that maintenance help will be there when it's needed. Almost [illegible] say they maintain [illegible] by simply not buying from the unhelpful supplier [illegible] or after-sales support [illegible] new.

There's another way, and probably one even easier to establish, S&MM's survey shows. It's for Detroit to speed up the time between when a car is ordered and when it actually is delivered. Echoing the concern of the fleet manager at the Philadelphia-based financial services company, who feels he must order his new cars eight months in advance of the time they will be needed, the fleet administrator at a giant chemical corporation tells S&MM, "I have various concerns [illegible] but my major concern this year is delivery time, from when the cars are ordered to the time they reach our salesmen." S&MM

[illegible]



Joe Williams, a subpar performer in the sales department of a large, midwestern consumer goods company, has just turned in his car keys following his dismissal. Later that afternoon his sales supervisor walks out to the parking lot to check on the 1985 Chevrolet Celebrity that Williams used during the past 10 months on his sales calls.

He finds a car that runs, but just barely: headlights smashed, no interior lights, old candy wrappers, French fried potatoes and other junk stuffed under both seats. And under the hood an engine obviously not maintained. This is an extreme case of a disgruntled employee who is probably below standard in all areas of life, including vehicle maintenance, but it is not uncommon.

How do the sales car fared in the [illegible] of company cars continues to rise? Typically, the use of [illegible] sales managers' response to the fleet department's attempt to develop a cost control program.

Says another: "Sales has enough to worry about with pricing, delivery, competition and quality control. Salespeople aren't fleet managers. We hire them to sell."

Fleet managers find the lack of control manifests itself two ways when it comes to vehicle disposal. "We find we're getting about 84% of market value for our cars when we dispose of them," says a national fleet executive at a large consumer products company. "The reason is attributed to the poor condition we get them back in. Dents, scratches, poor alignment, sorry [illegible]

This article was written by Mr. [illegible] executives of Runzheimer International, Inc. in Rochester, Wis. Managers [illegible] Larry Snyder, vice president, consulting services, and Mark Waldoch, consultant.

Operational cost is another area of concern. Many companies try to encourage or even demand the use of self-serve fuel. During our August 1985 fuel survey, we found the difference between self-serve and [illegible]

Insurance is another area that needs attention. Group rates are being pushed up not only due to changes in the insurance industry but also due to specific company loss records. Self-insurance provides some relief, but divisions with heavy losses find bottom line profits suffer.

"I saw this year's bonus go out the window back in the first quarter when three drivers totaled their cars," says an eastern pharmaceutical [illegible]

"These were three good salespeople that were conscientious drivers that just had some bad luck. It's not their fault but it's sure rough to

make up $30,000 of lost profit."

The key to cost containment and control is to get the driver's help and participation. Companies can seek a driver's help through programs that require proper and reasonable maintenance as well as cost reporting. Full driver participation, on the other hand, can be achieved when sales is assigned profit as well as revenue responsibility.

The most popular program for cost control is a preventive maintenance (PM) program. In theory, the driver has the car serviced at proper intervals and usually at an approved repair center when possible. Often however, in the heat of selling, maintenance either goes undone or, even worse, is performed at a high-priced, nonapproved center because of convenience. Chronic abusers of this system usually find their managers spend a lot of time telling them to get in line.

Management review

Most PM programs provide internal reports that flag a driver who exceeds the prescribed norms of the company. Thus, if a driver has a more costly maintenance profile than his peers, the reports will point this out and indicate the extent the driver is exceeding normal costs. He is responsible for inputting all data via his expense report.

Another popular program is a written management review. Whenever the manager works with the driver, a simple written report of the car is conducted. At that time, the condition of the car is noted, the last oil charge is recorded, and tires are inspected for even wear. In addition, the manager provides the driver with a list of needed repairs.

This system relies heavily on management's commitment and follow-through. With the proper corporate culture, it can be effective in maintaining the driver's help in controlling costs. *In addition, these performance reports can be linked to the driver's annual bonus program, thus encouraging his compliance.* The driver must share in the profit responsibility.

One method that many companies use to help control costs is employee ownership. It has been shown time and again that when employees use their own cars the company often sees a significant drop in auto-related expenses. This can be traced to a properly designed reimbursement program that will pay an employee up front for expenses that may occur in the future.

By incorporating employee-owned vehicles into the existing fleet as an option or as a replacement for company-provided cars, the company can see immediate benefits. Foremost, it realizes better control of the budget. There are no surprises at the end of the year because you simply set your budget and meet it. There are none of the hidden costs associated with company-provided cars.

Whatever the program, the salesperson must be charged with taking an active role in controlling fleet costs. Management must also take the time to insure that he is doing everything possible to help the company meet its budget goals. For one thing is certain: Automobile costs will continue to escalate in the years to come. S&MM

Projected costs for a typical 1985 mid-sized car

Location	Operating Costs	Ownership Costs	Total Annual Costs
San Francisco	$1,305	$3,049	$4,354
Philadelphia	1,133	3,037	4,170
Los Angeles	1,215	2,940	4,155
Houston	1,185	2,630	3,815
Chicago	1,260	2,471	3,731
Washington, DC	1,200	2,460	3,660
Des Moines	1,088	2,376	3,464
Orlando	1,088	2,285	3,373
Albuquerque	1,110	2,242	3,352
Raleigh	1,088	2,225	3,313

The above table is based on a 1985 model mid-sized 4-door sedan equipped with automatic transmission, power steering, power disc brakes, tinted glass, AM-FM stereo, cruise control, and air conditioning. Costs include operating or variable costs (fuel, oil, tires, maintenance) and ownership or fixed costs (insurance, depreciation, financing, taxes, license fees). Factors are based on a four-year, 60,000 mile retention cycle.
Source: Runzheimer International.

Average annual costs for 1985 cars in a standard city

Car costs	Subcompact 2.0 L 4-Cyl.	Compact 2.5 L 4-Cyl.	Intermediate 2.8 L 6-Cyl.	Full-sized 4.3 L 6-Cyl.	Luxury 4.1 L 8-Cyl.
Operating expense/mile	6.45¢	7.05¢	8.25¢	9.10¢	9.25¢
Ownership expense/month	$215.92	$234.25	$252.58	$277.00	$404.42
Annual costs	$3,881.00	$4,221.00	$4,681.00	$5,144.00	$6,703.00

Based on a replacement cycle of three years/60,000 miles. Operating expenses include fuel, oil, maintenance, and tires. Ownership expenses include business insurance, license, registration, taxes, and finance.
Source: Runzheimer International.

C1200-1A

Sales and Marketing MANAGEMENT

OCTOBER 28, 1985 A BILL PUBLICATION THIRTY-FIVE DOLLARS

1985 Survey Of Buying Power

Part II

SM020987-230717017--AVV-DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

Is the cost of presentation slides catching up with you?

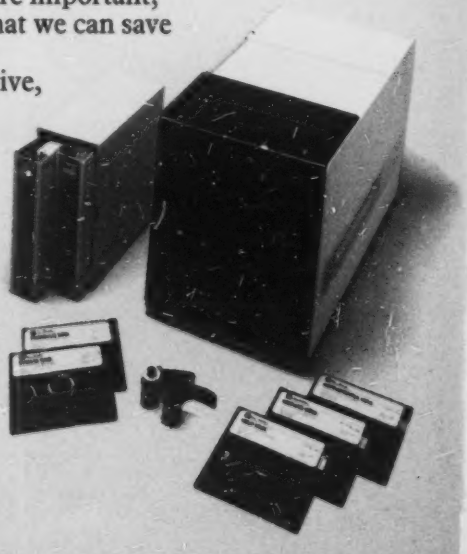
Slides are a vital part of professional presentations. Unfortunately, the cost of having them prepared at slide houses is becoming prohibitive.

Bell & Howell has a solution. We call it the Bell & Howell Business Graphics System. It's a complete, in-house system that teams up with your PC to deliver professional quality slides quickly and confidentially. But even more important, inexpensively. In fact, compare us to slide houses and you'll find that we can save you up to 80% per slide.

The Bell & Howell Business Graphics System is so cost effective, you can now use slides in almost any presentation.

The Business Graphics System includes software and film recorder. It lets you compose word slides, charts and graphs. Add a graphics tablet and you can draw free form graphics. And with an optional printer or plotter, you can even generate overhead transparencies or hard copies for pass-outs or leave behinds.

To find out how the Bell & Howell Business Graphics System can put you way ahead of the game, write to Jose Perez at Bell & Howell, 7100 McCormick Road, Chicago, IL 60645. Or call toll-free, 1-800-323-4339. We'll send you the name of your local dealer and a free 16-page brochure.

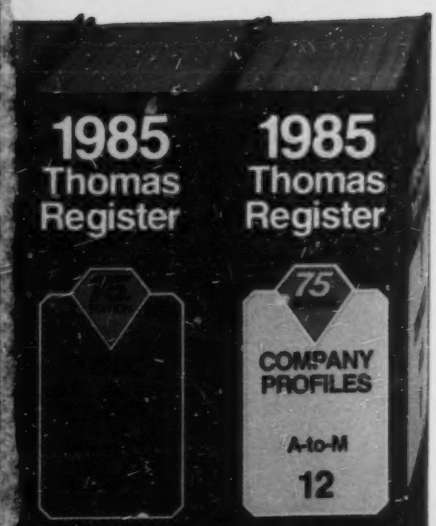


BELL + HOWELL

Seen at great presentations everywhere.

© 1985 Bell & Howell Company. All rights reserved • 7100 McCormick Rd., Dept. #8876 Chicago, Illinois 60645 • Bell & Howell and Bell + Howell are trademarks of Bell & Howell Company.

How to make your company easier to buy from.



Try this simple experiment. Pretend you're an important prospect trying to find out if your company can supply a specific item. On an outside phone line, call your company and see how long it takes you to get all the information you need in order to specify or buy the item. If it's a frustrating experience, you probably have a problem that's costing you sales. But it's a problem that Thomas Register of American Manufacturers can help you solve.

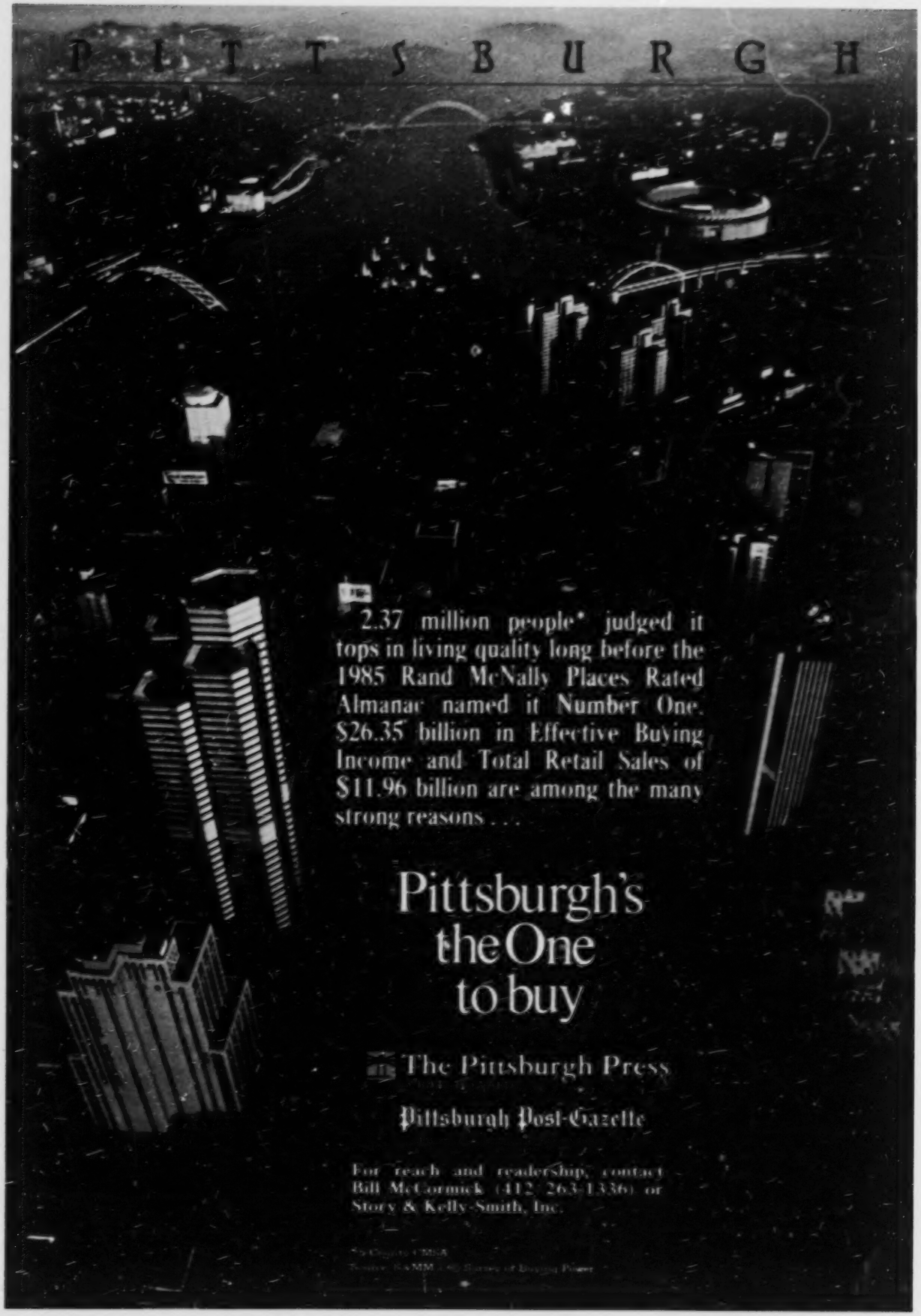
With your Company Profile in Thomas Register, all important prospects will know your full product capabilities before calling. They'll also know which department, division, or location to call for the specific item and details they need. You'll head off confusion and frustration before it occurs.

With your product data in the Thomas Register Catalog File, prospects will also have all the detailed information they need to specify during their very first phone call. They won't have to delay their purchase decision for days, until your catalog arrives by mail.

Those are just two ways we can help you make your company easier to buy from. Like to know more? Call or write: Thomas Register, One Penn Plaza, NY, NY 10001, Attn: B. M. Hanson.

Thomas Register of American Manufacturers
(212) 290-7225

Circle No. 113 on Reader Service Card


PITTSBURGH
2.37 million people* judged it tops in living quality long before the 1985 Rand McNally Places Rated Almanac named it Number One. $26.35 billion in Effective Buying Income and Total Retail Sales of $11.96 billion are among the many strong reasons . . .
Pittsburgh's the One to buy
The Pittsburgh Press
Pittsburgh Post-Gazette
For reach and readership, contact Bill McCormick (412 263-1336) or Story & Kelly-Smith, Inc.

S&MM

Established 1918

Survey of Buying Power—Part II

Contents
October 28, 1985

SECTION A: Features

5
Whys and wherefores: Explaining changes in Survey data
An interview with Edward J. Spar, president of Bill Communications' Market Statistics Div., by *Survey* editorial director, Richard Kern.

22
SBP-II: Redrawing the boundaries
A discussion of how the *Survey's* data on merchandise lines, projections, newspaper and TV markets, and Zip Codes can help marketers deal with alternative geographies.

32
Demographic roundup '85
A review of the year's six hottest demographic trends and how they affect marketing decisions.

Highlights

6 Metro market outlook through 1989
7 The top 50 metro markets in 1989
8 Tomorrow's fastest-growing markets
8 Tomorrow's negative-growth markets
10 The biggest ADIs and how they rate
13 The most affluent markets of 1989
22 Retail sales outlook: 1985–87
28 How good are the Survey's projections?
42 State household spending habits in 1989

SECTION B: Merchandise Line Sales

52
Guide to using S&MM's metro area merchandise line sales
53
U.S., regional, and state summaries
54
Metro market rankings of merchandise lines

SECTION C: 1989 Projections For U.S. Metro Markets

62
Definition of terms
63
U.S., regional, and state summaries
64
Metro area and metro county data listed by states

SECTION D: 23rd Annual Survey of Newspaper Markets

100
Definition of terms
101
Ranking of newspaper markets by household
102
Newspaper market data listed by states

SECTION E: 23rd Annual Survey of TV Markets

156
Alphabetical listing of S&MM TV markets
160
Definition of terms
161
ADI ranking tables for TV markets
166
TV market data listed by states

SECTION F: Zip Code Characteristics

176 11201: Brooklyn Heights, NY
177 10013: Chinatown, NY
177 10026: Morningside, NY
178 44060: Mentor, OH
178 14850: Ithaca, NY
179 33144: Tamiami, FL

182
Advertisers' index
185
Worth writing for

VOL. 135, NO. 6 S&MM **Sales & Marketing Management** ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications, Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright © 1985 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $36. Canada, $50 (U.S.). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to Sales & Marketing Management, Subscription Service Department, P.O. Box 1024, South Eastern, PA 19398-9990. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by Sales & Marketing Management for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at Sales & Marketing Management. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power, or Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

ABP BPA ABC MPA

SIZE XL

You can never be too rich, all right. But you can be too thin.

To get to all the various demographics that make up your total prospect audience, you need an oversize buy built into your mix. And the only one going for you every week is TV Guide.

TV Guide's editorial appeal attracts all the customers you need. Men. Women. Traditional families. Two-paycheck couples. Working women. Single parents. Just plain singles.

It all adds up to more than 39 million adult readers with plenty of buying power.

And when TV Guide throws its weight around for you, the CPM is sized extra-small.

TV GUIDE
TRIANGLE PUBLICATIONS, INC.

SOURCE: SMRB, 1985.
TV Guide® and the TV Guide logo are trademarks of Triangle Publications, Inc.

Whys and wherefores: Explaining changes in Survey data

An interview with Edward J. Spar, president of Market Statistics, by Survey editorial director, Richard Kern.

The July *Survey of Buying Power* examined the sources, methods, and reliability of *Survey* statistics. These data have been produced since 1952 by Bill Communications' Market Statistics Div., one of the oldest and most respected firms in the data business. Ed Spar, president of Market Statistics since 1971, has been instrumental in the development of demographic information as a marketing tool. In the following interview, Spar talks with *Survey* editorial director Richard Kern about the many problems inherent in the collection and dissemination of data. Much of their conversation focuses on this year's introduction of new benchmark data from the 1982 Census of Retail Trade in the calculation of the *Survey's* retail sales statistics. Some of the more often-asked questions from our readers are dealt with in-depth—especially those concerning the difficulties involved with comparing data on a year-to-year basis. Spar also discusses Market Statistics' relations with the Census Bureau, with state and local statistics organizations, and with the *Survey's* users.

S&MM: To begin with, let's talk about the Census of Retail Trade (CRT). Every five years, a new CRT is conducted, and in typical government fashion, the results aren't available until about two years later. Has this always been the case with the Bureau? Is it getting any better about speeding up this process?

Spar: That's a good question. I don't think it is getting any better about that. I had thought that it might get better—there was a large effort made—but it doesn't seem capable of getting better. There's a good group there (at the Bureau), Chuck Waite, John Berry, Bobby Russell, and Howard Hamilton, but they are also very much a part of their bureaucracy. So what happens is, every five years they find another reason why they're not going to go ahead and get the data out on time. Which is incredibly ironic when you think about the fact that if any data have a short shelf life, it's the retail trade data. They're aware of it, but I still would not want to put any money on the fact that we'll

SURVEY HIGHLIGHT

Metro market outlook through 1989

Category	1989 Projected Figure	Projected % Change 1984–89
POPULATION (Thous.)		
U.S. Total	250,507.3	+ 5.1%
Metro	191,003.1	+ 5.2
Nonmetro	59,504.2	+ 4.8
HOUSEHOLDS (Thous.)		
U.S. Total	92,996.8	+ 7.0%
Metro	71,408.3	+ 7.2
Nonmetro	21,587.3	+ 6.4
EFFECTIVE BUYING INCOME ($000)		
U.S. Total	$4,273,965,422	+65.9%
Metro	3,483,834,903	+66.8
Nonmetro	790,150,519	+62.1
AVERAGE HOUSEHOLD EBI		
U.S. Average	$45,959	+55.1%
Metro	48,788	+55.6
Nonmetro	36,603	+52.3
TOTAL RETAIL SALES ($000)		
U.S. Total	$1,966,142,765	+51.6%
Metro	1,605,410,013	+52.5
Nonmetro	360,732,752	+48.0
AVERAGE HOUSEHOLD RETAIL SALES		
U.S. Average	$21,142	+41.7%
Metro	22,482	+42.3
Nonmetro	16,710	+39.0
BUYING POWER INDEX (BPI)		
U.S. Total	100.0000	N.A.
Metro	80.5028	+ 0.5%
Nonmetro	19.4972	– 1.9

Notes: N.A.—Not Applicable. The Buying Power Index (BPI) is a weighted index that combines population, retail sales, and effective buying income and expresses it as a percentage, indicating a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total, or 100.000. Effective buying income and retail sales dollar projections are expressed in current dollars. The 1989 projections apply to the 318 S&MM metro markets as currently defined by the Office of Management and Budget (OMB), Washington, DC.

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*

*Sales & Marketing Management.

see the 1987 CRT data before 1989, no matter what the people at the Bureau say.

S&MM: Is that mostly their fault? Or are they being held up in the actual publishing of the data?

Spar: This is an argument I've had with the hierarchy down at the Economics branch of the Census Bureau for quite a number of years. They still put their emphasis on printed reports, rather than on getting the data out as soon as possible, whereas the decennial census (of population) has actually reversed this policy. They understand the need for publication. I think I remember reading that something like 200,000 pages of data are produced. But at the same time, in order to get the data out to the most people as quickly as possible, they understand the need for it in machine-readable form. I don't think this philosophy has reached the Economic Census people. I think that this is the major stumbling block.

S&MM: Is everybody in the demographic information game operating at the same advantage or disadvantage? In other words, are all the companies that are producing and selling data using Census Bureau benchmarks, or are there other ways to get data?

Spar: Well, there really aren't any other ways. I mean, when you finally get down to it, you've got to rely upon the Bureau. I cannot conceive of any other way of producing retail trade statistics other than through the benchmark data from the Bureau. One can conceivably produce population data, if you want to use list-house information or telephone

Kern: Other sources?

book information, even though I wouldn't particularly recommend it.

S&MM: What about people who use local tax data for calculating retail sales?

Spar: That's a different ball game. Those data are used to produce updates, and that's an extremely hairy situation. In the state of California, for instance, when you talk about food store sales, and you get the taxable food store sales totals, you have a little problem, and that is that most of the retail sales of food in California are not taxable. Only liquor and alcoholic beverages are taxable. So you've got to be very careful when you use that data. There are states where—as in New York state, for example—every county has its own tax structure. So when you get the data, you can't just go ahead and use this tax information for updating unless you know the relative tax structures. There are just no rules. So you can imagine the problems in terms of keeping control in this kind of situation.

S&MM: What sort of caution would you give to people who are trying to construct trend lines going out over 10 years that fall on these transitions between old and new benchmarks?

Spar: Since it's fairly obvious that the incorporation every five years of the new census information is going to cause changes in the data that have nothing to do with the trend but only with the fact that you've got a new benchmark, anyone who wants to use trend data should really use the censuses themselves. They should use the 1972, the 1977, and

Spar: Rely on the Bureau.

SURVEY HIGHLIGHT

The top 50 metro markets in 1989

Rank 1989	Metro Market	Projected 1989 Pop. (Thous.)	Projected % Change 1984–89	Rank 1984
1.	New York	8,526.2	+ 1.61%	1
2.	Los Angeles-Long Beach	8,379.6	+ 5.95	2
3.	Chicago	6,033.6	– 0.38	3
4.	Philadelphia	4,824.0	+ 1.13	4
5.	Detroit	4,312.9	– 1.08	5
6.	Boston-Lawrence-Salem-Lowell-Brockton	3,697.1	+ 0.51	6
7.	Washington, DC	3,615.1	+ 5.52	7
8.	Houston	3,529.0	+11.08	8
9.	Nassau-Suffolk, NY	2,774.3	+ 3.27	9
10.	Atlanta	2,663.6	+11.32	11
11.	Dallas	2,547.0	+13.78	13
12.	St. Louis	2,416.9	+ 0.75	10
13.	San Diego	2,336.7	+12.05	17
14.	Baltimore	2,330.9	+ 2.89	12
15.	Minneapolis-St. Paul	2,303.3	+ 3.84	14
16.	Anaheim-Santa Ana, CA	2,292.8	+ 8.99	16
17.	Pittsburgh	2,127.1	– 2.25	15
18.	Riverside-San Bernardino, CA	2,111.9	+15.69	22
19.	Tampa-St. Petersburg-Clearwater	2,074.3	+12.89	21
20.	Oakland	1,995.5	+ 6.38	18
21.	Phoenix	1,981.3	+14.13	24
22.	Miami-Hialeah	1,904.6	+ 8.47	23
23.	Newark, NJ	1,858.7	– 0.52	19
24.	Cleveland	1,814.2	– 2.47	20
25.	Denver	1,807.5	+12.36	26
26.	Seattle	1,799.8	+ 5.87	25
27.	San Francisco	1,571.8	+ 2.98	27
28.	Kansas City	1,512.1	+ 2.65	28
29.	San Jose	1,470.7	+ 6.76	31
30.	New Orleans	1,425.2	+ 6.52	32
31.	Cincinnati	1,404.4	+ 0.08	29
32.	Sacramento, CA	1,398.3	+12.55	36
33.	Milwaukee	1,381.3	– 0.69	30
34.	Norfolk-Virginia Beach	1,340.8	+ 6.34	35
35.	Forth Worth-Arlington, TX	1,324.8	+16.11	40
36.	San Antonio, TX	1,320.3	+10.88	38
37.	Columbus, OH	1,316.6	+ 2.76	33
38.	Fort Lauderdale-Hollywood, FL	1,275.1	+11.65	39
39.	Bergen-Passaic, NJ	1,269.5	– 0.91	34
40.	Indianapolis	1,232.7	+ 2.83	37
41.	Portland, OR	1,174.8	+ 2.99	41
42.	Salt Lake City-Ogden, UT	1,163.4	+12.65	43
43.	Charlotte-Gastonia-Rock Hill, NC	1,094.5	+ 6.10	44
44.	Oklahoma City	1,093.6	+12.53	47
45.	Hartford-New Britain, CT	1,070.3	+ 0.90	42
46.	Rochester, NY	1,027.5	+ 2.93	45
47.	Monmouth-Ocean, NJ	1,018.5	+ 9.25	49
48.	Orlando, FL	982.0	+17.40	58
49.	Louisville, KY	977.2	+ 0.90	48
50.	Buffalo	962.5	– 2.87	46

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*
*Sales & Marketing Management

Tomorrow's fastest-growing markets: Anchorage's back on top

Rank	Metro Market	Projected % Growth 1984–1989	Projected 1989 Pop. (Thous.)
1.	Anchorage	26.6%	291.0
2.	Naples, FL	25.2	140.8
3.	Ocala, FL	24.7	198.1
4.	Midland, TX	24.5	130.5
5.	Fort Pierce, FL	23.0	237.6
6.	Fort Myers-Cape Coral, FL	21.2	310.6
7.	Austin, TX	20.4	790.7
8.	West Palm Beach-Boca Raton-Delray Beach, FL	19.7	849.0
9.	McAllen-Edinburg-Mission, TX	18.6	404.1
10.	Melbourne-Titusville-Palm Bay, FL	18.5	391.1
11.	Brazoria, TX	18.3	240.2
12.	Bryan-College Station, TX	17.8	131.1
13.	Odessa, TX	17.7	161.9
14.	Orlando, FL	17.4	982.0
15.	Sarasota, FL	16.6	281.8
16.	Fort Collins-Loveland, CO	16.4	203.9
17.	Laredo, TX	16.3	136.2
18.	Fort Worth-Arlington, TX	16.1	1,324.8
19.	Daytona Beach, FL	15.9	354.3
20.	Riverside-San Bernardino, CA	15.7	2,111.9
21.	Provo-Orem, UT	15.5	295.4
22.	Bradenton, FL	15.3	200.1
23.	Fort Walton Beach, FL	15.2	148.4
23.	Las Vegas	15.2	622.5
25.	Redding, CA	15.0	154.8
25.	Tyler, TX	15.0	171.3

Tomorrow's negative-growth markets: Great Lakes region still sinking

Rank	Metro Market	Projected % Loss 1984–1989	Projected 1989 Pop. (Thous.)
1.	Anderson, IN	−5.3%	126.7
2.	Niagara Falls	−4.2	210.1
3.	Benton Harbor, MI	−3.7	159.7
4.	Muncie, IN	−3.6	120.1
4.	Battle Creek, MI	−3.6	132.7
6.	Youngstown-Warren, OH	−3.1	502.4
7.	Buffalo	−2.8	962.5
8.	Eugene-Springfield, OR	−2.7	261.7
9.	Cleveland	−2.4	1,814.2
10.	Terre Haute, IN	−2.2	131.3
10.	Pittsburgh	−2.2	2,127.1
10.	Muskegon, MI	−2.2	151.2
10.	Dayton-Springfield, OH	−2.2	906.9
14.	Jackson, MI	−2.1	146.2
14.	Akron	−2.1	635.8
16.	Steubenville-Weirton, OH	−2.0	153.2
16.	Pine Bluff, AK	−2.0	88.4
16.	Beaver County, PA	−2.0	197.4
19.	South Bend-Mishawaka, IN	−1.8	233.4
19.	Elmira, NY	−1.8	94.8
19.	Cumberland, MD	−1.8	104.0
22.	Pittsfield, MA	−1.7	140.5
23.	Jersey City, NJ	−1.6	539.2
24.	Wheeling, WV	−1.5	180.3
25.	Mansfield, OH	−1.4	128.4

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II*.
*Sales & Marketing Management.

the 1982 numbers. This is the safest way of doing it because you've got three census years. One of the problems we've always had in terms of the *Survey of Buying Power* is that the estimates we make for any given year are valid for that year only. Hopefully, there is—wherever possible—some existing trend from previous years. But as soon as new data comes onstream, what happens is that all of a sudden, any county—a perfect example of this would be Casper, WY (Natrona County)—anyone looking at our data corrected for the 1982 CRT would say, "My God, you were way off." And we would be the first to say, yes, you're right. One of the reasons we were way off in Casper is that we had no retail data from the local level. We, as you're well aware, contact virtually anyone we can get our hands on to get information. It just turns out that Casper, or Natrona County, was one that—in terms of retail trade—we had never been that successful in collecting information on. That's how the game works. When you're dealing with 3,137 counties, you're not always going to be able to get all the local information. You just try your best. So what happens is you've got counties where we've had either too much or not enough growth, which shows up once we incorporate the new benchmarks. This is always going to happen in a few dozen cases.

S&MM: That seems to be true this year. Out of a random sampling of some of those metros that were overestimated during the last five years, we found that back in 1979 (the first year that the 1977 CRT benchmarks were incorporated) the figures were heavy on the plus side. Is there any sort of correlation there? Is there any reason why that would have happened in 1979, with these same metros *up* by 20 or 30 percent, and five years later they're suddenly *down* by 20 or 30 percent?

Spar: I think that's probably random. I don't think we have any kind of a linear—or even curvilinear—approach. Each county is treated on its own merit. The only thing I would say—and this is sheer guesswork—is that you're dealing with counties that did not grow as fast in the second five years as they did in the previous five years. And if we did not have enough local information, the change in population would have been used for factoring and would have had an effect on the change in retail trade. It could be a non sequitur, that's the problem. I would never want to overgeneralize—because I don't think it would hold—about any specific pattern to the data.

I also have to say here that—in terms of new benchmark adjustments—we're prepared for these every five years, and we know they're going to happen. It's not that we look forward to them, nobody looks forward to this kind of

EVERY DAY, THE NEWSPAPERS PUBLISH ALL OF YOUR COMPETITION'S LITTLE SECRETS.

Newspaper ads can tell you a lot about your competition that they'd rather you didn't know.

Like how big their budgets really are.

Or where they're test-marketing their new products.

And which existing brands are experimenting with major strategy shifts.

It's all there, if you read between the linage. And that's exactly what the ACB Market Intelligence Tracking System, *Mintsystem* for short, does for you.

Every day, we monitor the advertising placed in every daily and Sunday newspaper in America—all 1,760 of them. Plus hundreds of major weeklies.

And after looking at all that advertising in all those papers, we're able to discover quite a few interesting facts.

Facts that are next to impossible to get with any other single kind of research service.

Facts about everybody who uses newspaper advertising to sell any product or any brand, anywhere in this country.

So if you want to know more about your competition, you'll want to know more about *Mintsystem.*

Call us toll-free at 1-800-222-2667. (In New York, call 212/685-7300.) We'll be happy to send you a sample report.

ACB NEWSPAPER RESEARCH

The Advertising Checking Bureau, Inc.
2 Park Avenue, New York, 10016.
Chicago • Columbus • Memphis • San Francisco • Orlando • Tempe

Circle No. 118 on Reader Service Card

thing, but what we try and do is keep adjustments to a minimum, if possible. We have noticed that this time around, the number of problems is less than in any previous year.

S&MM: Looking at retail sales in-depth, this year we have some cases of flat growth, but the metros that actually showed negative growth were a bit less than 20 percent of the total of all 316 metros. Is this ratio fairly normal compared to other transitional years?

Spar: Well, as I said, we're experiencing a lot fewer questions this time around. I always find that dangerous. It doesn't necessarily mean we don't have as many problems.

S&MM: That could be true. Certainly you're not going to hear from the people who may have discovered errors in their favor. Obviously, you're not going to get many calls from people in metros that show a 20 percent gain, let's say.

Spar: Yes, but I wish we would—although you're absolutely right. I wish we would hear from them, but it's the old media problem all over again. If the numbers are high, they're happy—if they're low, they're unhappy. From our point of view, we don't really care whether it's high or low, we just care that it's right or wrong. We have no vested interest, thankfully. We just have a vested interest to get as close to the truth as possible. In our view, 20 percent too high is just as bad as 20 percent too low.

S&MM: So there may, in fact, be another 20 percent of the metros misstated at the high end that you'll never hear from.

Spar: Oh yes, there could very well be. Our feeling is that, most likely, the odds are that we don't have a statistical bias in any specific direction after all these years, and there's no reason to expect that we would. So if the number of calls has decreased, it probably means that—on average—we've done a better job. Or else what has happened is that people are just tired of calling, although we'd like to think that's not the case. I don't mean to sound cynical, but it is pretty disturbing when you realize how much data go out there and, because you've got this imprimatur—this license to publish—people blindly use the numbers. It's gratifying that you've got that kind of respect, but it's also absolutely terrifying. And as a statistician who goes around making speeches by the dozen each year saying, "beware of every number you get from everybody," still, they tend to go ahead and use them as gospel. I always shudder at the thought—that's the statistician speaking. What happens is, people don't tend to think of these numbers

Kern: Where do you draw the line?

SURVEY HIGHLIGHT

Vying for dollars: The biggest ADIs and how they rate

ADI	Population (Thous.)	Rank	Households (Thous.)	Rank	EBI ($000)	Rank	Total Retail Sales ($000)	Rank
New York	16,243.9	1	6,756.1	1	$235,835,709	1	$99,490,745	1
Los Angeles	12,358.0	2	4,455.8	2	150,932,145	2	74,286,011	2
Chicago	8,493.3	3	3,034.4	3	102,624,275	3	45,027,908	3
Philadelphia	7,258.6	4	2,654.7	4	83,140,167	4	40,751,217	4
Boston	5,469.5	5	2,017.0	6	68,793,523	6	37,060,628	5
San Francisco	5,382.4	6	2,080.6	5	75,717,503	5	35,969,260	6
Detroit	4,629.8	7	1,674.3	7	53,052,652	8	25,063,702	9
Washington, DC	4,134.3	8	1,512.3	8	57,081,545	7	25,894,683	8
Dallas-Fort Worth	4,111.5	9	1,511.2	9	49,465,108	9	26,087,643	7
Houston	3,927.7	10	1,397.8	11	47,895,179	10	24,514,478	10
Cleveland	3,801.0	11	1,408.3	10	40,662,844	11	20,112,305	12
Pittsburgh	3,322.5	12	1,254.7	12	34,961,876	14	15,780,093	16
Atlanta	3,189.1	13	1,150.3	16	34,759,995	15	18,553,080	14
Minneapolis-St. Paul	3,182.1	14	1,164.4	14	37,748,910	12	19,658,122	13
Seattle-Tacoma	3,070.4	15	1,198.5	13	36,675,051	13	17,664,053	15
Miami	2,967.0	16	1,159.6	15	33,986,306	16	20,558,008	11
St. Louis	2,890.8	17	1,043.6	17	31,642,663	17	16,164,733	17
Denver	2,578.8	18	1,004.2	19	31,454,927	18	16,827,939	16
Tampa-St. Petersburg	2,541.0	19	1,036.0	18	26,813,168	20	14,723,206	19
Sacramento-Stockton	2,435.9	20	921.4	20	26,230,752	21	13,163,266	22
Baltimore	2,429.2	21	874.6	21	25,698,240	22	13,710,370	20
Indianapolis	2,291.7	22	829.3	22	23,640,723	24	12,931,299	23
Hartford-New Haven, CT	2,241.8	23	817.9	24	29,830,886	19	13,475,588	21
Phoenix	2,178.5	24	826.1	23	22,516,154	25	12,544,914	24
Portland, OR	2,101.9	25	802.2	25	22,018,022	26	11,085,870	26

Source: Sales & Marketing Management's 1985 *Survey of Buying Power—Part II.*
*Sales & Marketing Management.

There's a new truck on the road.

It's called Comanche.

It's built by Jeep.

The all-new Comanche Pickup is all Jeep. A fleet vehicle of obvious quality that is engineered to be durable and efficient. With comfort, convenience and versatile cargo space...available Only in a Jeep.

With a Jeep Comanche fleet you have a choice of economical 2-wheel drive or a "go-anywhere" 2-wheel drive 4-wheel drive configuration with "shift-on-the-fly" capability. There's also a choice of three engines, including an optional 2.8 liter V-6. Next, choose from three transmissions and three trim levels. Don't forget Comanche's standard 7-foot long cargo box with a full metric ton capacity, for everything you need to carry. And the list goes on!

Jeep Comanche. Now that you've thought about it, it's worth a call to add Jeep to your fleet. For more information on how to build your Jeep fleet, see your local AMC Jeep Renault dealer, or call American Motors Fleet Operations in Southfield, Michigan, (313) 827-4216.

It's worth a look for Your Fleet.

AMC | Jeep
RENAULT

THE FLEET TO WATCH.

Safety Belts Save Lives

Circle No. 120 on Reader Service Card

9,000 Moose, 3,000 Elk and 10,000 Dentists will be able to roam in comfort in Boston's new Hynes.

The exciting new Hynes Convention Center, scheduled to open in January 1988, will be able to host over 22,000 people—in one large convention or in up to seven separate conventions. And its flexible design will allow delegates to reach their own areas without having to pass through another meeting.

We wouldn't want Elks accidentally roaming into Lions. The elegant, modern Hynes will be the only facility in the country with more than 5,000 luxury hotel rooms within walking distance. Over 3,000 are under roof in one adjoining complex. And best of all, the Hynes is located in Boston, the Walking City. One of the world's most delightful cities whose treasures are yours to enjoy on foot. For information on having your group meeting or convention in Massachusetts, contact your nearest MASSMEETINGS office. And "Meet Me In Massachusetts."

MASSMEETINGS
MASSACHUSETTS CONVENTION CENTER AUTHORITY

Washington, D.C.
1030 15th St., N.W. (202) 898-0909
The Krisam Group
(202) 785-1035

New York City
565 Fifth Avenue (212) 949-4280
The Krisam Group
(212) 661-1818

Chicago
645 No. Michigan Ave. (312) 664-0676
The Krisam Group
(312) 664-6600

Boston
Prudential Tower (617) 236-8168
Suite 4050

MASSMEETINGS is a cooperative marketing program of the Massachusetts Convention Center Authority, Massachusetts Department of Commerce, Boston Convention & Visitors Bureau, Bristol County Development Council, Cape Cod Chamber of Commerce, Springfield Convention & Visitors Bureau, Worcester County Convention & Visitors Bureau. MASSMEETINGS is a member of the Krisam Group.

The spirit of Massachusetts is the spirit of America.

Circle No. 116 on Reader Service Card

as estimates, they tend to think of them as the real thing.

S&MM: That being the case, why is everyone these days so hot on claiming that they have "the most reliable data," or "the only data." Where's the line between fact and fiction?

Spar: That's a good question. I would think that the proper ways to evaluate data are twofold. Number one, you ask them "How did you do it? Take it step by step and show me how you did it—even if it has blemishes." The estimating business is really a very art-oriented business. It's as much an art as it is a science. I sometimes wonder if the word science is even applicable for some of the things that are produced, because you really have to massage the data by hand. It *is* a science in the sense that you have to have expertise, but it's an art in the sense that you have to have a very strong sense of the motion of the data.

The second thing that you've got to do is you've got to ask some people for some benchmarks. Ask them to show you their 1980 census *estimates* vs. the 1980 census *actuals*. In our data, for instance, we had a median error of 3.4 percent, which is pretty good. That's really about all you can do. The problem is that people don't want to ask those kinds of questions. People tend to shop on price and on promises. It takes a lot of intellectual fortitude to sit down and confront somebody—to say, "Show me."

S&MM: As far as changing benchmarks go, when this happens, are we making people aware enough that this is occurring every five years or every ten years? Are we doing enough in the way of visible explanations, or are a lot of people simply missing the information that we do provide? Do you feel it's our job to make sure people are aware when changes are made?

Spar: I think it is. I would think that in the future it would be a good idea. I don't think it has to be put in the negative. I think it should be put in the positive—and we do put it in the positive—but I think maybe a little bit more of the old S&MM red type might be in order to make it more visible. To utilize that brush

SURVEY HIGHLIGHT

The most affluent markets of 1989: Bridgeport-Stamford topples Long Island

1989 Rank	Metro Market	1989 Projected EBI Per Household	% Increase 1984–89
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	$72,725	55.95%
2.	Nassau-Suffolk, NY	69,986	56.88
3.	Lake County, IL	69,520	59.88
4.	Grand Forks, ND	68,559	68.88
5.	San Jose, CA	64,123	57.01
6.	Washington, DC	63,419	56.40
7.	Bergen-Passaic, NJ	63,037	55.96
8.	Middlesex-Somerset-Hunterdon, NJ	62,919	53.93
9.	Midland, TX	62,191	56.73
10.	Anaheim-Santa Ana, CA	61,561	55.24
11.	Oxnard-Ventura, CA	59,852	57.49
12.	Newark, NJ	59,795	56.50
13.	Wichita, KS	59,584	64.06
14.	Minneapolis-St. Paul, MN	58,472	65.16
15.	Brazoria, TX	58,397	55.88
16.	Anchorage, AK	58,395	39.77
17.	Lincoln, NE	57,980	68.28
18.	Honolulu, HI	57,919	55.75
19.	Monmouth-Ocean, NJ	57,257	58.37
20.	New London-Norwich, CT	57,063	58.01
21.	Omaha, NE	57,309	68.60
22.	Trenton, NJ	57,182	55.47
23.	San Francisco, CA	56,883	55.20
24.	Hartford-New Britain-Middletown-Bristol, CT	56,711	53.47
25.	Richland-Kennewick-Pasco, WA	56,575	65.17
26.	Topeka, KS	56,128	63.05
27.	Seattle, WA	55,769	63.84
28.	New Haven-Waterbury-Meriden, CT	55,743	56.54
29.	Rochester, MN	55,609	64.62
30.	Kenosha, WI	55,454	69.52
31.	Boston-Lawrence-Salem-Lowell-Brockton, MA	55,365	55.90
32.	Kalamazoo, MI	55,322	70.68
33.	Poughkeepsie, NY	54,820	52.96
34.	Oakland, CA	54,758	54.85
35.	Wilmington, DE	54,636	60.98
36.	Chicago, IL	54,579	60.28
37.	Manchester-Nashua, NH	54,501	58.84
38.	Dallas, TX	54,432	56.98
39.	Aurora-Elgin, IL	54,419	54.57
40.	Portsmouth-Dover-Rochester, NH	54,260	60.32
41.	Ann Arbor, MI	53,996	60.99
42.	Bloomington-Normal, IL	53,659	63.23
43.	Peoria, IL	53,501	60.44
44.	Sioux Falls, SD	53,494	61.81
45.	Columbia, MO	53,346	66.89
46.	Grand Rapids, MI	52,869	68.69
47.	Lansing-East Lansing, MI	52,743	64.47
48.	Fort Worth-Arlington, TX	52,713	57.69
49.	Santa Cruz, CA	52,672	57.71
50.	Denver, CO	52,664	58.03
	U.S. Average	**$45,959**	**55.05%**

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*
©Sales & Marketing Management.

If You're A Marketing/Sales Management Professional

. . . you belong in the American Marketing Association.

Special Introductory Offer

***Improved Benefits Below!**

Busy professionals have to be selective with their time. They carefully choose the books they read, the company they keep and the organizations they join. These same professionals understand the importance of anticipating marketing/sales management trends. For these reasons you should join the 25,000 AMA marketing/sales management professionals with this *special introductory professional membership* offer of $85 and benefit from:

- An annual *Marketing News* subscription ..... 26 issues
- NEW...quarterly Sales Management Bulletin
- FREE...Marketing Services Guide...the most comprehensive buyers' guide ever published!
- Substantial Discounts on selected Dartnell marketing publications
- Unlimited use of AMA's Marketing Information Center—just a phone call away
- Discounts on more than 20 conferences and seminars
- A personally engraved certificate and walnut-finished membership plaque

and much more!

Mail payment (payable to AMA) and/or coupon to:
American Marketing Association, Membership Development,
250 South Wacker Drive, Chicago, IL 60606.

☐ Yes, I've enclosed my $85 payment for AMA's introductory professional membership.
☐ I'm interested in joining. Please send me more information.
☐ VISA
☐ MASTERCARD Card No. _____ Exp. Date _____
Name _____ Signature _____
Company _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____
SMOB

AMERICAN MARKETING ASSOCIATION

stroke and say, "There are going to be changes. We're not trying to explain them away, but many of you use this for trend data, and when you take a look at this you may have some strange bumps. This is what has happened."

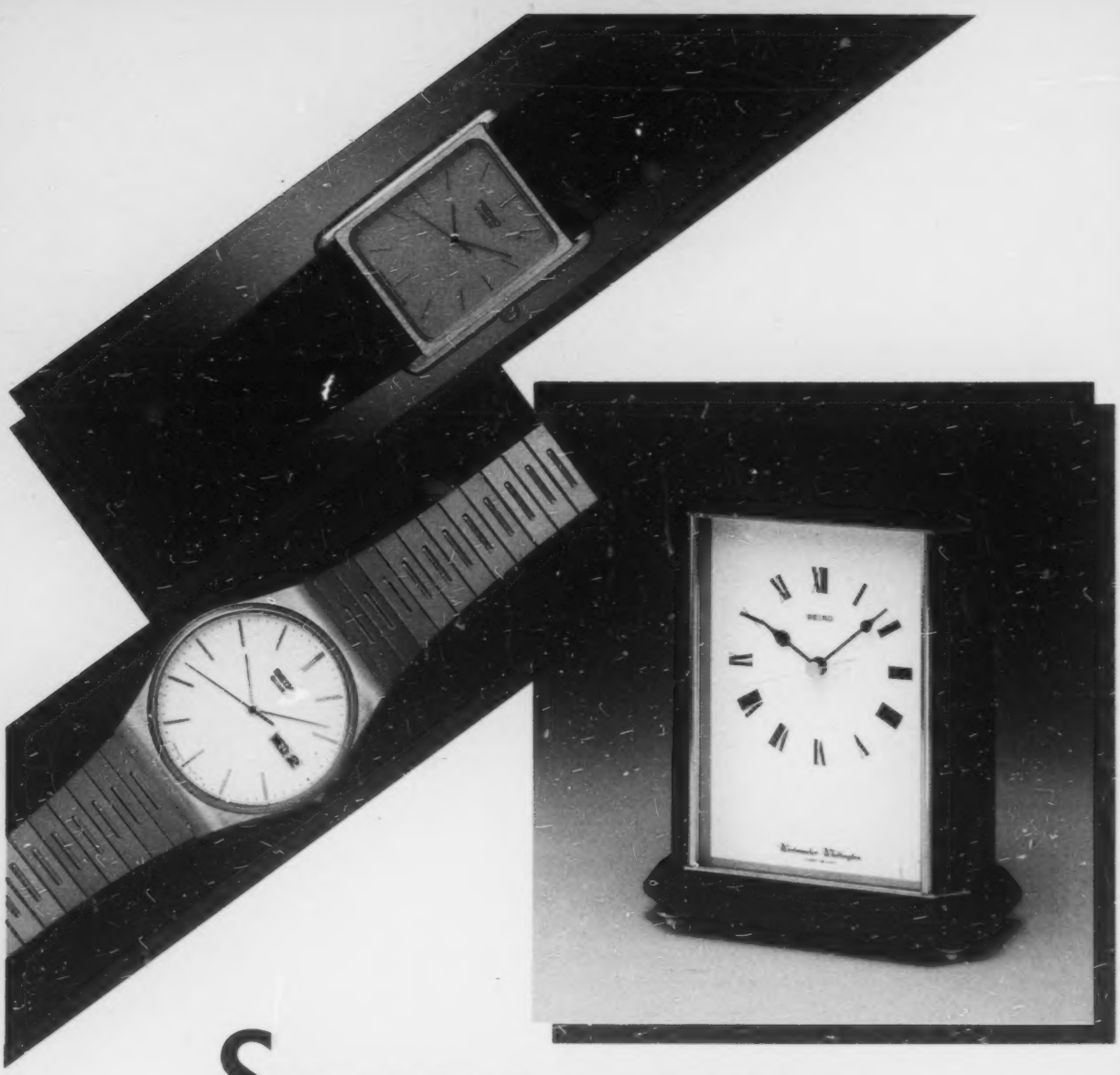
S&MM: In talking about bumps or blips in trend lines, what should people do to make their trend lines make sense? Should they footnote? Should they be using data that fall across different benchmarks?

Spar: You mean in their own reports? No, they shouldn't do it at all. They should not be making trends (over benchmarks). You have to chop off the line at that point. If you want to make a trend, as I said before, either go back to the 1985 *Survey*, which is at least based upon an immediate census (the 1982 CRT), or go back to the census itself as a benchmark. Any analyst realizes that you have to have comparable data. Once you throw a new benchmark in there, your data are no longer comparable to the previous year.

S&MM: But isn't the nature of your estimating procedure the fact that it's based on the previous year's data?

Spar: To some degree. But then again I can see us putting in 3,137 footnotes saying "*this* county is based upon previous data, *this* county is based on new EBI data, *this* county is based on new retail trade tax data, etc.," so that you'd know which counties you could *really* compare to the previous year and which ones you *couldn't* compare to the previous year. Technically speaking, it probably wouldn't be a bad idea, and I suppose way down the road when we no longer have books and everything's on a laser disk or some other machine-readable format, it would be nice and easy to put all of these footnotes in there and they'll all come popping up on the screen. But we made a decision somewhere back around 1975 to cease and desist in terms of footnotes because the footnotes were starting to become more pervasive than the data.

S&MM: So what do you say to the guy at the Chamber of Commerce in Boise, for example, who picks up this year's *Survey* and finds that



Seiko Watches and Clocks. Great Work Perks.

In a recent study,* thousands of men and women were asked to name a watch. 97% said Seiko! That's awareness. Awareness of the name and the style, value and advanced technology it represents.

What does it mean to you? Whether you're giving business gifts, work perks or awards, you're assured that Seiko is a choice that does you credit.

With a price range of $19.50 to $390.00, there's an exact fit for your own plans. Seiko. More than a known quantity — a known quality.

SEIKO

Send to: Barry Stolzenberg SM1085
National Sales Manager, Incentives and Awards
Seiko Time Corporation, 640 Fifth Avenue,
New York, N.Y. 10019

Yes I want to know more. Please send me a free catalog showing current Men's and Ladies' Seiko watches and clocks.

Name _____

Company _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____

© 1985 Seiko Time Corp. *Lekas & Associates Independent Research

Circle No. 122 on Reader Service Card

there's been a 30 percent drop in his total retail sales between 1983 and 1984?

Spar: Well, the first thing we say is we blew it. The next thing we say is that, obviously the data we were using to growth Boise was inaccurate. We've got to go back and see what we did, we're going to analyze it, and now we're going to be very honest with you. Since the data are inaccurate, we need your help. We've got to forget the past and worry about the future. You folks in Boise, what have you got to help us out here? Let me tell you what we could use. And here, let me go back to the Casper situation. They were very helpful, and now we are in contact with them and we'll be getting retail trade tax information from them on a yearly basis.

S&MM: Just how much do you make use of local sources vs. the Census Bureau?

Spar: Well, the Census Bureau is only good for data every five years (in terms of retail trade statistics).

S&MM: What about the Monthly Estimates of Retail Trade from the Commerce Department?

Spar: Yes, we use them, but down at the local level you've got to have more. They give you data on a handful of metro areas and that's it. So you're really cut down in terms of retail trade statistics and you have to rely upon local data. There's a real dearth of this information that's readily available, everything else you've really got to go scurrying after. But, of course, that's our job. I'm not trying to make it sound like, "Oh, poor us." We're paid to do that. But the truth of the matter is, sometimes data aren't easy to find. You really have to go digging. And again, when you're dealing with as many counties as we are, what happens is you don't necessarily dig unless there's a problem. I mean, we're all human. So say that you have some small county like Missoula, MT, another favorite example of mine. To give you an idea of the oddities of oddities, in the 1982 *Survey of Buying Power* we made a fascinating error for Missoula in terms of population, where the population figure was too high. This year we got a call about a day before we were going to press on the 1985 *Survey* from the local newspaper in Missoula saying that our population figure was off by 4,000 people. Well, I was in a state of shock. And you can imagine that the production department was in more of a state of shock when I said, "Stop, I want to take a look at it," because my rule of thumb has always been that any specific problem that we know about has been put to bed by print time. And I have never violated that rule. The data are the best they can possibly be. I guess I'm known to

Spar: A dearth of information.

Automated Telemarketing

The Ultimate Business Strategy

The goal of automation is to help you manage more effectively and fatten up the corporate bottom line. And that's exactly what Telemarketing+ does. It automates:

- **Customer/prospect tracking**
- **Telephone dialing**
- **Literature fulfillment**
- **Appointment scheduling**
- **Order entry**
- **Product & warranty information**
- **Scripting for in-or-outbound calls**
- **Complaint records**

Telemarketing+ features:

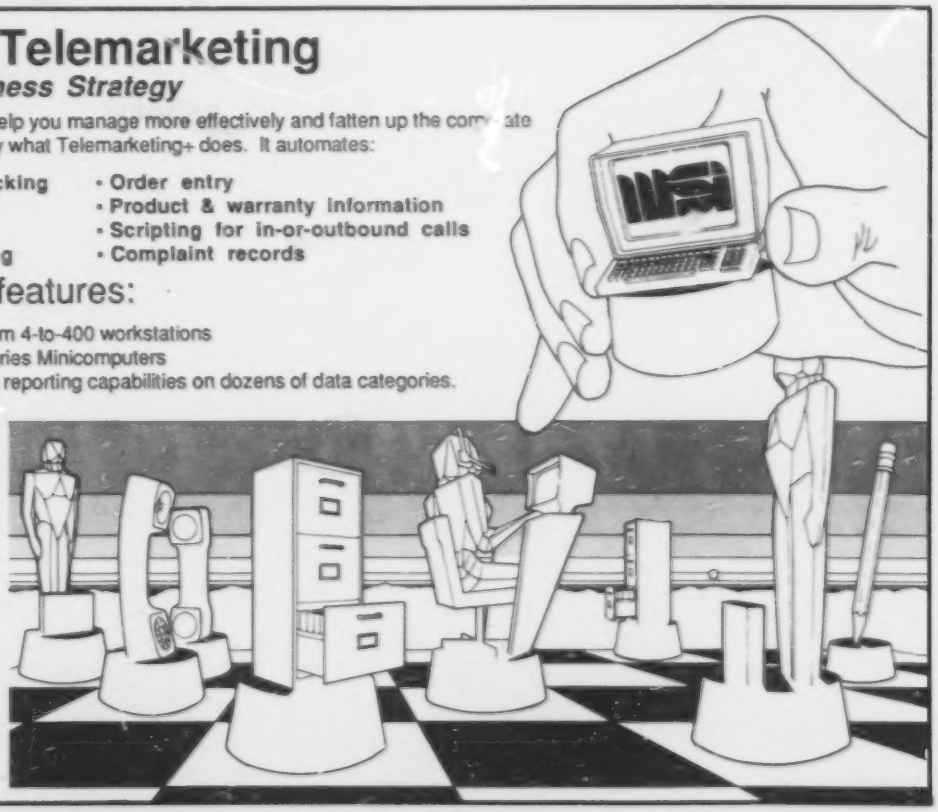
- Modular and expandable from 4-to-400 workstations
- Operates on all Prime 50 Series Minicomputers
- Has extensive management reporting capabilities on dozens of data categories.

Call TOLL FREE today for more information, literature and a demo you can access from your terminal or PC.

(800) CALL-MSI

PRIME® Computer

MSI MULTI-SYSTEMS INC.
The Marketing Automation Company



Circle No. 107 on Reader Service Card

be somewhat of a lunatic about that. Anything else to me is intellectual dishonesty.

So we checked, and I called them back and said, "Guess what? You're right! And guess what? We're going to change it." Well, there's a stunned silence, and then on the other end of the line they said, "You mean you'd do that for us?" To which I responded with what I thought was one of my best lines. I said, "Missoula is just as important as Los Angeles." And it is! We now have a friend in Missoula.

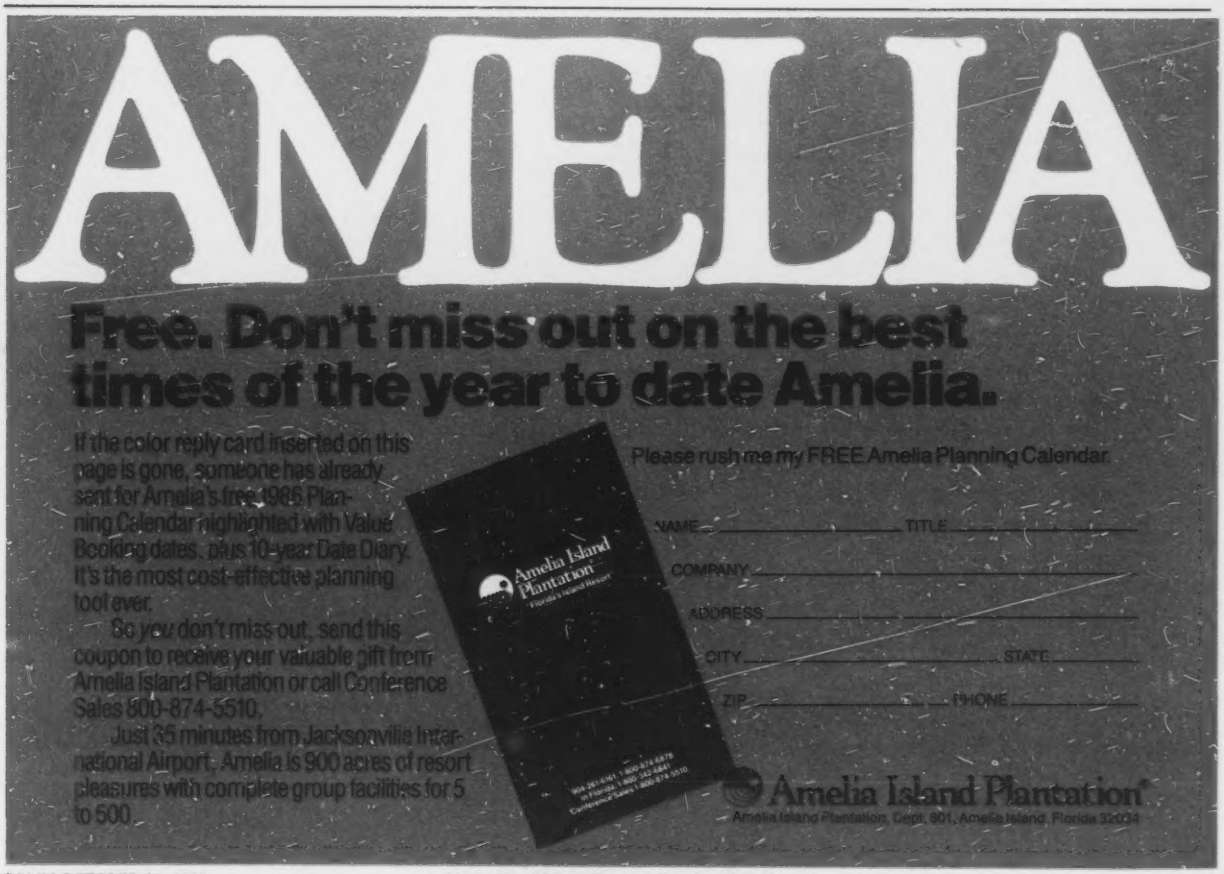
S&MM: Speaking of local information, what are your sources for data on the state and county level? Are you contacting Chambers of Commerce? Are there state statistics organizations?

Spar: Yes. Chambers of Commerce don't do you much good in terms of statistics, but they'll tell you the openings and closings of plants, the openings of shopping centers, and you can also use shopping center directories for that, which of course we do. But when you're looking for a specific number to use for a growth factor, you've got to rely upon such things as state tax collection information or county information. So you can see where—in terms of retail trade—the secondary-source information that we use for updating is softer than it is for population. You might get some retail tax data one year, and then—because of budget cuts at the state level—you won't get it for the next year. Then they may reinstitute it for the following year. By that time, some tax-rate changes might have taken place. I mean, you never know year to year what's going to happen in any given area. One year they're going to give it to you on microfiche, the next year on computer tape, and the third year on toilet paper.

S&MM: As far as the Bureau goes, how is it at providing estimates in intercensal years? Has it been doing this only recently, or has it been at this for a while?

Spar: As an outgrowth of the Revenue Sharing Act in the early 1970s—in typical Congressional fashion—the Bureau of the Census was told that it must produce intercensal estimates of population at the county level and below. It's been doing this since 1972 and, by the way, the Bureau is quite good at this, let me just say that. It used to be a function of revenue sharing, but revenue sharing, as you know, is just about to end. But now that this is a part of the Bureau's regular routine, I do hope that it will keep on doing it. The city estimates—the small area estimates—because of budget cuts, are only done every other year rather than every year, however, which is a shame.

S&MM: Getting back to the *Survey's* estimates, when you get a major *increase* in the figures, not many people are going to take the time to ask why. But when you show little or no growth, everybody immediately raises questions as to the realiability and integrity of the *Survey* data. So what do you tell someone who wants to know—as a number of people have—what you're going to do about repairing



Circle No. 101 on Reader Service Card

the damage that's been done to their metro area?

Spar: Well, I don't think that the metro has really been damaged.

S&MM: But a lot of the people who call up are afraid that marketers are going to look at these numbers and make erroneous assumptions based on them.

Spar: Well, marketers are smarter than that. Marketers are not dopes. They are usually intelligent enough to understand that if you have a big shift like they had in the Roanoke, VA, metro in this year's *Survey*, you didn't actually have a depression in Roanoke in 1984. There's no way that retail sales would be down by more than 12 percent. It just doesn't happen. People know that. Usually the first thing that you'll discover is that people will say, "My God, what happened to the data? There's something wrong with these data." And indeed, in this case there is. That's the approach to this. The idea is to do a better job next time. But I don't really think that a market is going to be harmed (by data problems). I think what happens is that people will factor the new data into their plans. And I've yet to see a marketing plan or a media plan that's based upon one number. That kind of situation is just fiction.

S&MM: So fears like this are pretty much unfounded?

Spar: Well, they have every right to be upset, because most likely they are going to be presenting the market to an agency based upon these data. And now all of a sudden they have to come up with a new story. But there are a lot of stories. There's no market that I've ever seen in the United States that doesn't have a story.

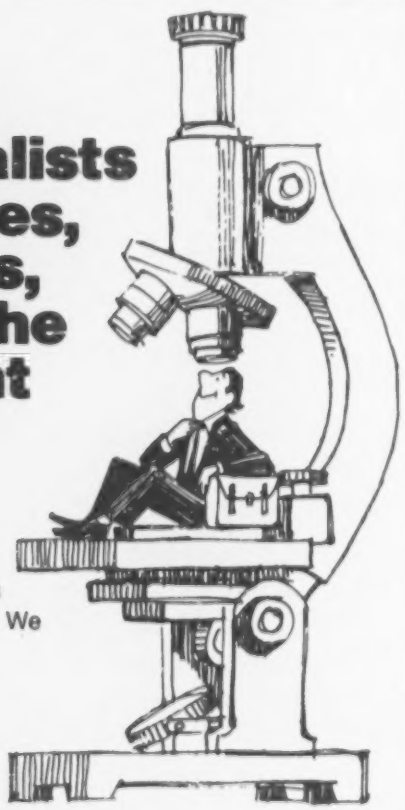
S&MM: So what are some of their other options?

Spar: I don't think I can answer that. Not because I'm afraid to, but because the answers are just too complex. There are stories in terms of age, in terms of income, in terms of retail trade. . . .

S&MM: That's what we're getting at. Could the people at the local level go somewhere else for different data? Could they get numbers that would be any more favorable?

Spar: I doubt it, because the data they've got right now—and by the way, when you say "more favorable," let's give them the benefit of the doubt and assume they're looking for the truth—the data they've got are for the most part reliable. And when they're not, we do our very best to improve. And that's the bottom line. It's our job—and one we take very seriously—to improve continuously on what we do. S&MM

With over 500 specialists in 100 offices, in 35 states, we'll find the sales talent you need.



Nobody can find sales talent like Sales Consultants. We save you time and money and locate the kind of experienced sales and sales management people you're looking for. **And you pay no fee until you make the final hiring decision.**

Thousands of client companies, large and small, depend on us to find qualified sales people fast. You should too. Give us a call today.

SALES CONSULTANTS®
Finding sales and sales management talent is our only business.®

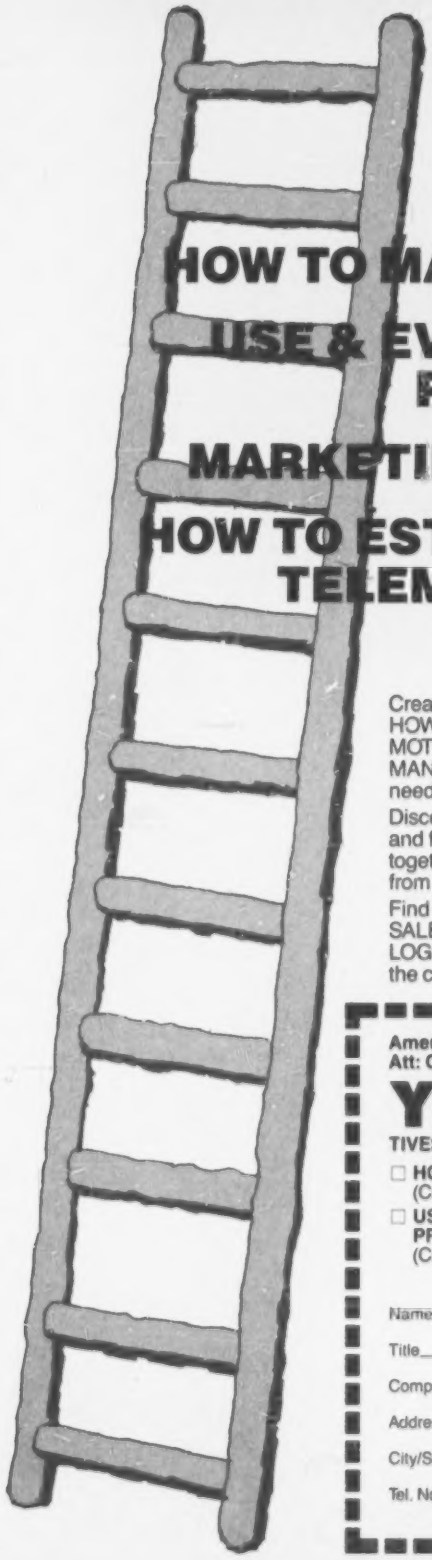
Look in the White Pages for the Sales Consultants office nearest you.

S&MM QUOTES

The longer you live in the business world, the more you learn not to count too heavily on forecasts. Nevertheless, it's all you have to go on.

—Eastman Kodak chairman Colby Chandler, in an interview in *USA* Today.

GET A LEG UP ON THE MARKETING LADDER



AMERICAN MANAGEMENT ASSOCIATION HAS A BETTER WAY

In fact, several better ways:

HOW TO MARKET BY DIRECT MAIL

USE & EVALUATION OF TRADE PROMOTIONS

MARKETING COMMUNICATIONS

HOW TO ESTABLISH & MANAGE THE TELEMARKETING-SALES OPERATION

Created by top pros and backed by AMA's moneyback guarantee, courses like HOW TO MARKET BY DIRECT MAIL . . . USE & EVALUATION OF TRADE PROMOTIONS . . . MARKETING COMMUNICATIONS . . . and HOW TO ESTABLISH & MANAGE THE TELEMARKETING-SALES OPERATION cover everything you need to get a leg up on the marketing ladder.

Discover how direct mail can boost sales, cultivate customers and support dealers and field representatives. Pick up proven telephone marketing techniques. Put together a total sales and marketing communications package to improve results from every medium you use!

Find out how they can pay off for your company. And get your own copy of AMA's SALES & MARKETING EXECUTIVES' PROFESSIONAL DEVELOPMENT CATALOG. It's FREE and it describes a host of programs you should know about. Use the coupon, the Reader Service Card, or call the AMA Registrar at (518) 891-0065.

American Management Association
Att: Gene Patterson, Marketing Manager, 135 West 50th St., New York, NY 10020

YES, send me absolutely FREE ☐ **AMA's SALES & MARKETING EXECUTIVES' PROFESSIONAL DEVELOPMENT CATALOG** and more information about:

- ☐ **HOW TO MARKET BY DIRECT MAIL** (Course #5204XSMF)
- ☐ **USE & EVALUATION OF TRADE PROMOTIONS** (Course #5205XSMF)
- ☐ **MARKETING COMMUNICATIONS** (Course #5280XSMF)
- ☐ **HOW TO ESTABLISH & MANAGE THE TELEMARKETING-SALES OPERATION** (Course #5588XSMF)

Name_____

Title_____

Company_____

Address_____

City/State/Zip_____

Tel. No. ( )_____

5-6082

Circle No. 124 on Reader Service Card

SBP-II: Redrawing the boundaries

Cities, counties, metros. The traditional boundaries that define markets. These geographic standards imposed on urban, suburban, and rural areas are the "glue of continuity" essential to market planning. Without such a system, the facts and figures collected by the Census Bureau and others would mean very little. The need for a set of uniform guidelines is paramount.

Using the county as the basic geographic building block, the metropolitan area system allows us to make comparisons of markets (which are actually groups of counties). Their relative size, their buying power, and their spending habits can be easily charted against this kind of framework. It is also a very flexible system that allows the geopolitical boundaries that counties supply to be reshuffled, as populations shift and cities spread, causing changes in the degree of urbanization in a given area. But what about markets that don't necessarily conform to the neat, precise lines that counties provide? In today's marketing climate, the more nebulous reach of broadcast signals or print media coverage presents a different kind of problem. How then do we deal with these less well-defined boundaries?

S&MM's July *Survey of Buying Power*, with its firm base in metro and county geography, has provided annual statistics on population, income, and retail sales for more than half a century. One of the *Survey*'s most useful and durable qualities is its adherence to this geographic system. On the other hand, specialized markets, such as Arbitron's Areas of Dominant Influence (ADIs) or the Audit Bureau of Circulation's newspaper markets,

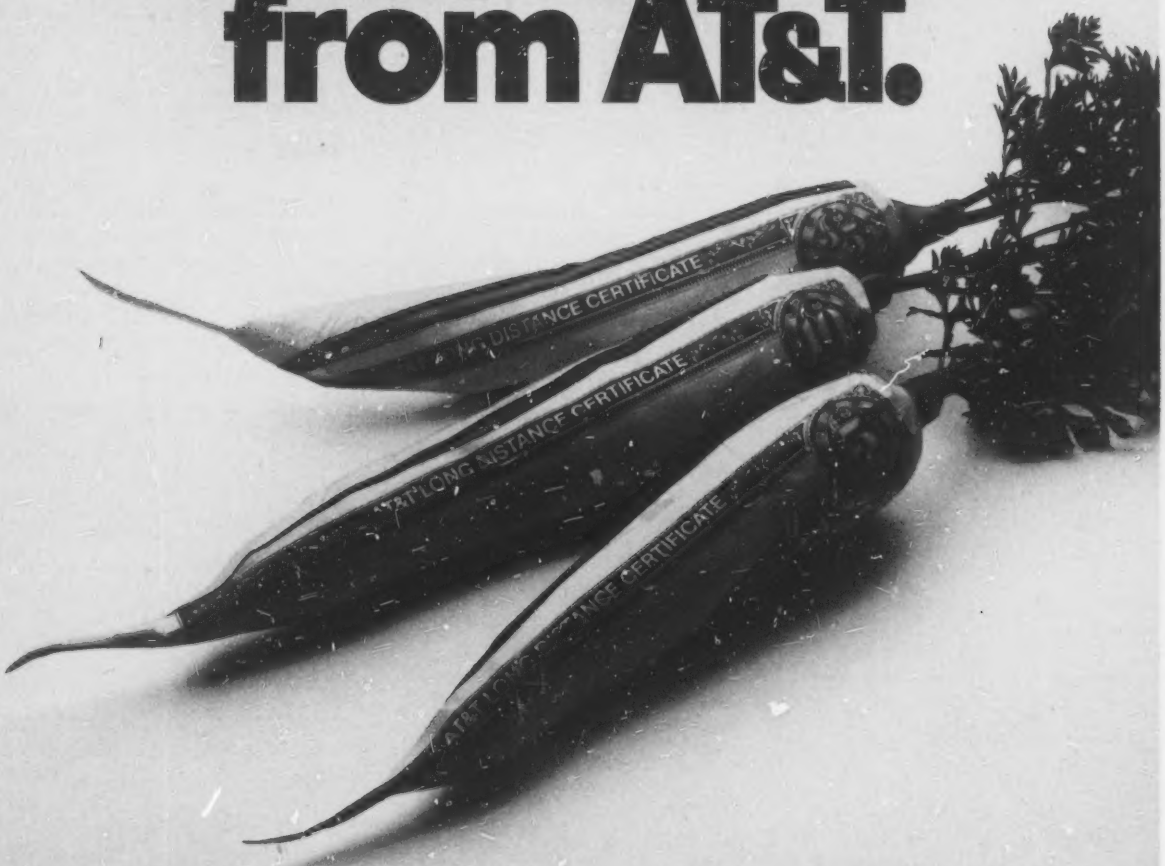
SURVEY HIGHLIGHT

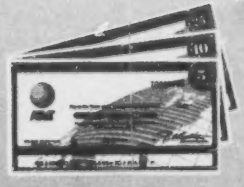
Retail sales outlook: 1985–87

Store Category	Total Retail Sales ($ Bil.) 1985	1986	1987	% Change 1984–85	1985–86	1986–87
DURABLES	**$505.9**	**$524.3**	**$560.3**	**9.3%**	**3.6%**	**6.9%**
Building supplies	**72.0**	**77.2**	**82.2**	**5.0**	**7.2**	**6.5**
Bldg. materials & paint	52.9	57.2	60.4	6.5	8.1	5.6
Hardware	9.9	10.3	11.3	4.3	4.2	9.1
Nurseries & garden supplies	9.1	9.6	10.4	−2.2	5.6	8.8
Automotive	**308.7**	**318.9**	**340.3**	**11.6**	**3.3**	**6.7**
Automotive dealers	283.7	293.7	314.1	12.4	3.5	7.0
Auto & home supplies	25.0	25.2	26.2	2.8	0.7	4.1
Furniture & appliances	**68.4**	**69.6**	**72.8**	**8.1**	**1.7**	**4.5**
Furniture, rugs & curtains	36.3	37.2	39.0	3.6	2.4	5.1
Appliances, TV, & radio	27.1	27.4	28.5	13.9	0.9	4.0
Misc. furniture	5.0	5.1	5.2	12.7	1.0	3.8
Misc. durables	**56.8**	**58.7**	**65.1**	**4.2**	**3.3**	**10.9**
NONDURABLES	**$862.9**	**$891.7**	**$934.7**	**3.9%**	**3.3%**	**4.8%**
General merchandise	**159.4**	**163.6**	**173.9**	**4.4**	**2.7**	**6.3**
Department stores	133.9	137.7	146.3	4.3	2.8	6.2
Variety stores	9.0	9.2	9.8	−0.8	2.2	7.0
Other general merchandise	16.4	16.7	17.8	8.4	1.6	6.7
Food stores	**279.8**	**288.7**	**303.0**	**3.7**	**3.2**	**5.0**
Gasoline stations	**102.7**	**101.3**	**98.5**	**1.8**	**−1.4**	**−2.7**
Apparel	**70.2**	**71.7**	**75.6**	**5.5**	**2.1**	**5.5**
Men's apparel	8.4	8.5	9.1	0.2	1.8	7.2
Women's apparel	29.2	29.8	31.3	5.1	2.1	4.9
Shoe stores	11.0	11.3	12.0	6.7	2.6	6.1
Misc. apparel	21.6	22.0	23.2	7.6	2.0	5.4
Eating & drinking places	**131.5**	**140.7**	**150.0**	**6.1**	**7.0**	**6.6**
Drug stores	**47.0**	**49.0**	**52.4**	**6.6**	**4.4**	**6.8**
Liquor stores	**19.3**	**20.0**	**20.9**	**−0.9**	**3.4**	**4.5**
Misc. nondurables	**53.2**	**56.8**	**60.3**	**−0.7**	**6.9**	**6.2**
TOTAL RETAIL SALES	**$1,368.9**	**$1,416.0**	**$1,495.0**	**5.8%**	**3.4%**	**5.6%**

Notes: Unless otherwise indicated, % Change figures show *increases* in sales. Details may not add to totals due to rounding.
Source: Data Resources, Inc., Consumer Economics Div.
©Sales & Marketing Management.

Fresh carrots from AT&T.





AT&T Long Distance Certificates. A novel way to motivate people.

As an incentive or a premium, AT&T Long Distance Certificates have a lot more going for them than freshness and noveity.

They're suitable for anyone who uses a phone. They come in $2, $3, $5, $10, $25, and $100 denominations. They can be customized to fit your specifications. And they're easy to order, distribute, and inventory.

If you have an appetite for fresh carrots or more information, call **1 800 222-7747, Ext. 525.** We'll be glad to serve you.

AT&T
The right choice.

Circle No. 127 on Reader Service Card

have, for their individual industries, emerged as a more usable alternative to the metro/county system, which was a bit too inflexible for measuring the reach of these kinds of services.

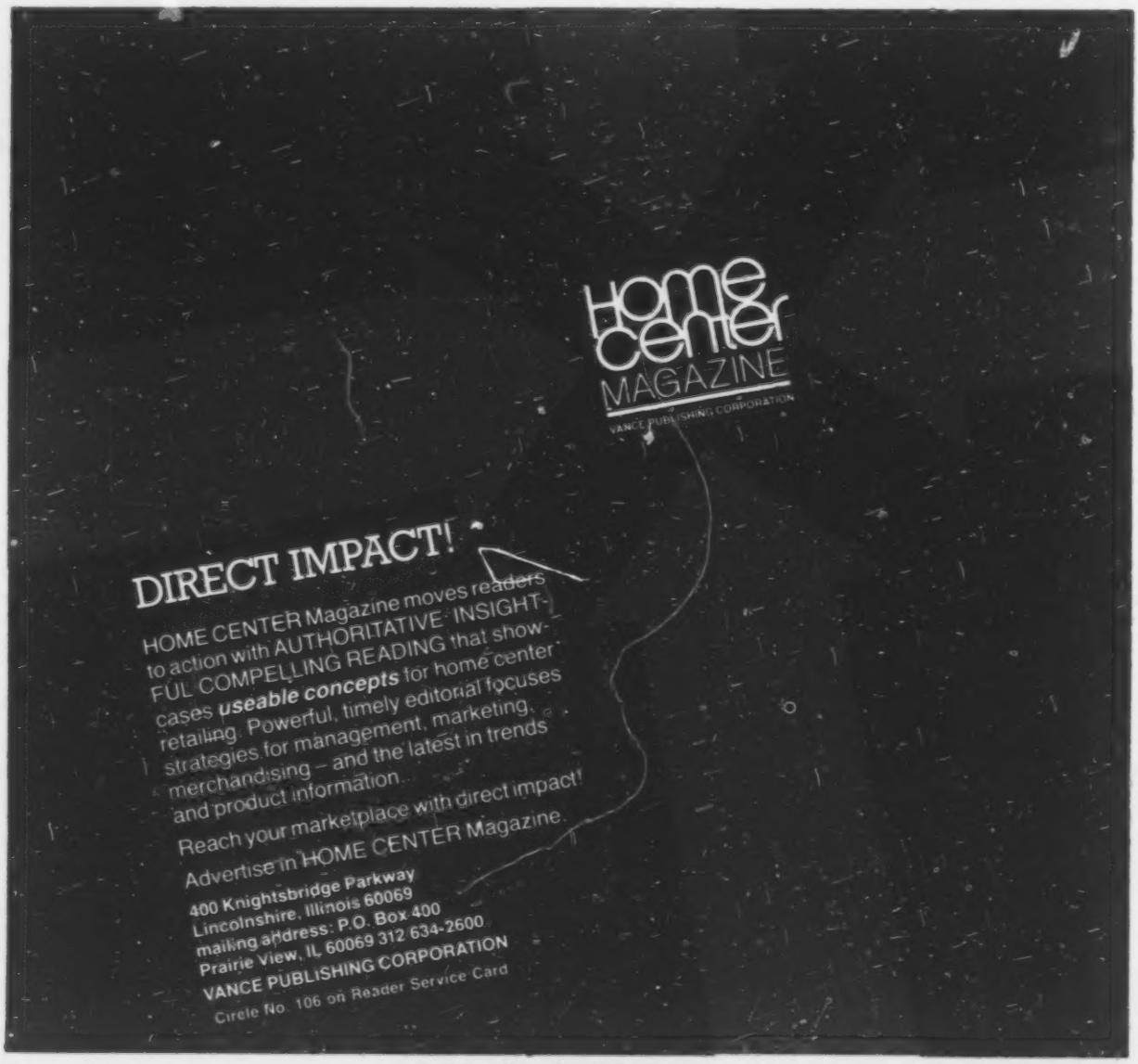
Another alternative geography that has recently come into its own as a system for reporting demographic information is the Postal Service's Zip Code designations. These areas, as opposed to ADIs or newspaper markets, are smaller than metros, which allows marketers to further subdivide counties, or even cities and towns, isolating individual characteristics that fit their highly specific profiles.

In order to properly address these alternative geographies and their statistics, S&MM created its *Survey of Buying Power - Part II* in 1973. In addition to data on ADIs and newspaper markets, the *SBP-II* provides a five-year projection for all metros and metro counties, as well as rankings on individual merchandise line sales, and—since 1983—a profile of Zip Code data available from Bill Communications' Market Statistics Div. In other words, all of the various bits and pieces of data that don't follow a strict metro/county format are collected in this volume, for use by marketers who need more specialized information in terms of specific products, media coverage, market planning, or any of the other myriad uses our readers might have.

In the following pages, an explanation of each of the *SBP-II*'s sections tells you a little more about the specialized applications of the data and how to use them to your ultimate advantage.

Section B: Merchandise Line Sales

The *SBP-II*'s merchandise line sales data, which are current estimates of metro market expenditures in seven specific product categories, help marketers to refine their strategies with information on their particular



How to prove advertising works

Exclusive New Equipment Digest research of over 12 million advertising sales leads provides interesting new insights into advertising effectiveness.

It seems very fair to us that, since you invest in advertising to improve profits, you should be able to prove the value of your program to your boss. As the magazine which generates more industrial advertising sales leads than any other monthly publication, we're in a unique position to offer you just such proof.

The relationship between sales leads and profits

The myth of the "literature collector" is easy to believe in, but has no basis in fact. New Equipment Digest has conducted over 1200 Inquiry Follow-Up Studies over the last 15 years. We've researched large ads and small ads. Ads with free offers and ads without. Ads for companies selling every imaginable industrial product.

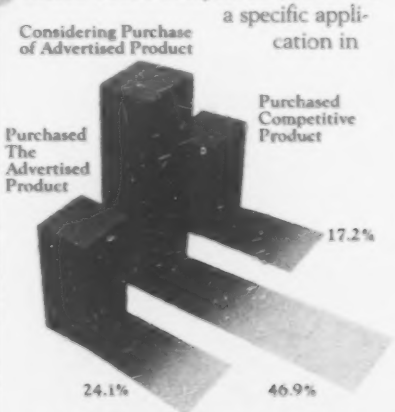
One in five advertising sales leads from N.E.D. turn into a sale of the advertised product.

Amazingly, the average conversion ratio remains constant...*20.1% of all N.E.D. sales leads result in sale of the advertised product.* Further, an additional 16.2% purchased a competitive product, and a whopping 49.2% were still considering purchase. Fully 85.5% of all people who send for information on products advertised in New Equipment Digest do so with an expectation to purchase. Your boss would call them "potential customers".

How many sales leads should you expect

These same Reader Action Reports show all products are not created equal in terms of inquiry generation. For instance, ads studied for electronic timers generated an average of 253 sales leads per ad, while those for fluid power connectors pulled an average of 115.

We can also tell you that, on the average, 84.4% of the inquirers to electrical/electronic ads got the information they requested. 14.5% heard from a salesman. 77.2% had never seen a salesman from that company before. 24.1% purchased the advertised product. 17.2% purchased from a competitor. 76.2% had a specific application in mind. And, 57.6% didn't know the company made that product before seeing the ad.



Studies of over 25,000 N.E.D. sales leads generated for electrical / electronic products show the value advertisers in this product category can expect to receive.

Any other questions?

We have valuable statistics like these on over 550 products sold to industrial markets. They provide excellent measurement to gauge your own advertising success.

What should you expect from a publication?

Above all else, you should expect to know the value of what you're buying. We can tell you there are over 204,000 N.E.D. readers in 74,000 plants, nationwide. And, that they are located in every manufacturing SIC. But, if you really want to convince your boss of your wisdom, talk about the 12 million advertising sales leads that prove it works.

Should you want the proof in your hands, simply call your New Equipment Digest sales representative today.

New Equipment Digest

The Magazine Of American Innovation

New Equipment Digest • A **Penton** Publication • 1111 Chester Avenue, Cleveland, Ohio 44114 • (216) 696-7000

Circle No. 111 on Reader Service Card

Use our data to improve your sales and marketing decisions.

YOU NEED THE MOST ACCURATE DATA AVAILABLE.

We're Market Statistics, producer of The Survey of Buying Power. And we're the most reliable, most often quoted private source of demographic, economic, and retail sales information in the USA.

OUR CLIENTS PROVE OUR ACCURACY.

We're the official suppliers to the Arbitron Ratings Company, Rand McNally, Audit Bureau of Circulation, and A.C. Nielsen Company.

And we're the only firm that has been publicly audited—and approved—by the Broadcast Rating Council.

HOW TO USE THE DATA.

Evaluate sales territories or sales people . . . set sales quotas . . . analyze marketing strategies and advertising budgets . . . quantify lost or potential added revenues.

How can you accomplish these goals? By learning what percentage of your sales should be coming from each market.

With your help, we first quantify the factors (population, income, and retail sales) that influence the sale of your product. Then we decide how much each factor influences the sale, give it a score or "weight," and combine the factors into one composite index. This represents the strength you should have in a market. Finally, we compare the index to your actual sales to see where you are stronger or weaker than expected.

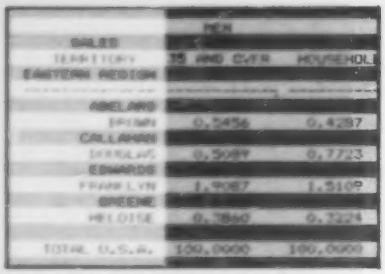
Of course, if you need data alone, we can supply it in any tape or print format you require.

TO READ A REPORT, JUST FOLLOW THE NUMBERS.

1. 2. 3. 4. 5.

YOUR MENS SHIRT COMPANY
SALES ANALYSIS REPORT

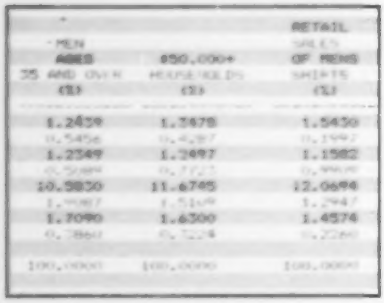
SALES TERRITORY EASTERN REGION	MEN AGES 35 AND OVER (%)	$50,000+ HOUSEHOLDS (%)	RETAIL SALES OF MENS SHIRTS (%)	BUYING POWER INDEX (%)	YOUR MENS SHIRT SALES $	COMPANY SALES (%)	PERFORMANCE INDEX	SALES OPPORTUNITY $	MARKET QUALITY INDEX
ABELARD	1.2439 x	1.3478	1.5430	1.4424	1,227,317	1.1419	79	326,249	116
BROWN	0.5456	0.4287	0.1997	0.2444	467,569	0.4214	177		45
CALLAHAN	1.2349	1.2497	1.1582	1.1780	1,113,175	1.0357	88	151,797	95
DOUGLAS	0.5087	0.7723	0.9409	0.8595	668,714	0.6222	72	260,055	169
EDWARDS	10.5830	11.6745	12.0694	11.5929	13,900,994	12.9331	112		110
FRANKLYN	1.9087	1.5109	1.2947	1.3999	1,508,025	1.4030	100		77
GREENE	1.7090	1.6300	1.4574	1.5202	1,561,756	1.4530	96	65,073	89
HELOISE	0.7860	0.5224	0.2260	0.2868	247,655	0.2267	85	42,998	69
TOTAL U.S.A.	100.0000	100.0000	100.0000	100.0000	107,487,762	100.0000	100	5,751,259	100



SALES TERRITORY	MEN 35 AND OVER	HOUSEHOLD
EASTERN REGION		
ABELARD		
BRIAN	0.5456	0.4287
CALLAHAN		
DOUGLAS	0.5089	0.7723
EDWARDS		
FRANKLYN	1.9087	1.5109
GREENE		
HELOISE	0.7860	0.3224
TOTAL U.S.A.	100.0000	100.0000

1. SALES TERRITORIES.

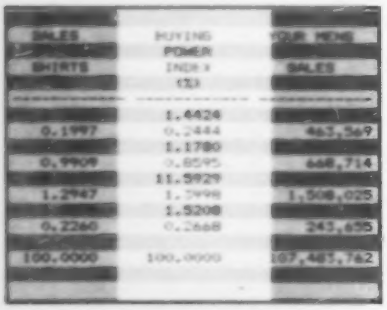
These are your sales territories; and even if they don't fit any predefined geography, our experts can still develop reports to match them.



MEN AGES 35 AND OVER (%)	$50,000+ HOUSEHOLDS (%)	RETAIL SALES OF MENS SHIRTS (%)
1.2439	1.7878	1.5430
0.5456	0.4287	0.1997
1.2549	1.2097	1.1582
0.5089	0.7723	0.9909
10.5830	11.6765	12.0694
1.9087	1.5109	1.2947
1.7090	1.6300	1.4574
0.7860	0.3224	0.2260
100.0000	100.0000	100.0000

2. THE BASIC DATA.

Our annually updated data are broken down into three major areas: population, income, and retail sales. Because it's so comprehensive, we use selected data to produce The Survey of Buying Power, which has long been recognized as the "bible" of the sales industry.



SALES TERRITORY	BUYING POWER INDEX (%)	YOUR MENS SHIRT SALES $
EASTERN REGION		
ABELARD	1.4424	
BRIAN	0.2444	463,569
CALLAHAN	1.1780	
DOUGLAS	0.8595	668,714
EDWARDS	11.5929	
FRANKLYN	1.7998	1,508,025
GREENE	1.5200	
HELOISE	0.2868	243,655
TOTAL U.S.A.	100.0000	107,483,762

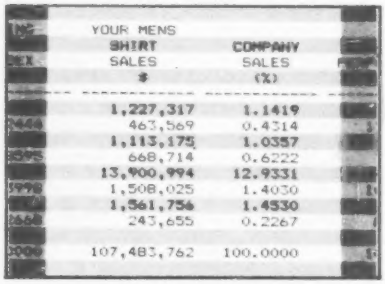
3. YOUR EXPECTED SALES—THE BUYING POWER INDEX (BPI).

This shows, market by market, the relative strength of each area for the products you sell. If your products are found in virtually every home, we'll use a general BPI.

More likely, however, your products are used by certain income or age groups—or are sold in specific outlets. In this case, we'll customize a BPI based on an analysis of your requirements.

In the example shown (expensive men's shirts), the market is upper income executives. So we would extract the following data: men 35 and older, household income $50,000 plus, and sales of men's shirts in department stores, the major point of sale. Finally, we combine these variables into one composite index by weighting the relative importance of each.

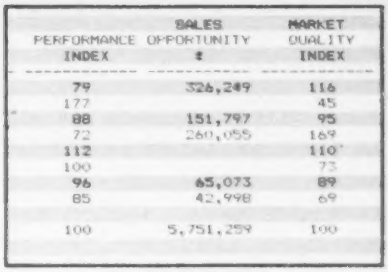
For example, we might weight income by a factor of 5, sales in the outlet by 3, and age by 2.



TERRITORY	YOUR MENS SHIRT SALES $	COMPANY SALES (%)
[illegible]	1,227,317	1.1419
[illegible]	463,569	0.4314
[illegible]	1,113,175	1.0357
[illegible]	668,714	0.6222
[illegible]	13,900,994	12.9331
[illegible]	1,508,025	1.4030
[illegible]	1,561,756	1.4530
[illegible]	243,655	0.2267
[illegible]	107,483,762	100.0000

4. YOUR ACTUAL SALES.

Of course, to complete our report, we'll need your actual sales figures. And they'll be kept in absolute confidence—as we've done for thousands of clients before you.



PERFORMANCE INDEX	SALES OPPORTUNITY $	MARKET QUALITY INDEX
79	326,249	116
177		45
88	151,797	95
72	260,055	169
112		110
100		73
96	65,073	89
85	42,998	69
100	5,751,259	100

5. INDICES.

We've developed three indices to show you the dynamics of any sales territory at a glance.

The Performance Index. This compares actual sales with expected sales, based on the Buying Power Index for your product.

Sales Opportunity. For those areas performing under expectation (less than 100), we've divided actual sales by the Performance Index to see what sales in those areas could be–based on the BPI.

Market Quality Index. Based on information we supply, we divide the BPI by the population percentage of the area. The population percentage is "par" and the BPI considers socio-economic factors—so the result shows which areas are above average (100) in terms of market quality.

ACT TODAY!

For more details on our data and reports, the BPI, and our indices, just call Robert Katz in New York at **(212) 986-4800**. Dean Stoecker in Manhattan Beach, CA at **(213) 545-4559**. Craig A. Wrobel in Chicago at **(312) 782-1266.** Or clip the coupon below.

MARKET STATISTICS

A Division of Bill Communications
Home Office: 633 Third Ave. New York, NY 10017 (212) 986-4800
Western Region: 1332 Park View Ave. Manhattan Beach, CA 90266 (213) 545-4559
Midwest Region: 307 North Michigan Ave. Chicago, IL 60601 (312) 782-1266

Yes! I'd like more information.

Name _____ Title _____

Company name _____

Address _____

City/State/Zip _____

☐ Please call me to discuss. ☐ Please visit when you're in the area.

Phone (____) _____ Best time to call _____

☐ I have access to an IBM PC (or compatible).

Circle No. 114 on Reader Service Card

SURVEY HIGHLIGHT

How good are the Survey's projections? A visual and state comparisons

Region	Population (Thous.) 1984 Projected	1984 Actual	Total Retail Sales ($ Thous.) 1984 Projected	1984 Actual
New England	12,591.0	12,605.3	$72,021,006	$80,104,112
Middle Atlantic	36,289.1	37,426.7	204,708,271	194,245,687
East North Central	42,479.9	41,892.1	274,142,176	214,264,843
West North Central	17,941.4	17,645.0	116,230,460	97,604,668
South Atlantic	37,501.6	39,904.5	238,453,186	220,144,917
East South Central	15,106.9	15,199.2	89,074,139	69,946,068
West South Central	24,618.3	26,394.7	170,659,445	148,827,756
Mountain	12,073.7	12,743.3	80,089,043	71,362,270
Pacific	33,323.6	34,463.9	227,971,081	202,159,394

Top 10 States	Population (Thous.) 1984 Projected	1984 Actual	Total Retail Sales ($ Thous.) 1984 Projected	1984 Actual
California	24,735.1	25,806.6	$160,533,531	$153,627,397
New York	17,250.5	17,915.5	87,693,401	89,498,386
Texas	14,707.0	16,167.6	110,531,846	94,797,004
Pennsylvania	11,664.9	11,965.4	68,331,646	60,483,693
Illinois	11,450.8	11,552.9	75,089,163	58,872,067
Florida	9,829.9	11,166.0	73,384,524	69,550,635
Ohio	11,021.9	10,813.8	67,338,283	54,967,153
Michigan	9,528.4	9,180.2	65,765,567	46,783,106
New Jersey	7,373.7	7,545.8	48,683,224	44,263,608
North Carolina	5,989.6	6,215.9	33,654,921	32,016,659

Sources: Sales & Marketing Management's *1980 Survey of Buying Power—Part II* for 1984 projections; *1985 Survey of Buying Power* for 1984 actuals.
*Sales & Marketing Management.

product market. The metro area rankings, when used in conjunction with the retail sales statistics from the *Survey of Buying Power* (July 22), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, food store sales include much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers, since short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid, long-term marketing plan. To assist planners in formulating a sound strategy, the *SBP-II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will experience little or no growth.

As the single-most important indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

By examining retail sales totals for metro areas—the third variable in the *SBP-II*'s projections—and converting them to a percentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be a determinant for the amount of market support it will receive.

Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes to allocating newspaper advertising for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc. can be calculated before a marketer ever commits his advertising dollars.

Section E: TV Markets

In the 1983 *SBP-II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on

FIRST FAMILY IN VHS.

Here are ten excellent reasons why the teleproduction professional surrounds himself with the JVC VHS-family of video equipment. No matter what the job, each component delivers top performance and unmatched JVC value.

BR-1600U. Ultra-lightweight portable VCR.

BR-C100U. Video-Movie. Entire VHS-C camcorder that fits in one hand.

BR-1500U. Low-cost VCR for business or classroom instruction with wireless remote.

BR-6200U. Low-cost portable VCR. Approaches performance at costs.

BR-7000UR. The *only* Hi-Fi VHS Tape Duplicator with front panel test points for on-line performance evaluation.

BR-3000U. Unconventional "no-frills" VCR for professionals who don't need a tuner circuit.

BR-8600U. Versatile VCR that doubles as a cost-effective, stand-alone alternative to ¾" and 1" editors.

BP-5100U. Simple, rugged economical video player suitable for training in business, government, and education.

BP-5300U. Professional player, editing source. Front load, eject, microprocessor controls. Dolby noise reduction.

BR-6400U. Professional Recorder Player, editing source. Front load, eject, auto assemble edit function.

For a demonstration – or general product catalog – on any or all of this JVC equipment, just ask. Call toll-free

1-800-JVC-5825

JVC COMPANY OF AMERICA
Professional Video
Communications Division
41 Slater Drive
Elmwood Park, NJ 07407
JVC CANADA, Scarborough, Ontario

® Registered trademark

JVC COMPANY OF AMERICA®
Professional Video Communications Division

©1985 JVC Company of America

Circle No. 121 on Reader Service Card

audience demographics, such as total population, households, and black population, was retained, along with EBI and total retail sales statistics. New categories now include Hispanic population and breakouts of total population by six different age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs—compared with other forms of media—make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old viewing audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby-boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F: Zip Code Markets

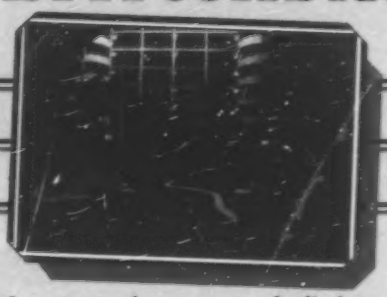
If a marketer has a need to go beyond the metro or county level in terms of information gathering, Zip Code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The Zip Coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the more traditionally used metro areas that are the basis for S&MM's July *Survey of Buying Power*. The vast array of data available for Zips is highly detailed, with such items as race and ethnic type, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit Zip Code, and the implications for marketers are many.

First, in advertising or direct mail campaigns, Zip Code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply reduced, and more efficient audience pinpointing is achieved. Advertisers and direct-mail marketers can also gain from the large amount of life-style-oriented data that exist for each Zip area that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

This year's *SBP-II* contains a sampling of characteristics from six Zip Code areas that will give marketers an idea of the type of information that can be had for a given Zip. This kind of in-depth data can allow them to fine-tune an area's profile, while eliminating markets that would prove unprofitable.

PRETTY SUITE HOTELS AT PRETTY SUITE RATES℠



Even when you travel on business, your hotel can be a pleasure. If it's a Park Suite® hotel.

Park Suite lets you stretch out, in a spacious suite with separate living room, bedroom and work/dining areas. Such extras as a built-in wet bar, microwave oven and additional telephones and TVs are standard.

At Park Suite, the emphasis is on comfortable elegance, the kind you'd find at a Mediterranean villa. The radiance of crystal and marble complements the warmth of lush green foliage in our airy central atrium.

We treat you to amenities most hotels don't even offer, such as a complimentary prepared-to-order breakfast each morning and a complimentary cocktail hour every evening.*

Park Suite offers the highest level of personal service, with every convenience expected of a major hotel, including meeting and banquet facilities, gourmet dining, evening entertainment, a gift shop, pool, exercise room and sauna.

All at pretty suite rates.

For reservations and information, call toll-free:
1-800-822-2323

Park Suite® Hotels

Dallas
13131 N. Central Expressway
Dallas, TX 75243
(214) 234-3300

Oklahoma City
1815 S. Meridian
Oklahoma City, OK 73108
(405) 682-6000

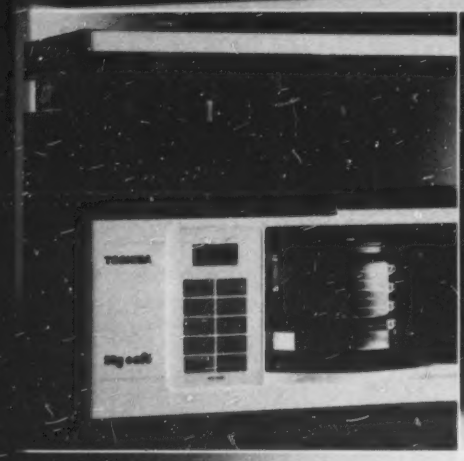
Orlando
8978 International Drive
Orlando, FL 32819
(305) 352-1400

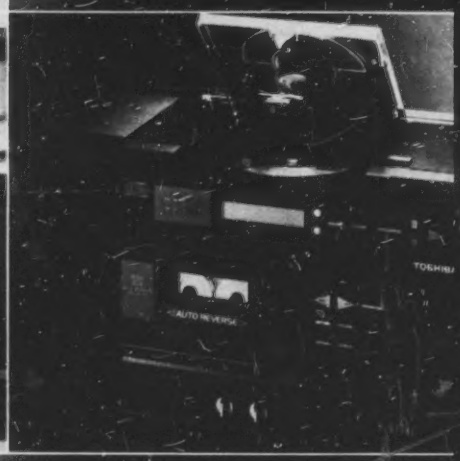
Jacksonville
9300 Baymeadows
Jacksonville, FL 32217
(904) 731-3555

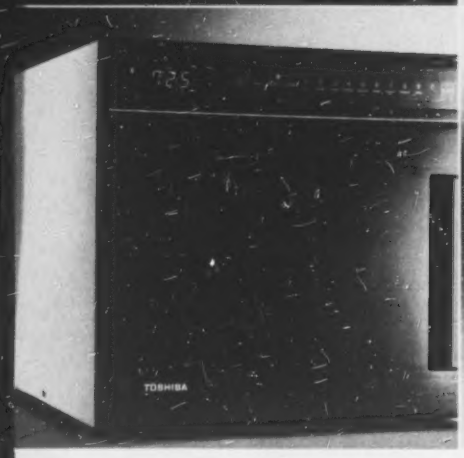
Altamonte Springs
225 E. Altamonte Drive
Altamonte Springs, FL 32701
(305) 834-2400

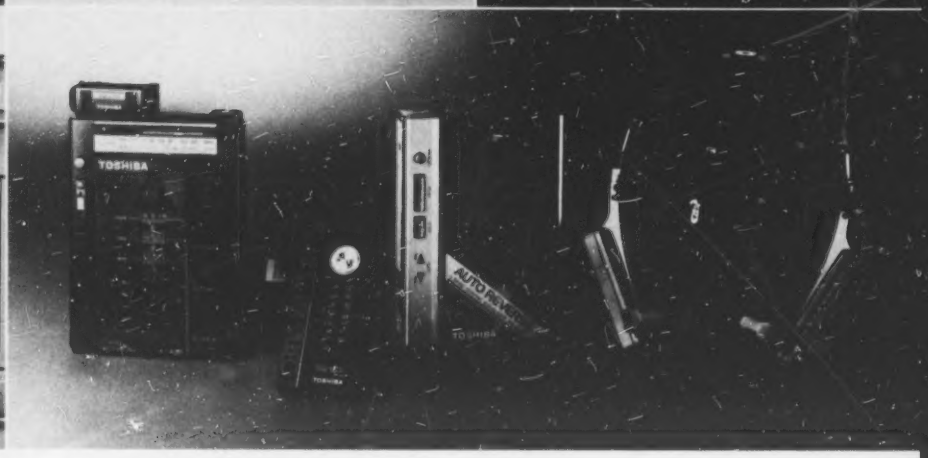
*Where state law allows.

Circle No. 103 on Reader Service Card









If these don't motivate your people, maybe it's your people.

If you want your people to bend over backwards for you, maybe you should offer them something more than a pat on the back. Like Toshiba incentives.

Toshiba makes products people will be happy to work for. Like our new digital TV that lets them watch two programs at the same time. The world's first programmable grind-and-brew coffeemakers. Or our top-of-the-line hi-fi stereo VCR.

So get involved in Toshiba's incentive program. After all, when people are offered products that work this well, they'll work better too.

OK, I'm motivated. Send me information on Toshiba consumer products so I can motivate my people.

TV ☐ VCR ☐ Audio ☐ Hi-Fi ☐ Appliances ☐

SMM-10

Name_____

Firm_____

Address_____

City_____ State_____ Zip_____

Telephone_____

Toshiba America, Inc., 82 Totowa Road, Wayne, NJ 07470

In Touch with Tomorrow

TOSHIBA

Circle No. 123 on Reader Service Card

Demographic round-up '85

By RICHARD KERN
Editorial Director, S&MM Surveys

Over the course of the last 12 months, a number of demographic issues have been examined in the pages of Sales & Marketing Management. As a way of recapping some of the year's more noteworthy trends, we offer the following roundup of material from our Demographics in Action columns and other statistical sources.

Without a doubt, the biggest story of 1984–85 has been those ultimate modern-day consumers—Yuppies. Second place is shared by the new baby boom and the growth of the elderly market. What's particularly interesting about all three of these stories is that they have their roots in the maturation of that most famous of trends—the original baby boom.

As the more than 75 million people born between 1946 and 1964 grow older, their presence is being felt in ways quite different than those that defined their collective growing-up. No longer is it a simple matter of baby books, hula hoops, or record albums—or nowadays, VCRs, BMWs, and Cuisinarts—but rather it is the understanding that as this segment matures, it will generate a number of additional trends, all somehow related to the boomers. The proof is all around us.

The recent popularity of IRAs, caffeine-free and salt-free foods, and planned retirement communities are only the distant rumblings of what will eventually become an American obsession with the mature (age 55–64), the older (age 65–84), and the elderly (age 85–plus) population. Because their numbers will increase so dramatically over the next 40 years, marketers are already preparing themselves to be in the right place at the right time, having learned their lessons well with the baby, kids, teenager, preppie, and Yuppie markets. By anticipating the needs and wants of older Americans, marketers of goods and services can more effectively cater to them in years to come. Even now, the runaway growth of so-called "life-care" communities (nearly 20% annually) and of the 85-plus age group—currently the fastest-growing segment of the population—signals a shift in the nation's demographics.

The perfect microcosm of this coming reality already exists today in the state of Florida. Of the nation's metropolitan areas with the largest percentages of population over age 50, all of the top 10 are located in the Sunshine State. Florida also has the highest median age of any state, 36.4 years, compared with a U.S. median of 31.7 years, with more than a third of the state's population over age 50.

The big picture shows that America's retired population, which now numbers around 25 million, will grow to twice that size by the year 2030. And as they once flooded the public school systems and the job market, these aging baby boomers will place an increasing strain on pension plans, Social Security, and medical and social care.

Another consequence of the original post-war baby boom is the recent surge in the number of births in the U.S. Every year since 1976 numbers have increased, and in 1982, the birthrate reached 3.7 million—the highest since the wan-

ing days of the original boom back in the 1960s. It has been called the echo boom, the baby boomlet, and the new baby boom. In actuality, it should be called the mommy boom.

Speaking in strictly statistical terms, there *are* more babies out there, borne out by the fact that the under-age-five segment of the population has grown by approximately 9% since 1980 alone. In contrast, this same segment actually *decreased* by 4.8% in the 1970s, hitting an all-time low of 16 million pre-schoolers in 1975. Just 15 years earlier, in the heyday of the baby boom, this figure easily topped 20 million. In the 10 years since 1975, this segment has rebounded to around 18 million, with the majority of the growth taking place in the last five years. A bona-fide baby boom? Maybe.

The real answer here has to do more with the original baby boom than first meets the eye. The fact is, people are not having more and more babies—there are simply more mothers in the baby-making marketplace.

Fertility rate flat

Today's number of women of childbearing age—more than 50 million at last count—is far in excess of that during the 1940s and 1950s. In 1950, for example, the entire U.S. population was only 150 million, compared with today's figure of 238 million. Couple with this the fact that the fertility rate of around 1.8 children-per-woman of childbearing age has remained virtually unchanged since 1975, and the picture is clear: There are more babies because there are more mothers—plain and simple.

In terms of "first births," today's figure of 40% is a far cry from the 1950s, when first births accounted for only 25% of all births. So while more mothers equals more babies, it is also a fact that these children are the first—and in many cases, the only—child a couple will produce. From a marketing standpoint, this has both good and bad connotations.

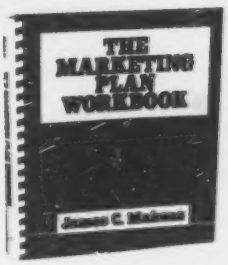
The good comes from the fact that purchases for firstborn children are more expensive and expansive than those for subsequent births. First-time necessities such as cribs,

(continued on page 41)

Introducing a practical working tool that actually writes your marketing plans for you!

THE MARKETING PLAN WORKBOOK

by James C. Makens



...lets you spend less time preparing the plan and more time achieving your sales goals!

Here is a brand-new working tool designed to actually write your marketing plan for you. No vague theories or simplistic advice—THE MARKETING PLAN WORKBOOK provides you with nothing less than a complete marketing plan for your products or services! Here's how:

Ready-to-use working aids save time and simplify your work

All the tables and worksheets you need to prepare your plan are included, ready for reproduction. Just gather your facts—your WORKBOOK takes care of the rest! Enter the necessary data in each area and you are ready to submit a detailed marketing plan! And because all the worksheets are included, you'll never have to worry about overlooking a relevant point or skipping a critical step.

Detailed commentary explains what to do, how to do it, and why

Your WORKBOOK zeroes in on the best way to handle every phase of the planning process...gives you special techniques to make your plan more effective...helps you steer clear of potential problem areas. You get practical directions and useful advice on all critical areas of market planning including:

- External Environment Analysis
- Market Share Analysis
- Channels of Distribution
- Advertising & Sales Promotion
- Budgeting
- Competitive Analysis
- Pricing
- Marketing Research
- Sales Projections
- Marketing Strategies

No other book available anywhere actually builds your marketing plan—step by step—the way THE MARKETING PLAN WORKBOOK does!

To get your 15-day FREE examination copy, call TOLL FREE 1-800-262-6868

Give operator priority code S1045Z1(9) or return this coupon to:

Prentice-Hall, Inc.

Business and Professional Books Division • Englewood Cliffs, NJ 07632

☐ **YES,** send me a copy of The Marketing Plan Workbook for a 15-day FREE examination. After 15 days I will pay the invoice for $49.95, plus sales tax, postage and handling, or return the book and pay nothing, owe nothing.

☐ **SAVE:** Prentice-Hall pays postage and handling if you send payment, plus sales tax, now. Same return privilege, full money-back guarantee.

☐ Bill me ☐ Bill my company ☐ Charge to my: ☐ MasterCard ☐ VISA

Acct # _____ Exp. Date _____ Signature _____

Phone # (____) _____
in case we have a question about your order

Name Mr. Mrs. Ms. _____
please print

Firm _____

Address _____

City/State/Zip _____

Dept. 4 55806(4) S1045Z1(9)

Circle No. 108 on Reader Service Card

If you still believe in me, save me.

For nearly a hundred years, the Statue of Liberty has been America's most powerful symbol of freedom and hope. Today the corrosive action of almost a century of weather and salt air has eaten away at the iron framework; etched holes in the copper exterior.

On Ellis Island, where the ancestors of nearly half of all Americans first stepped onto American soil, the Immigration Center is now a hollow ruin.

Inspiring plans have been developed to restore the Statue and to create on Ellis Island a permanent museum celebrating the ethnic diversity of this country of immigrants. But unless restoration is begun now, these two landmarks in our nation's heritage could be closed at the very time America is celebrating their hundredth anniversaries. The 230 million dollars needed to carry out the work is needed now.

All of the money must come from private donations; the federal government is not raising the funds. This is consistent with the Statue's origins. The French people paid for its creation themselves. And America's businesses spearheaded the public contributions that were needed for its construction and for the pedestal.

The torch of liberty is everyone's to cherish. Could we hold up our heads as Americans if we allowed the time to come when she can no longer hold up hers?

Opportunities for Your Company.

OFFICIAL SPONSOR LIBERTY

You are invited to learn more about the advantages of corporate sponsorship during the nationwide promotions surrounding the restoration project. Write on your letterhead to: The Statue of Liberty-Ellis Island Foundation, Inc., 101 Park Ave, N.Y., N.Y. 10178.

KEEP THE TORCH LIT

Save these monuments. Send your personal tax deductible donation to: P.O. Box 1986, New York, N.Y. 10018. **The Statue of Liberty-Ellis Island Foundation, Inc.**

If You Like the Survey of Buying Power...
You'll Love The
All-New 1985 Survey of Buying Power

DATA SERVICE

The Most Complete–Convenient–Comprehensive–Up-To-Date–In-Depth Marketing Service Ever Published–By Far!

SEE INSIDE FOR OUTLINE OF CONTENTS

The 1985 Data Service takes you far beyond the Survey of Buying Power, with a wealth of information and detail not found in the Survey.

(SEE BLUE HIGHLIGHTS BELOW)

USER'S GUIDE
Explanation of terms, sales planning applications, marketing applications, advertising applications.

Section 1
STATE, COUNTY & METRO MARKET OUTLINE MAPS
Metropolitan statistical area (or New England County Metropolitan area), consolidated metropolitan statistical area. For each metro market: population, households, Effective Buying Income (EBI), retail sales, Buying Power Index (BPI).

Section 2
STATE & REGIONAL SUMMARIES
Population, Households, Effective Buying Income (EBI), Total Retail Sales, Buying Power Index (BPI), Graduated Buying Power Indexes, Population By Age and Sex, Households by Age of Head, Households by Number Of Persons, Households by EBI group (8 groups), percentage change in population since 1980, population density.

Section 3
METROPOLITAN MARKET RANKINGS
Population, Households, Population Density, Effective Buying Income (EBI), Median Household EBI, Average Household EBI, Per Capita EBI, Total Retail Sales, Per Household Retail Sales, Buying Power Index (BPI), Economy-Priced-Products BPI, Moderate-Priced-Products BPI, Premium-Priced Products BPI.

Section 4
TOTALS & PERCENTS FOR METROPOLITAN MARKETS & ALL COUNTIES
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI), Graduated Buying Power Indexes, Population density.

Section 5
POPULATION BY AGE & SEX FOR METROPOLITAN MARKETS & ALL COUNTIES
(9 groups) 0–5 Years, 6–11 Years, 12–17 Years, 18–24 Years, 25–34 Years, 35–44 Years, 45–54 Years, 55–64 Years, 65 and Over, Median Age by Sex.

Section 6
HOUSEHOLDS BY AGE OF HEAD & BY NUMBER OF PERSONS FOR METROPOLITAN MARKETS & ALL COUNTIES
By Age of Heads, Under 25 Years, 25–34 Years, 35–44 Years, 45–54 Years, 55–64 Years, 65 and Over, By Number of Persons, Average Household Size.

Section 7
HOUSEHOLDS BY EFFECTIVE BUYING INCOME (EBI) GROUP FOR METROPOLITAN MARKETS AND ALL COUNTIES
(8 groups) Under $5,000, $5,000–$9,999, $10,000–$14,999, $15,000–$19,999, $20,000–$24,999, $25,000–$34,999, $35,000–$49,999, $50,000 and over, Median Household EBI, Average Household EBI, Per Capita EBI.

Section 8
STATE & REGIONAL SUMMARIES—RETAIL SALES BY STORE GROUP, RETAIL SALES BY MERCHANDISE LINE CATEGORY.

Section 9
METROPOLITAN MARKET RANKINGS—RETAIL SALES BY STORE GROUP
(11 groups) Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliances Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores. Store group definitions by SIC.

Section 10
RETAIL SALES BY STORE GROUP FOR METROPOLITAN MARKETS & ALL COUNTIES
(11 groups) 1984 Estimates, 1982 Census of Retail Trade, Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 11
METROPOLITAN MARKET RANKINGS—RETAIL

Judge for yourself the range, depth and value of the information you'll find only in this incredibly valuable marketing tool!

SALES BY MERCHANDISE LINE
1984 Estimates, Groceries and Other Foods, Furniture and Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions, Merchandise line definitions by census code.

Section 12
RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR METROPOLITAN MARKETS
1984 Estimates, 1982 Census of Retail Trade, Groceries and Other Foods, Furniture and Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Section 13
STATE & REGIONAL SUMMARIES–1989 PROJECTIONS

Section 14
1989 METROPOLITAN MARKET RANKINGS
1989 Population, Percent Change In Population 1984–1989, 1989 Households, 1989 Effective Buying Income (EBI), 1989 Average Household EBI, 1989 Total Retail Sales, 1989 Per Household Retail Sales, 1989 Buying Power Index (BPI).

Section 15
1989 PROJECTIONS FOR METROPOLITAN MARKETS & ALL COUNTIES
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI).

Section 16
1984 TELEVISION MARKET (ADI) RANKINGS
Population, Households, Effective Buying Income (EBI), Total Retail Sales, Buying Power Index (BPI). ADI definitions by county.

Section 17
1984 TOTALS AND 1989 PROJECTIONS FOR TELEVISION MARKETS (ADIs)
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI).

Section 18
TELEVISION MARKET (ADI) RANKINGS—RETAIL SALES BY STORE GROUP
Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture and Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 19
RETAIL SALES BY STORE GROUP FOR TELEVISION MARKETS (ADIs)
Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 20
TELEVISION MARKET (ADI) RANKINGS—RETAIL SALES BY MERCHANDISE LINE
Groceries and Other Foods, Furniture and Other Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Section 21
RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR TELEVISION MARKETS (ADIs)
Groceries and Other Foods, Furniture and Other Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Here are just some of the users and uses for the information found in the new **DATA SERVICE.**

1 **MARKETING/PRODUCT MANAGEMENT**

define market potential
evaluate sales performance
determine distribution patterns
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 **SALES MANAGEMENT**

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

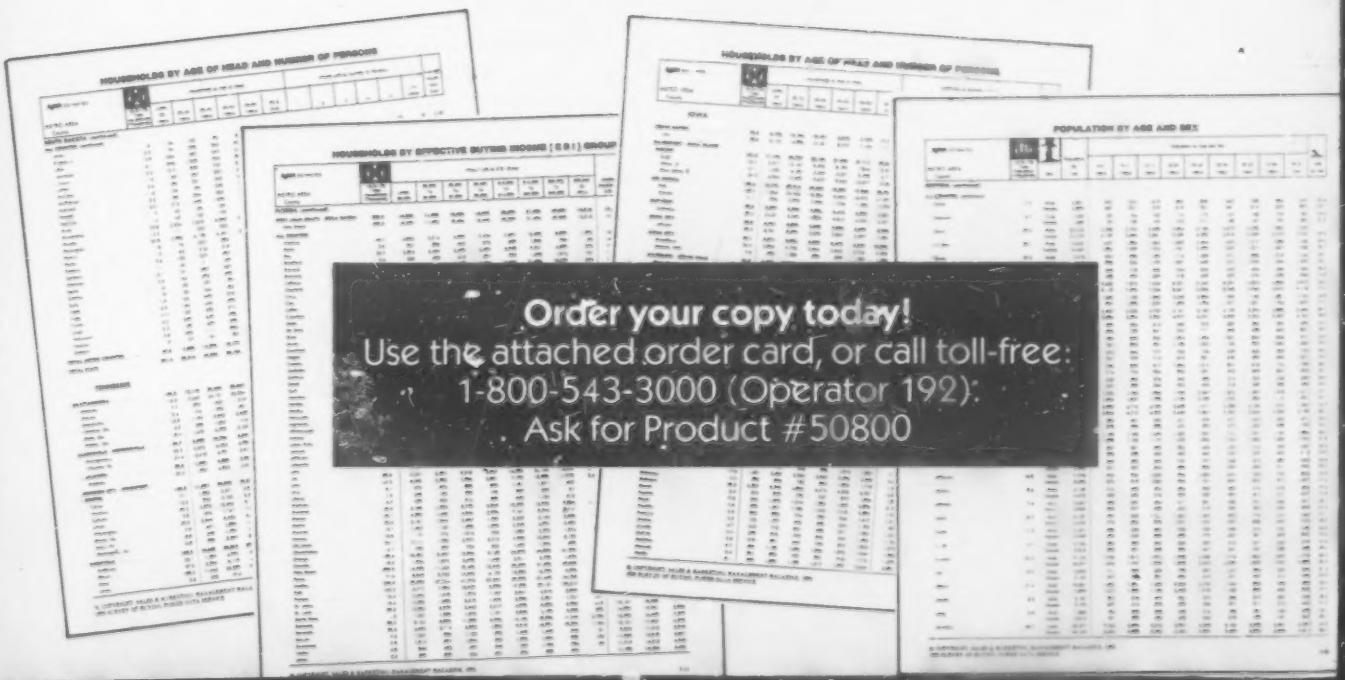
3 **ADVERTISING/MEDIA**

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 **MARKET ANALYSIS**

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

Published in September 1985, the brand new, completely updated **Survey of Buying Power DATA SERVICE** comes in a single, sturdily bound, 900-plus page volume. The cost: $269.95... far less than the cost of gathering the data from other sources!



Order your copy today!
Use the attached order card, or call toll-free:
1-800-543-3000 (Operator 192).
Ask for Product #50800

high chairs, clothing, and toys are usually handed down to the second and third children in a family, so marketers of these types of items have to be there the first time around, otherwise they'll miss the boat entirely. In a child-producing climate such as we have today, the first opportunity is usually the only opportunity. That's also the bad news.

The Y-word

Another trend that must be mentioned when discussing today's aging baby boomers falls more under the heading of "Creations of the Media" than it does under the heading of a true trend. Without a doubt, 1985 has been the Year of the Yuppie, a term that created an almost instantaneous backlash from those it was designed to describe.

WITHOUT A DOUBT, 1985 HAS BEEN THE YEAR OF THE YUPPIE.

The Young Urban Professional came into existence when the anti-establishment mentality of the 1960s and 1970s gave way to the entrepreneurial 1980s, and suddenly "profit" was no longer a dirty word. Conspicuous consumption became the new pastime for a generation that had too long denied itself the trappings of traditional adult life, and in an orgy of Mexican food, imported beer and automobiles, pastels, and pinstripes, a new consumer group was christened.

Nine months later, Yuppiedom had drowned in its own hype.

Undoubtedly, we'll continue to see ad campaigns aimed at Yuppies and their spin-offs—Yumpies (Young Upwardly Mobile Professionals), Guppies (Gay Urban Professionals), Bumpies (Black Upwardly Mobile . . .), and the like—but the negative connotations now associated with this type of self-serving hedonism have all but killed any momentum marketers were hoping for. Some companies, such as American Express, have already introduced campaigns that purposely downplay the free-spending lifestyle associated with Yuppiedom. One recent ad addresses itself to "those who know there's more to life than a VCR, a food processor, and a new pair of running shoes"—a none-too-subtle swat at three of the things Yuppies hold dearest. Of course, there are those who have made a very respectable (and profitable) living from catering to the whims of today's young professional, but the time has passed when a

FREE! DESIGNING SALES FORCE COMMUNICATIONS

Booklet shows you how to improve the speed, accuracy and economy of communications between management, sales people, and your customers.

This free booklet will stimulate your thinking about the design of your company communications, and show you some ways you can improve them.

See how top marketers are using the ExecuCall Message and Dispatch Center hub system.

Watch what happens to most companies when they design their system by default, letting habit dictate structure. See how they end up with bottlenecks and inefficient systems. And how ExecuCall's hub system will improve the speed, accuracy and economy of your sales force communications.

Return the coupon or call Tom Cunningham at 1-800-543-3005 today. In Ohio, call 1-800-582-2785.

Mail to: Tom Cunningham
ExecuCall Message & Dispatch Center
8250 Winton
Cincinnati, OH 45231

YES, I'd like to have a copy of **Designing Sales Force Communications.**

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Best time to call _____

Clip this coupon today or call right now 1-800-543-3005. In Ohio call 800-582-2785.

SURVEY HIGHLIGHT

Prospecting for retail dollars: State household spending habits in 1988

State	1988 Average Household EBI	1988 Retail Sales Per Household	1988 Sales-To-Income Ratio*
Alabama	$37,180	$16,357	43.99%
Alaska	58,215	31,770	54.48
Arizona	40,018	20,429	51.05
Arkansas	36,748	17,250	46.94
California	50,154	22,799	45.45
Colorado	46,975	23,103	49.18
Connecticut	60,154	24,769	40.97
Delaware	49,876	25,693	51.51
District of Columbia	55,342	17,370	31.38
Florida	41,901	22,303	53.22
Georgia	42,847	20,763	48.45
Hawaii	54,393	27,500	50.55
Idaho	41,437	17,858	43.09
Illinois	50,021	19,813	39.61
Indiana	43,618	21,892	50.19
Iowa	42,868	18,263	42.80
Kansas	48,710	20,763	42.62
Kentucky	40,904	18,718	45.76
Louisiana	42,456	20,173	47.51
Maine	40,685	22,261	54.71
Maryland	49,545	24,569	49.59
Massachusetts	51,271	25,713	50.15
Michigan	46,813	20,317	43.40
Minnesota	48,536	23,676	48.78
Mississippi	35,967	17,773	49.41
Missouri	44,281	22,381	50.54
Montana	37,973	18,706	49.26
Nebraska	45,041	19,455	43.19
Nevada	44,656	25,971	58.15
New Hampshire	49,078	27,685	56.41
New Jersey	56,543	23,095	40.84
New Mexico	38,732	20,388	52.63
New York	47,621	19,032	39.96
North Carolina	39,886	20,571	51.57
North Dakota	49,562	23,612	47.64
Ohio	44,448	19,614	44.12
Oklahoma	41,387	20,162	48.71
Oregon	42,319	20,316	48.00
Pennsylvania	43,987	19,095	43.41
Rhode Island	48,339	21,446	44.32
South Carolina	38,146	18,892	49.52
South Dakota	41,537	19,482	46.90
Tennessee	41,044	20,678	50.38
Texas	47,045	23,023	48.93
Utah	41,716	19,537	46.83
Vermont	40,200	24,354	60.58
Virginia	50,024	21,877	43.73
Washington	45,546	19,870	43.62
West Virginia	37,412	16,938	45.27
Wisconsin	44,811	18,731	41.80
Wyoming	49,530	26,619	53.74
U.S. Total	**$45,959**	**$21,142**	**46.00%**

*The Sales-To-Income Ratio shows the percentage of Average Household Effective Buying Income (EBI) assigned to Retail Sales Per Household for each state. Retail Sales Per Household is calculated by dividing a state's total retail sales by its total households.
Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*
©Sales & Marketing Management

company could hope to capture this market segment through their association with the word "Yuppie." In today's ultra-hip world, the search is already on for the next hot consumer trend.

Asians and Hispanics

One of the more well-documented ethnic trends of recent years concerns the tremendous growth of the U.S. Hispanic market. This segment, some 17 million strong, has received an extensive amount of coverage from both advertisers and marketers looking to cash in on the potential of this highly concentrated, highly urbanized group.

In terms of numbers, more than 73% of all Hispanics residing in the U.S. are concentrated in just five states: California, Texas, New York, Florida, and Illinois, with a full 87.6% living in metro areas. The ethnic diversity within this group is equally interesting, the majority being Mexican (59.4%), followed by Puerto Rican (13.7%), Cuban (5.5%), and other various groups of Spanish origin (21.3%). When this type of breakout is applied to the top-ranking states, we find that the majority of Hispanics in California and Texas are of Mexican descent—80% and 92%, respectively—as is also the case with the Illinois Hispanic population, which is roughly 64% Mexican. New York, on the other hand, shows a distinct Puerto Rican majority of 59%, while Florida's 900,000 Hispanics are approximately 55% Cuban.

Aside from this inter-ethnic diversity, the Hispanic population is far younger than the U.S. population in general, with a median age of just 23.3 years, as compared to a U.S. median of just over 30 years. Household size is also markedly

MOTIVATE WITH MINOLTA.

WORLD'S LEADER IN AUTOFOCUS TECHNOLOGY.

Want powerful motivation? Get in touch with Minolta —the undisputed leader in autofocus technology.

We deliver products you simply can't buy anywhere else.

NEW MINOLTA MAXXUM is the world's only built-in Autofocus 35mm SLR. It's guaranteed to energize your premium/incentive program like no other product.

Anyone and everyone can use it—even though it's the most sophisticated SLR in the world.

Advance computer electronics make Maxxum the world's easiest SLR to operate. Its state-of-the art features include autofocus, motorized film control, automatic multi-program selection, creative exposure modes, touch controls and LCD readouts.

And Maxxum is backed with the heaviest advertising support program in the history of the SLR camera, which adds even more to its value as an incentive. Since its introduction, Maxxum has been the overwhelming best selling SLR in the photographic industry.

THE REVOLUTIONARY MINOLTA FREEDOM II takes the worry out of taking great pictures. Autofocus operation, decision-free flash, automatic 35mm film-speed setting, and much more, makes the Freedom II the friendliest 35mm camera available.

And you can be sure you'll get astounding picture quality with Minolta's all glass lens. Plus there's an assortment of other Minolta 35mm compacts available, even including one that talks, at an incredible range of price points.

ADVANCED AUTOFOCUS VIDEO—THE K-520S incorporates the latest advances in the video field into a very easy-to-use package. Contemporary horizontal styling, coupled with its remarkable lightweight design, makes the K-520S a joy to hold. And its autofocus and power zoom capability make it a dream to use.

Other Minolta Video cameras give you the choice from very basic operation all the way to the cutting edge in video technology!

Whether you're looking for simplicity or sophistication, Minolta makes exciting photo and video products that are sure to build a successful premium or incentive program. You can count on our experienced sales staff to help develop and carry out your program and take care of all the details.

Call or write Minolta Corporation, Premium/Incentive Div. 101 Williams Drive, Ramsey, NJ 07446. (201) 825-4000. © 1985 Minolta Corporation.

ONLY FROM THE MIND OF MINOLTA.

MINOLTA

Circle No. 112 on Reader Service Card

Updated as of 12/31/84

You are not using the most accurate Zip Code data.

That's because our Zip Code data base is now available.

Only Market Statistics (Producers of the Survey of Buying Power) could update Zip Code data with our degree of accuracy. Here's why:

Market Statistics is the recognized industry standard for demographic, economic, retail trade and business-to-business data. So you can be confident that our Zip data are consistent with the Survey of Buying Power and have the same high quality methodology.

We've also joined forces with Advo System, America's largest direct mail company. They maintain the most accurate and extensive mailing list in the US; and although Zips change constantly, Advo's file is constantly updated for every residential mail carrier route in the country.

Combine Market Statistics methodology with Advo's Zip data, and you have the most up-to-date information possible.

How not to update data.

Most of our competitors use phone directories or car registrations, but we've rejected both.

In many major areas, 30% or more of the phones are unlisted. And, of course, car registration data ignores millions of non-car owners.

Get all these facts for every Zip in the USA.

We'll give you not just data but also a comparison of each Zip with the country as a whole.

- Population
- Households
- Income Distribution
- Age Distribution
- Median Income
- Total Income
- Population Growth
- Ethnic Data
- Number of Retail Stores
- Effective Buying Income (EBI) or Disposable Income
- Retail Trade Statistics
- Buying Power Index (combining Population, Effective Buying Income, and Retail Trade to show general market potential)

Of course, *customized* Buying Power Indices can also be developed to show the potential for individual products.

How to use the data.

Maximize direct mail and advertising effectiveness . . . measure your share of market . . . improve your sales and marketing decisions . . . measure sales performance . . . establish or change marketing strategies.

The list is almost endless; and the more accurate your data, the more effective you can be.

Act today!

You can get up to 50 Zips for just $350. To order or get more information, call us today in New York at (212) 986-4800, Chicago (312) 782-1266, or Manhattan Beach, CA (213) 545-4559. Or return the coupon below.

MARKET STATISTICS
633 Third Avenue, New York, NY 10017
A Division of Bill Communications

Please call to discuss the Zip Codes I need. ( ) local or ( ) national.

Phone (____) _____ Best time to call _____
(area code)

Send me information about the most accurate Zip Codes available.

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

Circle No. 117 on Reader Service Card

Yes! *I'd like more information on the most accurate Zip Code data available!*

NAME _____

TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

☐ Please call to answer my questions.

PHONE _____ (area code) Best time to call _____

Yes! *I'd like more information on the most accurate Zip Code data available!*

NAME _____

TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

☐ Please call to answer my questions.

PHONE _____ (area code) Best time to call _____

Yes! *I'd like more information on the most accurate Zip Code data available!*

NAME _____

TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

☐ Please call to answer my questions.

PHONE _____ (area code) Best time to call _____

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 402 NEW YORK, N.Y.
POSTAGE WILL BE PAID BY ADDRESSEE

MARKET STATISTICS
633 Third Avenue, New York, N.Y. 10017

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 402 NEW YORK, N.Y.
POSTAGE WILL BE PAID BY ADDRESSEE

MARKET STATISTICS
633 Third Avenue, New York, N.Y. 10017

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 402 NEW YORK, N.Y.
POSTAGE WILL BE PAID BY ADDRESSEE

MARKET STATISTICS
633 Third Avenue, New York, N.Y. 10017

different, with almost half (45.4%) of the more than 4 million Hispanic households containing four or more people.

By contrast, America's Asian population has been virtually unheard from; which is surprising, considering their very impressive statistical profile. Perhaps it is the fact that their numbers (3.7 million) only make up 1.6% of the U.S. population, while Hispanics account for a more respectable 7.2%. This, however, should change over the course of the next 15 years as the Asian population swells to more than 10 million. In terms of growth, this group has chalked up an incredible 42% increase between 1970 and 1980 alone, compared with Hispanics' more modest 15%. So it seems the stage is being set for the emergence of a new ethnic target group for marketers to train their sights on.

Income and education

One thing that the Asian population does have in common with Hispanics is their concentration, with more than two-thirds of America's Asians residing in the states of California, Hawaii, and New York. Again, the ethnic majority in each of these states is decidedly different, showing 27% of California's 1.3 million Asians as Filipino, Hawaii as 41% Japanese, and New York as 44% Chinese, in terms of their individual ethnicity.

The Asian population also presents marketers with some other very tempting statistics. In terms of income and education, Asians outdistance all other major ethnic and racial groups. Their average household income of $23,671 (according to 1980 Census Bureau figures) puts them well ahead of whites ($21,173), Hispanics ($16,271), and blacks ($14,051) in potential buying power. And their portrayal as well-educated, informed consumers is backed up by data showing nearly 33% of America's Asians over age 25 having completed four or more years of college, as opposed to whites (17.1%), blacks (8.4%), and Hispanics (7.6%). Couple with this the fact that more than half (53.3%) of all Asians employed in the U.S. hold managerial and/or professional positions in the labor force, and what begins to emerge is a picture of a very vital and very approachable segment. Marketers may want to begin to look seriously at the Asian population, even at this relatively early stage, to discover areas that offer the greatest potential for them.

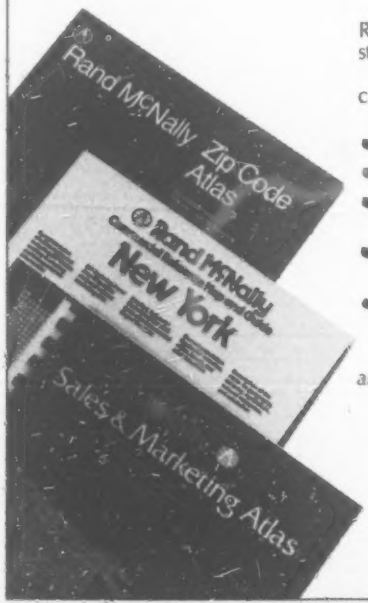
Another demographic trend that emerged over the course of the last year concerns an area that touches all Americans, both internally and externally. It has to do with a concerted effort by the country's fast-food giants to shift emphasis away from the standard burger fare toward a more health-oriented menu.

Recent advertising campaigns by Wendy's, Burger King, and McDonald's have all taken on an amazingly similar look. Young, fresh-faced models in tight jeans and form-fitting exercise outfits are all over the tube, announcing the introduction of multi-grain buns, pasta salads, and fresh fruit into the age-old burger-and-fries menu that once formed the mainstay of the American diet. And to what do we owe this sudden preoccupation with natural, health-conscious living? The answer, once again, is statistics.

In 1962, per-capita consumption of lettuce in the U.S. was 18 lb. per year, cucumbers 2.6 lb., and broccoli 0.3 lb. Twenty years later, these figures were 24 lb., 4.1 lb., and 2 lb., respectively. In roughly the same period, the number of fast-food restaurants in America increased by nearly 10 times, from 16,036 to more than 157,000. What does it all mean? Ronald P. Fay, president of Wendy's International, says that the nation's burger barons have come to recognize "that a

Zip codes...people...places

FROM A WORLD LEADER IN GEO-BASED DATA FOR OVER A CENTURY.



Rand McNally offers a full line of Business Reference products that give you, and your staff, vital data--fast.

In each product you'll find the quality and careful attention to detail that is our hallmark.

Selected titles include:

- Rand McNally Sales & Marketing Atlas
- Rand McNally Zip Code Atlas
- Rand McNally Green Guide: U.S. places with over 100 people
- Rand McNally Commercial Reference Map and Guide
- and of course a complete selection of maps.

Available at quality office products, map, and book stores near you.

For more information, write:

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680

© Copyright 1985 by Rand McNally & Company

Circle No. 128 on Reader Service Card

Profits from Packaging

Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) **1-800-462-1151**

GERALD FRIED DISPLAY CO., INC.

550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF Call or Write for Free Catalog

Circle No. 105 on Reader Service Card

growing number of consumers are interested in light alternatives to the hamburger-only menus pervasive at most restaurants."

In response to the health and fitness craze currently sweeping America—and to the aforementioned statistics—the fast-food industry is making the appropriate changes, hoping to hang on to its share of the market, all the while keeping a close eye on the needs and wants of the population. Is it that Americans no longer love their burgers? Not really, says John Weir, Burger King's director of public relations. The problem, says Weir, "is not saturation, but maturation." And with more than 75 million rapidly maturing baby boomers out there, Fay, Weir, and the rest of the people on the business end of the market know that catering to their changing tastes will keep them on top.

Metros on the comeback trail

After a decade of increased nonmetropolitan growth, 1984–85 saw the return of one of America's long-suffering institutions—the metro area. The emergence in the 1970s of a trend toward faster growth in counties outside of metro areas has reversed itself, and metros are once again the nation's growth leaders. This is not to say that metro area populations are burgeoning, but rather that the growth in nonmetro areas is cooling off, causing it to drop below that in metro areas. In the world of statistics, however, this makes for a bona fide trend.

In some metro areas, the growth is very real. In New York City, for example, a decade has made all the difference. In the period between 1972 and 1974, population figures for the Big Apple showed a net loss of 317,000 people, or a drop of 4.2%. Ten years later, 1982–84 numbers show a 3.8% increase. Here, at least, the metro area comeback is quite tangible. In other states and metros, nonmetro losses were related to statistical and definitional changes rather than reality. The creation of new metro areas in Cheyenne, WY, Rapid City, SD, Santa Fe, NM, Jackson, TN, and Naples, FL, helped to drain these states' nonmetro totals to the tune of some 440,000 people, contributing to the reversal of the nonmetro growth trend. Nonetheless, relative growth rates show metros on the plus side, a reflection of the rise in the number of urban professionals.

So there we have it, 12 months of shifting demographics in a nutshell. Many of these trends have been lurking in the background for much longer, emerging from the shadows only recently. Some will continue to play a part in the way marketers sell their goods and services. Others, like the rise of the Yuppie, are already marketing history. As for what 1986 will bring, only time—and the nuances of the marketplace—will tell. S&MM

STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION (Act of Aug. 12, 1970; Section 3685, Title 39, United States Code) of S&MM-SALES & MARKETING MANAGEMENT, published monthly, except in February, April, July, and October, when it is published twice a month at its general business and publication office 633 Third Avenue, New York, NY 10164-0563 for September 20, 1985.

Names and addresses of Publisher and Editor are Publisher, Kenneth Reiss; Editor, Robert H. Albert, at 633 Third Ave., New York, NY 10164-0563.

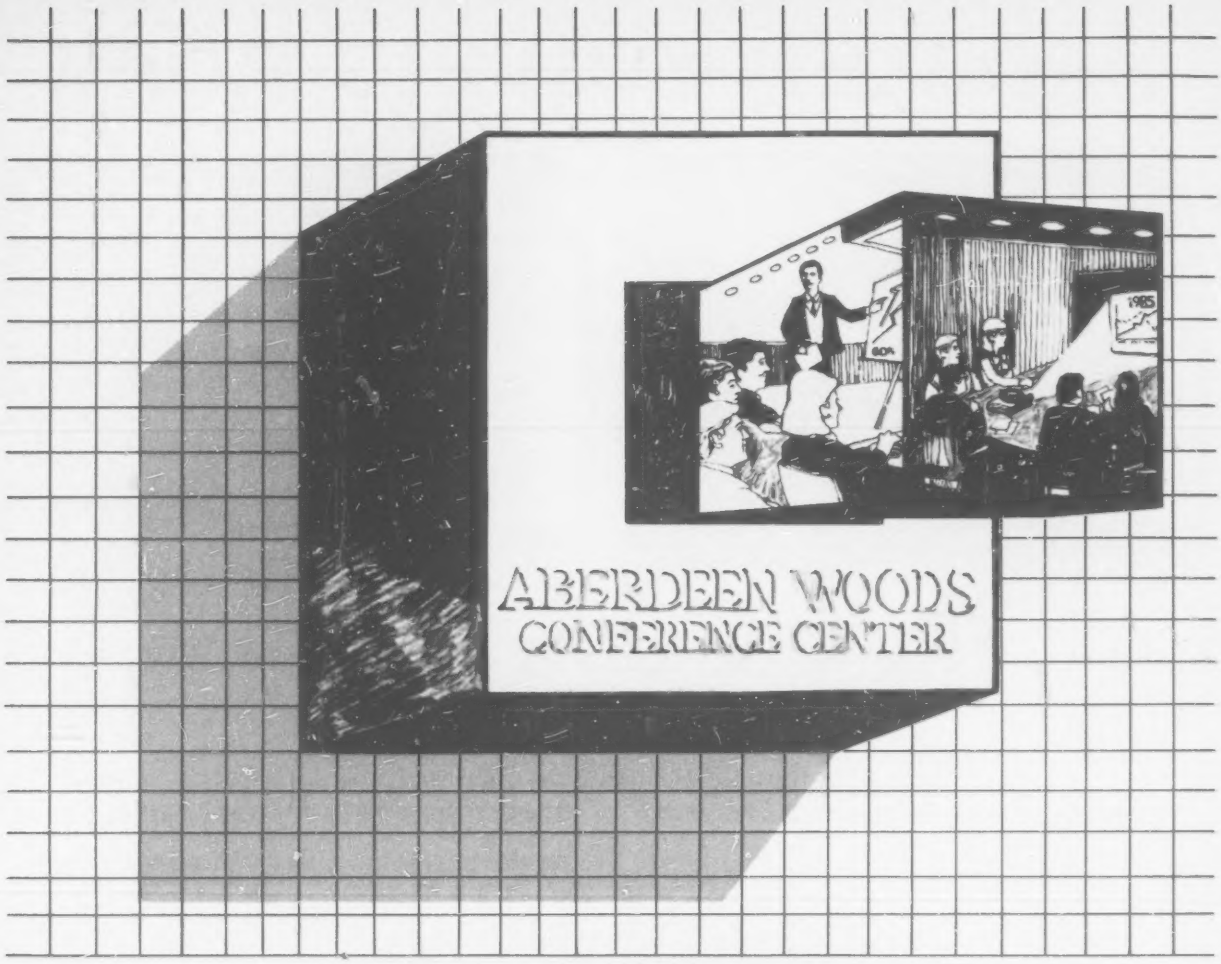
The owner is: Bill Communications, Inc., 633 Third Ave., New York, NY 10164-0563. The names and addresses of stockholders owning or holding one percent or more of the total amount of stock are: John W. Hartman, 29 E. Snapper Point Dr., Ocean Reef Club, Key Largo, FL 33037; Morgan T. Browne, 42 Prides Crossing, New Canaan, CT 06840; Donald Karas, 136 East 36 Street, New York, NY 10016; Bernard Kovach, 5 Madonia Court, Plandome, NY 11030; Irwin Levine, 3 Wabash Road, Marlboro, NJ 07746; Kenneth Reiss, 869 Hardscrabble Rd, Chappaqua, NY 10514; John Fragale, 85 Crooked Trail Rd., Rowayton, CT 06855; Bill Communications Inc., Employee Stock Bonus and Profit-Sharing Trust, 633 Third Ave., New York, NY 10164-0563.

Known bondholders, mortgages, and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: None.

	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies Single Issue Nearest To Filing Date
A. Total no. copies printed:	57,982	60,233
B. Paid circulation:		
1. Sales through dealers and carriers, street vendors, and counter sales:	296	5
2. Mail subscriptions:	46,912	49,447
C. Total paid circulation:	47,208	49,452
D. Free distribution (including samples) by mail, carrier, or other means:	3,536	3,689
E. Total distribution (sum of C and D)	50,744	53,141
F. Copies not distributed:		
1. Office use, leftover, unaccounted, spoiled after printing:	7,238	7,092
2. Return from News Agents:	0	0
G. Total (sum of E, F1, and F2 should equal net press run shown in A):	57,982	60,233

I certify that the above statements made by me are correct and complete.

LYNN BUSHELL
Fulfillment Manager



"THE SQUARE PEG IN THE SQUARE HOLE."

Frustrated with trying to hold your meetings in a multi-use facility? Sick of competing with typical hotel distractions? Tired of wanting more training support systems?

Less than a half hour from Atlanta's Hartsfield International Airport is the ultimate learning facility — Aberdeen Woods Conference Center.

It was designed by professional educators to provide the best possible environment for learning.

Our 150-seat auditorium and 47 state-of-the-art meeting rooms are completely sound proof, have ergonomic seating, computerized climate control and comfortable lighting.

We have on-site audio visual production facilities, video tape capabilities, complete sound stage, reprographics and a conference planning department.

Aberdeen Woods Conference Center features; 150 deluxe sleeping rooms, restaurant, lounges, indoor pool, lighted tennis courts, weight/workout room, nearby golf courses and more.

Managed by Harrison Conference Services, Aberdeen Woods is truly a balanced learning environment and a perfect fit for your training needs.

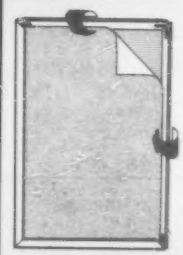
aberdeen woods

For more information, contact: Mr. William Shaughnessy, Aberdeen Woods Conference Center, 201 Aberdeen Parkway, Peachtree City, Georgia 30269, 404/487-2666

Circle No. 126 on Reader Service Card

PROBLEM-SOLVING P.O.P.!

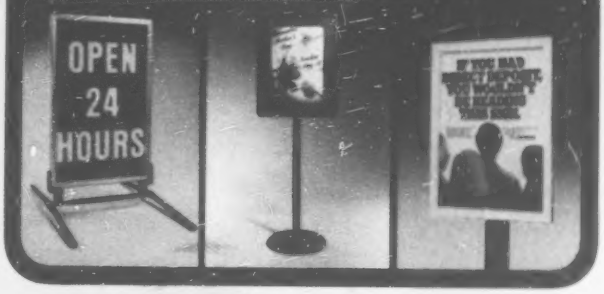
EASY P.O.P.!



POSTERGRIP® frames make ad changes a *snap*. All four sides flip open for fast insertion of posters or transparencies.

- Time-saving ad updates
- Image-enhancing appearance
- Stock models in many sizes, styles & finishes
- Custom designs available

Free brochure



FLEXIBLE P.O.P.!

WINDMASTER® curb displays give outdoor ads *staying power*. Exclusive spring-mount system flexes downward — rather than tipping over — in strong gusts.

- Withstands winds to 36 mph
- Durable, all-weather construction
- Variety of stock models with two-sided PosterGrip frame
- Custom designs available

Free brochure

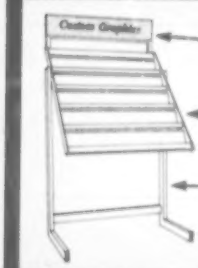
PORTABLE P.O.P.!

SWINGSIGN™ portable displays let you get the word out — *fast*. Unique folding system sets up quickly...stores compactly.

- Lightweight, compact system
- For sidewalk or parking lot
- Stock models for erasable, printed or decal messages
- Custom designs available

Free brochure

QUALITY P.O.P.!



Available with your logo or sales message.

Models for any size & quantity of literature.

Rich, distinctive finishes.

- Designer-quality displays
- Good-looking, long-lasting aluminum construction
- Variety of stock models
- Custom designs available

Free brochure

md
marketing displays, inc.

Your Partner In Point-Of-Purchase Advertising

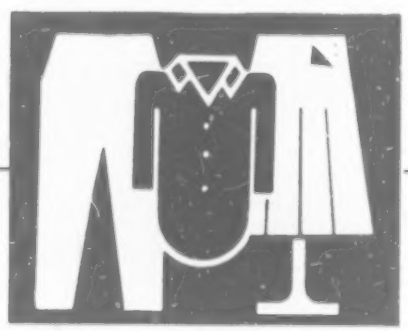
24450 Indoplex Circle • P.O. Box 576 • Farmington Hills, Michigan 48018-6897 • (313) 478-1900

Circle No. 115 on Reader Service Card

SECTION B

Sales and Marketing MANAGEMENT

Merchandise Line Sales



Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Guide to using S&MM's METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1982 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enchance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories. (Note: Infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1984

REGION / State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	14,691,721	14,209,183	1,334,233	605,498	4,138,727	2,052,524	2,503,468	1,008,418	1,333,147	691,094	1,023,677	394,897	1,529,640	1,129,315
Connecticut	3,741,806	3,637,044	266,012	121,939	1,033,975	523,618	599,301	256,904	249,741	166,604	212,841	120,582	357,378	265,558
Maine	1,282,207	1,233,153	74,797	32,666	234,741	100,347	220,962	58,771	74,857	41,579	60,340	24,830	69,898	55,525
Massachusetts	6,759,683	6,555,356	773,454	344,712	2,175,730	1,095,061	1,246,377	521,099	812,255	370,289	574,441	170,416	871,614	605,100
New Hampshire	1,311,159	1,272,978	102,281	42,251	307,377	135,552	203,010	76,301	93,193	49,053	87,169	35,560	116,659	86,886
Rhode Island	997,520	945,060	78,406	49,151	279,735	140,434	164,260	73,795	67,742	42,485	53,201	28,458	76,229	62,472
Vermont	599,346	565,592	39,283	14,779	107,169	57,512	69,558	21,548	35,359	21,086	35,685	15,051	37,862	30,664
MIDDLE ATLANTIC	39,129,899	37,498,552	3,180,800	1,441,891	11,860,584	6,163,383	7,026,338	2,716,710	3,531,436	2,544,601	2,282,468	1,242,081	4,337,603	3,470,499
New Jersey	8,821,057	8,441,138	711,356	270,995	2,557,594	1,357,145	1,517,853	590,568	714,441	535,032	512,029	283,195	1,064,081	851,497
New York	18,090,165	17,367,366	1,554,630	760,388	5,785,162	3,163,198	3,375,427	1,201,549	1,791,894	1,366,256	987,441	566,505	2,108,892	1,756,921
Pennsylvania	12,218,677	11,690,048	914,814	410,508	3,517,828	1,643,040	2,133,058	924,593	1,025,101	643,313	762,998	392,381	1,164,630	862,081
EAST NORTH CENTRAL	39,185,449	36,745,116	3,569,951	1,564,924	10,881,378	5,120,686	7,022,708	3,160,749	3,160,179	1,973,150	2,689,277	1,243,034	4,213,208	3,187,261
Illinois	10,275,805	9,715,793	1,042,987	427,239	3,550,111	1,801,965	2,113,173	831,812	1,010,711	661,036	739,389	318,007	1,306,015	981,493
Indiana	5,437,966	5,232,773	417,825	142,532	1,503,759	630,882	889,349	407,225	410,528	254,322	376,515	154,846	546,924	417,394
Michigan	8,316,963	7,503,350	890,023	463,928	2,229,228	1,223,995	1,617,551	724,679	673,691	447,984	579,085	294,103	871,653	668,689
Ohio	10,645,716	10,213,050	867,118	403,865	2,640,993	1,029,442	1,737,400	895,315	769,688	436,518	671,315	328,451	1,061,566	784,665
Wisconsin	4,508,999	4,080,150	351,998	127,360	957,287	434,402	665,235	301,718	295,561	173,290	322,973	147,627	427,050	335,020
WEST NORTH CENTRAL	18,329,062	17,323,986	1,406,253	606,384	4,169,170	1,834,988	2,774,360	1,151,145	1,215,913	718,458	1,320,310	524,788	1,787,691	1,307,337
Iowa	2,909,471	2,813,854	201,417	68,499	595,567	263,525	435,100	165,983	178,067	115,194	200,602	79,591	238,609	179,464
Kansas	2,483,896	2,376,493	197,206	46,235	529,139	258,566	366,724	140,208	161,445	99,694	206,317	88,600	259,026	197,566
Minnesota	4,619,877	4,215,584	337,168	116,705	1,163,870	472,763	721,626	285,074	290,366	163,941	298,224	106,741	465,819	313,339
Missouri	5,545,083	5,294,444	463,863	108,373	1,255,605	541,318	789,076	390,650	390,929	222,458	384,550	151,559	504,387	357,544
Nebraska	1,594,652	1,498,437	114,806	32,769	343,976	156,018	238,248	91,293	106,251	67,393	121,937	59,016	192,436	163,082
North Dakota	560,592	539,694	48,235	16,791	158,138	76,186	126,301	46,922	45,818	24,688	60,253	22,665	73,940	55,417
South Dakota	615,491	585,480	43,553	17,012	122,875	66,612	97,285	31,015	43,037	25,090	48,427	16,616	53,474	40,925
SOUTH ATLANTIC	39,481,783	37,695,702	3,673,083	1,519,662	10,251,674	4,947,515	6,152,063	2,661,760	3,125,286	1,925,694	2,904,367	1,281,437	5,345,286	4,386,231
Delaware	693,853	666,818	53,019	28,152	210,491	94,234	124,970	67,820	54,787	31,784	50,967	23,789	91,004	72,465
District of Columbia	517,954	487,789	78,507	62,599	188,363	122,042	107,465	29,977	61,081	49,663	26,849	12,943	78,566	64,690
Florida	11,361,778	10,866,325	1,018,361	335,817	3,013,115	1,544,042	1,735,616	832,868	862,903	560,465	909,390	442,661	1,830,573	1,494,507
Georgia	5,284,967	5,022,664	608,518	219,352	1,446,713	664,498	899,813	367,192	447,418	266,076	383,801	140,990	699,300	574,090
Maryland	5,177,351	4,934,681	400,340	243,965	1,361,940	600,538	812,744	373,904	389,120	259,260	308,858	135,185	639,740	486,011
North Carolina	5,903,616	5,612,776	509,401	174,577	1,479,139	767,777	905,454	342,436	475,994	299,431	469,289	210,650	780,738	680,948
South Carolina	3,011,564	2,906,678	337,724	133,676	680,167	372,947	447,011	169,836	224,789	131,856	229,674	99,526	366,394	324,430
Virginia	5,713,375	5,442,428	524,704	274,606	1,479,092	629,211	852,401	350,727	477,971	258,910	383,852	158,114	696,530	566,716
West Virginia	1,817,325	1,753,543	142,508	46,918	392,654	152,226	266,589	127,000	131,223	68,249	141,687	57,579	162,441	122,374
EAST SOUTH CENTRAL	14,316,867	13,809,699	1,190,689	406,323	3,590,461	1,768,108	2,243,979	913,045	1,060,873	629,428	1,067,575	419,164	1,467,979	1,193,006
Alabama	3,663,706	3,521,565	293,898	121,271	878,928	504,221	543,864	194,049	263,204	172,928	253,079	85,844	376,744	315,054
Kentucky	3,524,330	3,398,645	307,658	112,266	878,243	368,357	560,101	253,742	254,236	142,169	262,790	118,992	318,753	249,080
Mississippi	2,373,850	2,296,569	205,327	61,935	578,738	277,082	338,358	121,659	162,736	91,930	180,677	63,017	227,103	185,294
Tennessee	4,754,981	4,592,920	383,806	110,849	1,254,552	618,448	801,656	343,595	380,697	222,401	371,029	151,311	545,379	443,578
WEST SOUTH CENTRAL	26,658,644	25,317,531	2,329,820	537,742	6,989,094	3,779,054	4,254,679	1,530,310	2,239,585	1,436,455	2,194,928	911,013	3,516,870	2,859,168
Arkansas	1,986,023	1,909,102	185,784	41,132	465,951	241,381	286,168	110,656	159,593	92,278	173,450	55,746	237,783	187,367
Louisiana	4,273,552	4,083,823	379,396	102,989	1,090,031	588,946	674,788	251,662	349,071	221,131	375,082	176,695	612,878	517,109
Oklahoma	3,340,621	3,171,330	307,341	60,316	816,476	478,666	502,245	156,348	273,326	173,574	268,449	105,011	445,701	372,133
Texas	17,058,448	16,153,276	1,457,299	333,305	4,616,636	2,470,061	2,791,478	1,011,644	1,457,595	949,472	1,377,947	573,561	2,220,508	1,782,559
MOUNTAIN	13,794,047	13,156,411	1,050,141	359,487	2,843,832	1,318,053	1,949,914	796,913	914,111	546,764	1,007,866	501,567	1,680,498	1,367,672
Arizona	3,189,199	2,993,546	328,281	110,058	775,420	286,034	432,465	208,677	218,095	127,280	217,085	96,932	441,181	359,372
Colorado	3,850,190	3,723,793	232,410	75,439	770,401	382,034	566,196	244,259	260,400	153,950	301,655	163,442	534,277	433,585
Idaho	961,146	929,105	73,491	30,951	144,307	76,234	112,298	33,903	46,430	27,877	70,023	41,345	76,853	64,688
Montana	886,174	856,731	53,117	24,578	155,793	81,147	125,948	35,781	53,060	34,033	70,760	39,956	88,909	74,423
Nevada	1,132,792	1,079,535	112,575	37,524	308,237	138,970	202,963	88,348	89,583	51,620	96,827	32,071	156,347	118,445
New Mexico	1,576,474	1,485,645	106,090	34,328	281,525	152,827	200,517	72,029	104,420	67,145	99,917	42,699	142,656	115,108
Utah	1,490,273	1,419,435	100,220	26,145	305,155	139,245	219,382	98,923	107,734	59,893	112,810	66,565	191,312	161,777
Wyoming	707,799	668,621	43,957	20,464	102,994	41,562	90,138	14,993	34,389	24,466	38,789	18,557	48,963	40,274
PACIFIC	38,721,913	35,117,278	3,066,495	1,019,996	10,184,241	5,204,057	6,242,381	2,416,874	3,167,466	2,137,086	2,494,315	1,042,430	4,461,641	3,345,022
Alaska	716,960	667,022	89,645	25,710	168,805	84,666	121,788	37,779	59,541	35,068	54,551	23,293	83,244	60,124
California	29,148,786	26,357,198	2,330,713	754,836	7,802,064	3,932,837	4,706,939	1,873,958	2,404,806	1,652,730	1,879,124	770,611	3,575,432	2,698,850
Hawaii	1,183,957	1,011,964	139,571	55,030	418,828	267,860	246,865	75,600	123,837	73,500	66,532	29,300	112,215	79,820
Oregon	2,727,684	2,394,850	187,350	57,610	669,663	336,298	433,652	157,396	224,677	144,664	197,776	94,043	249,247	183,146
Washington	4,944,526	4,686,243	319,216	126,810	1,124,881	582,396	733,137	272,141	354,605	231,124	296,332	124,983	441,503	323,082
TOTAL UNITED STATES	244,309,385	230,873,458	20,801,464	7,861,907	64,909,161	32,188,368	40,169,890	16,355,924	19,747,996	12,602,232	16,964,783	7,560,411	28,340,416	22,245,511

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,743,983	1
New York, N.Y.	7,444,513	2
Chicago, Ill.	5,704,172	3
Philadelphia, Pa.	5,044,198	4
Washington, D.C.	4,281,208	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,110,353	6
Detroit, Mich.	4,074,925	7
Nassau - Suffolk, N.Y.	3,666,389	8
Houston, Tex.	3,629,550	9
St. Louis, Mo.	2,670,544	10
Minneapolis - St. Paul, Minn.	2,652,509	11
Dallas, Tex.	2,632,020	12
Baltimore, Md.	2,424,565	13
Anaheim - Santa Ana, Cal.	2,412,270	14
Atlanta, Ga.	2,358,413	15
Pittsburgh, Pa.	2,272,979	16
San Diego, Cal.	2,264,480	17
Oakland, Cal.	2,196,874	18
Cleveland, Ohio	2,133,471	19
Newark, N.J.	2,103,062	20
Seattle, Wash.	2,079,364	21
San Francisco, Cal.	2,071,952	22
Tampa - St. Petersburg - Clearwater, Fla.	1,993,677	23
Denver, Colo.	1,976,768	24
Riverside - San Bernardino, Cal.	1,939,945	25
Phoenix, Ariz.	1,873,566	26
Kansas City, Mo.-Kans.	1,701,617	27
Miami - Hialeah, Fla.	1,672,285	28
Bergen - Passaic, N.J.	1,658,090	29
San Jose, Cal.	1,642,673	30
Cincinnati, Ohio	1,413,602	31
Sacramento, Cal.	1,390,528	32
New Orleans, La.	1,388,521	33
Fort Worth - Arlington, Tex.	1,381,933	34
Milwaukee, Wisc.	1,356,380	35
Columbus, Ohio	1,265,512	36
Hartford - New Britain - Middletown - Bristol, Conn.	1,246,240	37
Middlesex - Somerset - Hunterdon, N.J.	1,210,054	38
Portland, Ore.	1,205,298	39
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,184,395	40
Indianapolis, Ind.	1,178,556	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,156,561	42
Rochester, N.Y.	1,102,224	43
San Antonio, Tex.	1,093,390	44
Norfolk - Virginia Beach - Newport News, Va.	1,075,050	45
Buffalo, N.Y.	1,059,199	46
Monmouth - Ocean, N.J.	1,054,214	47
Oklahoma City, Okla.	1,052,939	48
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,023,231	49
Memphis, Tenn.	1,016,048	50
Total Top 50	**115,286,210**	
Salt Lake City - Ogden, Utah	954,105	51
Louisville, Ky.	952,859	52
Albany - Schenectady - Troy, N.Y.	949,836	53
Providence - Pawtucket - Woonsocket, R.I.	923,109	54
New Haven - Waterbury - Meriden, Conn.	921,950	55
Dayton - Springfield, Ohio	907,709	56
Nashville, Tenn.	906,070	57
Richmond - Petersburg, Va.	901,326	58
Birmingham, Ala.	867,176	59
Orlando, Fla.	851,077	60
Greensboro - Winston-Salem - High Point, N.C.	832,342	61
Honolulu, Haw.	828,726	62
West Palm Beach - Boca Raton - Delray Beach, Fla.	794,189	63
Scranton - Wilkes-Barre, Pa.	766,080	64
New Bedford - Fall River - Attleboro, Mass.	733,627	65
Tulsa, Okla.	728,625	66
Syracuse, N.Y.	723,658	67
Jacksonville, Fla.	719,694	68
Harrisburg - Lebanon - Carlisle, Pa.	716,234	69
Toledo, Ohio	702,184	70
Knoxville, Tenn.	701,480	71
Omaha, Neb.	691,205	72
Springfield, Mass.	684,488	73
Akron, Ohio	665,014	74
Gary - Hammond, Ind.	664,408	75
Allentown - Bethlehem, Pa.	663,736	76
Austin, Tex.	648,324	77
Worcester - Fitchburg - Leominster, Mass.	638,432	78
Oxnard - Ventura, Cal.	627,310	79
Las Vegas, Nev.	608,700	80
Jersey City, N.J.	607,784	81
Raleigh - Durham, N.C.	598,050	82
Fresno, Cal.	583,626	83
Grand Rapids, Mich.	574,998	84
Wilmington, Del.	565,039	85
Greenville - Spartanburg, S.C.	552,128	86
Chattanooga, Tenn.	547,303	87
Bakersfield, Cal.	538,376	88
Baton Rouge, La.	533,056	89
Tucson, Ariz.	525,668	90
Albuquerque, N.M.	521,250	91
Mobile, Ala.	518,828	92
Tacoma, Wash.	510,313	93
Little Rock - North Little Rock, Ark.	477,674	94
Youngstown - Warren, Ohio	476,985	95
Charleston, S.C.	464,859	96
Lansing - East Lansing, Mich.	456,797	97
Wichita, Kans.	454,224	98
Des Moines, Iowa	446,375	99
Santa Barbara - Santa Maria - Lompoc, Cal.	444,824	100
Total Top 100	**148,959,120**	
Beaumont - Port Arthur, Tex.	439,378	101
Johnson City - Kingsport - Bristol, Tenn.	436,114	102
Canton, Ohio	430,753	103
Lancaster, Pa.	429,303	104
Atlantic City, N.J.	421,060	105
Portsmouth - Dover - Rochester, N.H.	410,712	106
El Paso, Tex.	407,657	107
Spokane, Wash.	399,229	108
Stockton, Cal.	395,825	109
Vallejo - Fairfield - Napa, Cal.	391,987	110
Lake County, Ill.	391,816	111
Santa Rosa - Petaluma, Cal.	388,480	112
Flint, Mich.	388,366	113
Lakeland - Winter Haven, Fla.	384,139	114
Saginaw - Bay City - Midland, Mich.	380,931	115
Madison, Wisc.	380,005	116
Columbia, S.C.	376,066	117
Corpus Christi, Tex.	366,768	118
York, Pa.	358,068	119
Portland, Me.	354,861	120
Trenton, N.J.	354,673	121
Shreveport, La.	353,849	122
Davenport - Rock Island - Moline, Iowa-Ill.	351,538	123
Reading, Pa.	350,783	124
Jackson, Miss.	349,951	125
Manchester - Nashua, N.H.	347,492	126
Fort Wayne, Ind.	336,772	127
Lexington-Fayette, Ky.	335,117	128
Utica - Rome, N.Y.	331,815	129
Colorado Springs, Colo.	331,264	130
Evansville, Ind.	328,725	131
Daytona Beach, Fla.	328,337	132
Peoria, Ill.	319,936	133
Modesto, Cal.	317,858	134
Huntington - Ashland, W.Va.-Ky.	316,681	135
Anchorage, Alas.	313,825	136
Aurora - Elgin, Ill.	308,362	137
Orange County, N.Y.	304,227	138
Reno, Nev.	301,053	139
Fort Myers - Cape Coral, Fla.	297,223	140
Boulder - Longmont, Colo.	294,018	141
Pensarola, Fla.	292,956	142
Augusta, Ga.	289,488	143
Visalia - Tulare - Porterville, Cal.	288,212	144
Duluth, Minn.	288,178	145
Melbourne - Titusville - Palm Bay, Fla.	285,292	146
Charleston, W.Va.	279,944	147
Sarasota, Fla.	279,029	148
Salinas - Seaside - Monterey, Cal.	276,739	149
Poughkeepsie, N.Y.	276,472	150
Total Top 150	**166,320,647**	
Erie, Pa.	275,839	151
McAllen - Edinburg - Mission, Tex.	275,052	152
Binghamton, N.Y.	274,743	153
New London - Norwich, Conn.	266,670	154
Galveston - Texas City, Tex.	264,753	155
Montgomery, Ala.	263,049	156
Rockford, Ill.	262,182	157
Joliet, Ill.	260,033	158
Appleton - Oshkosh - Neenah, Wisc.	261,083	159
Springfield, Mo.	257,500	160
Macon - Warner Robins, Ga.	252,607	161
Lorain - Elyria, Ohio	247,347	162
South Bend - Mishawaka, Ind.	246,049	163
Eugene - Springfield, Ore.	244,701	164
Hamilton - Middletown, Ohio	244,155	165
Santa Cruz, Cal.	243,572	166
Johnstown, Pa.	242,429	167
Ann Arbor, Mich.	240,077	168
Lubbock, Tex.	239,787	169
Brownsville - Harlingen, Tex.	238,120	170
Longview - Marshall, Tex.	229,385	171
Savannah, Ga.	224,432	172
Brazoria, Tex.	222,789	173
Roanoke, Va.	221,497	174
Lafayette, La.	220,795	175
Salem, Ore.	218,680	176
Amarillo, Tex.	214,724	177
Fort Pierce, Fla.	211,452	178
Niagara Falls, N.Y.	210,437	179
Hickory, N.C.	209,621	180
Beaver County, Pa.	208,298	181
Odessa, Tex.	207,272	182
Lake Charles, La.	206,264	183
Pittsfield, Mass.	204,721	184
Chico, Cal.	204,191	185
Gainesville, Fla.	201,439	186
Fayetteville, N.C.	196,702	187
Vancouver, Wash.	196,247	188
Houma - Thibodaux, La.	195,408	189
Waco, Tex.	194,486	190
Elkhart - Goshen, Ind.	192,107	191
Killeen - Temple, Tex.	191,436	192
Topeka, Kans.	190,177	193
Lincoln, Neb.	189,686	194
Wheeling, W.Va.	189,380	195
Huntsville, Ala.	188,830	196
Yakima, Wash.	188,800	197
Boise, Ida.	184,369	198
Kalamazoo, Mich.	183,133	199
Bradenton, Fla.	180,284	200
Total Top 200	**177,499,437**	
Tallahassee, Fla.	179,609	201
Asheville, N.C.	179,366	202
Biloxi - Gulfport, Miss.	179,117	203
Fort Collins - Loveland, Colo.	177,200	204
Cedar Rapids, Iowa	176,557	205
Columbus, Ga.	174,543	206
Springfield, Ill.	174,469	207
Provo - Orem, Utah	172,211	208
Vineland - Millville - Bridgeton, N.J.	172,206	209
Ocala, Fla.	171,899	210
Midland, Tex.	171,704	211
St. Cloud, Minn.	168,628	212
Olympia, Wash.	166,108	213
Racine, Wisc.	163,318	214
Naples, Fla.	159,574	215
Redding, Cal.	158,036	216
Anderson, Ind.	156,663	217
Joplin, Mo.	155,599	218
Billings, Mont.	153,403	219
Bryan - College Station, Tex.	152,901	220
Richland - Kennewick - Pasco, Wash.	150,987	221
Tuscaloosa, Ala.	150,656	222
Steubenville - Weirton, Ohio-W.Va.	149,450	223
Bremerton, Wash.	149,370	224
Parkersburg - Marietta, W.Va.-Ohio	148,821	225
Tyler, Tex.	147,691	226
Bangor, Me.	145,963	227
Burlington, Vt.	145,905	228
Altoona, Pa.	145,785	229
Lima, Ohio	145,573	230
Terre Haute, Ind.	145,222	231
Green Bay, Wisc.	144,591	232
Janesville - Beloit, Wisc.	143,329	233
Charlottesville, Va.	142,848	234
Waterloo - Cedar Falls, Iowa	141,892	235
Pueblo, Colo.	140,932	236
Muskegon, Mich.	139,738	237
Lynchburg, Va.	138,563	238
Champaign - Urbana - Rantoul, Ill.	138,528	239
Laredo, Tex.	138,264	240
Pascagoula, Miss.	137,470	241
Muncie, Ind.	135,652	242
Abilene, Tex.	135,610	243
Wilmington, N.C.	134,641	244
Glens Falls, N.Y.	134,362	245
Monroe, La.	134,024	246
Fargo - Moorhead, N.D.-Minn.	133,410	247
Fort Smith, Ark.	132,415	248
Bellingham, Wash.	130,139	249
Athens, Ga.	129,625	250
Total Top 250	**185,093,984**	
Kenosha, Wisc.	129,483	251
Sioux City, Iowa	128,640	252
Williamsport, Pa.	128,581	253
Anderson, S.C.	128,410	254
Dothan, Ala.	128,330	255
Eau Claire, Wisc.	126,555	256
Medford, Ore.	125,829	257
Jackson, Mich.	125,537	258
Rochester, Minn.	125,521	259
Wichita Falls, Tex.	124,488	260
Lewiston - Auburn, Me.	123,536	261
Benton Harbor, Mich.	121,686	262
Greeley, Colo.	120,949	263
Clarksville - Hopkinsville, Tenn.-Ky.	119,383	264
St. Joseph, Mo.	118,778	265
Lawton, Okla.	118,356	266
Battle Creek, Mich.	117,627	267
Texarkana, Tex.-Ark.	117,290	268
Santa Fe, N.M.	115,984	269
Burlington, N.C.	115,750	270
Sioux Falls, S.D.	115,470	271
Alexandria, La.	114,758	272
Florence, Ala.	114,265	273
Mansfield, Ohio	114,031	274
Sharon, Pa.	113,181	275
Fort Walton Beach, Fla.	113,090	276
Albany, Ga.	112,113	277
Casper, Wyo.	111,085	278
Yuba City, Cal.	109,710	279
Columbia, Mo.	109,576	280
Kokomo, Ind.	108,987	281
Decatur, Ill.	107,921	282
San Angelo, Tex.	107,813	283
Gadsden, Ala.	106,512	284
Lafayette - West Lafayette, Ind.	106,490	285
Florence, S.C.	106,303	286
Hagerstown, Md.	105,122	287
State College, Pa.	104,338	288
Bloomington - Normal, Ill.	101,429	289
Wausau, Wisc.	99,426	290
Cumberland, Md.	98,842	291
Owensboro, Ky.	98,569	292
Danville, Va.	97,548	293
Bloomington, Ind.	95,135	294
Sherman - Denison, Tex.	94,638	295
Fayetteville - Springdale, Ark.	94,493	296
Sheboygan, Wisc.	92,920	297
La Crosse, Wisc.	92,789	298
Panama City, Fla.	91,732	299
Las Cruces, N.M.	90,501	300
Victoria, Tex.	90,197	301
Kankakee, Ill.	90,092	302
Anniston, Ala.	89,900	303
Rapid City, S.D.	88,572	304
Pine Bluff, Ark.	88,375	305
Jacksonville, N.C.	85,333	306
Elmira, N.Y.	83,603	307
Dubuque, Iowa	82,346	308
Jackson, Tenn.	80,021	309
Bismarck, N.D.	79,617	310
Iowa City, Iowa	76,160	311
Cheyenne, Wyo.	75,356	312
Enid, Okla.	74,700	313
Great Falls, Mont.	73,938	314
Lawrence, Kans.	65,203	315
Grand Forks, N.D.	44,081	316
Total Above Areas	**191,930,853**	
Percent of U.S.	**78.5688**	
U.S. Total	**244,309,385**	

HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	788,933	1
New York, N.Y.	745,544	2
Chicago, Ill.	636,076	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	584,576	4
Detroit, Mich.	492,616	5
Washington, D.C.	484,337	6
Philadelphia, Pa.	406,602	7
Atlanta, Ga.	321,520	8
Houston, Tex.	302,992	9
Nassau - Suffolk, N.Y.	285,781	10
Anaheim - Santa Ana, Cal.	228,434	11
St. Louis, Mo.	225,055	12
Miami - Hialeah, Fla.	214,260	13
Phoenix, Ariz.	203,715	14
Dallas, Tex.	198,906	15
Minneapolis - St. Paul, Minn.	198,045	16
Cleveland, Ohio	194,094	17
San Diego, Cal.	182,856	18
Pittsburgh, Pa.	182,145	19
Oakland, Cal.	165,265	20
Newark, N.J.	164,559	21
Bergen - Passaic, N.J.	156,670	22
Riverside - San Bernardino, Cal.	153,993	23
San Francisco, Cal.	150,376	24
Kansas City, Mo.-Kans.	149,689	25
Tampa - St. Petersburg - Clearwater, Fla.	146,415	26
Seattle, Wash.	144,032	27
Baltimore, Md.	133,545	28
San Jose, Cal.	131,310	29
New Orleans, La.	127,794	30
Denver, Colo.	122,352	31
Cincinnati, Ohio	122,135	32
San Antonio, Tex.	120,751	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	120,467	34
Milwaukee, Wisc.	118,540	35
Honolulu, Haw.	114,523	36
Oklahoma City, Okla.	109,806	37
Sacramento, Cal.	105,434	38
Fort Worth - Arlington, Tex.	98,295	39
Louisville, Ky.	97,130	40
Hartford - New Britain - Middletown - Bristol, Conn.	96,837	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	96,035	42
Columbus, Ohio	95,754	43
Middlesex - Somerset - Hunterdon, N.J.	92,892	44
Richmond - Petersburg, Va.	92,430	45
Indianapolis, Ind.	92,112	46
Portland, Ore.	89,059	47
Buffalo, N.Y.	83,939	48
Norfolk - Virginia Beach - Newport News, Va.	82,317	49
Nashville, Tenn.	80,830	50
Total Top 50	**10,531,773**	
Memphis, Tenn.	80,293	51
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,887	52
Greensboro - Winston-Salem - High Point, N.C.	78,662	53
Monmouth - Ocean, N.J.	76,458	54
Albany - Schenectady - Troy, N.Y.	75,117	55
West Palm Beach - Boca Raton - Delray Beach, Fla.	74,446	56
Dayton - Springfield, Ohio	73,876	57
Orlando, Fla.	72,967	58
Rochester, N.Y.	72,475	59
Providence - Pawtucket - Woonsocket, R.I.	72,311	60
Tucson, Ariz.	71,832	61
Greenville - Spartanburg, S.C.	70,507	62
Tulsa, Okla.	69,631	63
Birmingham, Ala.	69,544	64
Salt Lake City - Ogden, Utah	69,490	65
Raleigh - Durham, N.C.	68,904	66
Toledo, Ohio	68,594	67
Jacksonville, Fla.	65,706	68
Las Vegas, Nev.	65,214	69
Austin, Tex.	63,904	70
Worcester - Fitchburg - Leominster, Mass.	61,542	71
Flint, Mich.	61,455	72
New Haven - Waterbury - Meriden, Conn.	60,827	73
Gary - Hammond, Ind.	59,326	74
Akron, Ohio	56,178	75
Knoxville, Tenn.	55,977	76
Grand Rapids, Mich.	55,801	77
Scranton - Wilkes-Barre, Pa.	55,609	78
Anchorage, Alas.	51,979	79
Jersey City, N.J.	51,574	80
Omaha, Neb.	51,383	81
Baton Rouge, La.	50,896	82
Columbia, S.C.	48,542	83
Harrisburg - Lebanon - Carlisle, Pa.	48,228	84
Springfield, Mass.	46,970	85
Oxnard - Ventura, Cal.	46,680	86
Lake County, Ill.	46,464	87
Charleston, S.C.	45,679	88
Allentown - Bethlehem, Pa.	45,543	89
Wilmington, Del.	45,505	90
Mobile, Ala.	43,044	91
Fresno, Cal.	40,951	92
Little Rock - North Little Rock, Ark.	40,126	93
Chattanooga, Tenn.	39,911	94
Portsmouth - Dover - Rochester, N.H.	39,572	95
Youngstown - Warren, Ohio	39,034	96
El Paso, Tex.	38,792	97
Canton, Ohio	38,719	98
Syracuse, N.Y.	37,893	99
Corpus Christi, Tex.	37,819	100
Total Top 100	**13,412,610**	
Jackson, Miss.	37,585	101
New Bedford - Fall River - Attleboro, Mass.	36,991	102
Saginaw - Bay City - Midland, Mich.	36,373	103
Augusta, Ga.	35,771	104
Atlantic City, N.J.	35,717	105
Albuquerque, N.M.	35,535	106
Beaumont - Port Arthur, Tex.	34,740	107
Lansing - East Lansing, Mich.	34,637	108
Spokane, Wash.	34,499	109
Wichita, Kans.	34,480	110
Evansville, Ind.	34,378	111
Tacoma, Wash.	34,166	112
Des Moines, Iowa	34,050	113
Shreveport, La.	33,552	114
Manchester - Nashua, N.H.	32,058	115
Madison, Wisc.	31,686	116
Davenport - Rock Island - Moline, Iowa-Ill.	31,606	117
Ann Arbor, Mich.	31,221	118
Springfield, Mo.	31,107	119
Johnson City - Kingsport - Bristol, Tenn.	31,073	120
Aurora - Elgin, Ill.	31,005	121
Macon - Warner Robins, Ga.	30,977	122
Daytona Beach, Fla.	30,641	123
Brownsville - Harlingen, Tex.	30,437	124
Santa Barbara - Santa Maria - Lompoc, Cal.	29,947	125
Lexington-Fayette, Ky.	29,572	126
Binghamton, N.Y.	28,965	127
Trenton, N.J.	28,857	128
Reno, Nev.	28,853	129
Laredo, Tex.	28,218	130
Modesto, Cal.	28,184	131
Melbourne - Titusville - Palm Bay, Fla.	28,156	132
Bakersfield, Cal.	28,117	133
Salinas - Seaside - Monterey, Cal.	27,996	134
Montgomery, Ala.	27,897	135
Charleston, W.Va.	27,625	136
Poughkeepsie, N.Y.	26,905	137
Huntington - Ashland, W.Va.-Ky.	26,822	138
Fort Wayne, Ind.	26,767	139
Joliet, Ill.	26,304	140
Stockton, Cal.	26,164	141
McAllen - Edinburg - Mission, Tex.	25,931	142
Odessa, Tex.	25,712	143
Lubbock, Tex.	25,676	144
Santa Rosa - Petaluma, Cal.	25,666	145
Reading, Pa.	25,589	146
Lancaster, Pa.	24,648	147
Sarasota, Fla.	24,365	148
Peoria, Ill.	22,915	149
Savannah, Ga.	23,605	150
Total Top 150	**14,917,339**	
Pensacola, Fla.	23,282	151
York, Pa.	23,136	152
Fort Myers - Cape Coral, Fla.	22,905	153
Lakeland - Winter Haven, Fla.	22,562	154
Rockford, Ill.	22,346	155
Orange County, N.Y.	22,245	156
Colorado Springs, Colo.	22,203	157
Green Bay, Wisc.	21,939	158
Portland, Me.	21,357	159
Roanoke, Va.	21,313	160
Kalamazoo, Mich.	20,957	161
Appleton - Oshkosh - Neenah, Wisc.	20,540	162
Waco, Tex.	20,351	163
Erie, Pa.	20,322	164
Boise, Ida.	20,112	165
Amarillo, Tex.	20,088	166
Vallejo - Fairfield - Napa, Cal.	19,801	167
Hamilton - Middletown, Ohio	19,426	168
Lafayette, La.	19,345	169
Abilene, Tex.	19,175	170
Springfield, Ill.	19,015	171
Topeka, Kans.	18,701	172
Midland, Tex.	18,527	173
Duluth, Minn.	18,518	174
Hickory, N.C.	18,303	175
Visalia - Tulare - Porterville, Cal.	18,234	176
Lorain - Elyria, Ohio	18,129	177
Lincoln, Neb.	18,091	178
Biloxi - Gulfport, Miss.	17,979	179
Fayetteville, N.C.	17,968	180
South Bend - Mishawaka, Ind.	17,858	181
Houma - Thibodaux, La.	17,834	182
Champaign - Urbana - Rantoul, Ill.	17,596	183
Cedar Rapids, Iowa	17,278	184
Huntsville, Ala.	17,152	185
Gainesville, Fla.	17,104	186
Longview - Marshall, Tex.	16,907	187
Asheville, N.C.	16,720	188
Tallahassee, Fla.	16,640	189
Niagara Falls, N.Y.	16,502	190
Eugene - Springfield, Ore.	16,468	191
Lake Charles, La.	16,252	192
Santa Cruz, Cal.	16,005	193
Columbus, Ga.	15,915	194
Utica - Rome, N.Y.	15,597	195
Fort Pierce, Fla.	15,475	196
Boulder - Longmont, Colo.	15,410	197
Beaver County, Pa.	15,330	198
Alexandria, La.	15,312	199
Joplin, Mo.	15,277	200
Total Top 200	**15,862,841**	
Anderson, S.C.	15,181	201
Bradenton, Fla.	15,111	202
Athens, Ga.	14,892	203
Galveston - Texas City, Tex.	14,817	204
Killeen - Temple, Tex.	14,754	205
Wheeling, W.Va.	14,665	206
Rochester, Minn.	14,554	207
Terre Haute, Ind.	14,341	208
Decatur, Ill.	13,985	209
Fort Smith, Ark.	13,954	210
Janesville - Beloit, Wisc.	13,895	211
Benton Harbor, Mich.	13,867	212
Vancouver, Wash.	13,811	213
Parkersburg - Marietta, W.Va.-Ohio	13,639	214
Ocala, Fla.	13,489	215
Wilmington, N.C.	13,360	216
Bloomington - Normal, Ill.	13,351	217
Brazoria, Tex.	13,207	218
Florence, S.C.	13,182	219
Fayetteville - Springdale, Ark.	13,176	220
Billings, Mont.	12,909	221
Chico, Cal.	12,886	222
Salem, Ore.	12,871	223
New London - Norwich, Conn.	12,687	224
Lima, Ohio	12,516	225
Muncie, Ind.	12,490	226
Waterloo - Cedar Falls, Iowa	12,439	227
San Angelo, Tex.	12,367	228
Yakima, Wash.	12,209	229
Naples, Fla.	12,064	230
Redding, Cal.	12,055	231
Wichita Falls, Tex.	12,024	232
Texarkana, Tex.-Ark.	11,914	233
Provo - Orem, Utah	11,839	234
Lynchburg, Va.	11,779	235
Tuscaloosa, Ala.	11,779	235
La Crosse, Wisc.	11,729	237
Fargo - Moorhead, N.D.-Minn.	11,540	238
Burlington, Vt.	11,508	239
Racine, Wisc.	11,470	240
St. Cloud, Minn.	11,398	241
Jackson, Mich.	11,277	242
Pittsfield, Mass.	11,248	243
Santa Fe, N.M.	11,146	244
Monroe, La.	11,111	245
Charlottesville, Va.	11,088	246
Battle Creek, Mich.	10,991	247
Lafayette - West Lafayette, Ind.	10,962	248
Elkhart - Goshen, Ind.	10,944	249
Glens Falls, N.Y.	10,913	250
Total Top 250	**16,688,225**	
Johnstown, Pa.	10,863	251
Mansfield, Ohio	10,859	252
Dothan, Ala.	10,797	253
Burlington, N.C.	10,796	254
Richland - Kennewick - Pasco, Wash.	10,765	255
Pascagoula, Miss.	10,730	256
Florence, Ala.	10,424	257
Bangor, Me.	10,378	258
Owensboro, Ky.	10,360	259
Tyler, Tex.	10,275	260
Clarksville - Hopkinsville, Tenn.-Ky.	10,219	261
Steubenville - Weirton, Ohio-W.Va.	10,126	262
Bremerton, Wash.	10,096	263
Altoona, Pa.	10,094	264
Vineland - Millville - Bridgeton, N.J.	9,864	265
Fort Walton Beach, Fla.	9,805	266
Hagerstown, Md.	9,752	267
Jackson, Tenn.	9,472	268
Panama City, Fla.	9,439	269
Kokomo, Ind.	9,373	270
Sioux Falls, S.D.	9,357	271
Muskegon, Mich.	9,346	272
Cumberland, Md.	9,315	273
Sioux City, Iowa	9,287	274
Victoria, Tex.	9,046	275
Albany, Ga.	9,041	276
Kenosha, Wisc.	8,969	277
Anderson, Ind.	8,878	278
Williamsport, Pa.	8,851	279
Olympia, Wash.	8,358	280
Medford, Ore.	8,344	281
Lawton, Okla.	8,330	282
Las Cruces, N.M.	8,315	283
Sherman - Denison, Tex.	8,150	284
Danville, Va.	8,132	285
Sheboygan, Wisc.	8,127	286
Rapid City, S.D.	8,037	287
State College, Pa.	7,964	288
Wausau, Wisc.	7,958	289
Bismarck, N.D.	7,956	290
Sharon, Pa.	7,949	291
Casper, Wyo.	7,911	292
Jacksonville, N.C.	7,843	293
Enid, Okla.	7,823	294
Bryan - College Station, Tex.	7,783	295
Anniston, Ala.	7,713	296
Fort Collins - Loveland, Colo.	7,608	297
Bloomington, Ind.	7,426	298
Elmira, N.Y.	7,413	299
Pueblo, Colo.	7,318	300
Dubuque, Iowa	7,030	301
Yuba City, Cal.	7,012	302
Columbia, Mo.	6,878	303
Bellingham, Wash.	6,847	304
Cheyenne, Wyo.	6,758	305
Eau Claire, Wisc.	6,683	306
Grand Forks, N.D.	6,008	307
Kankakee, Ill.	5,981	308
Iowa City, Iowa	5,894	309
Gadsden, Ala.	5,799	310
Lewiston - Auburn, Me.	5,669	311
Pine Bluff, Ark.	5,544	312
Great Falls, Mont.	5,539	313
Greeley, Colo.	5,506	314
St. Joseph, Mo.	5,021	315
Lawrence, Kans.	4,726	316
Total Above Areas	**17,038,125**	
Percent of U.S.	**81.908%**	
U.S. Total	**20,801,464**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,138,454	1
Los Angeles - Long Beach, Cal.	2,623,622	2
Chicago, Ill.	2,328,807	3
Philadelphia, Pa.	1,653,439	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,542,363	5
Washington, D.C.	1,266,102	6
Detroit, Mich.	1,240,706	7
Nassau - Suffolk, N.Y.	1,080,172	8
Houston, Tex.	1,068,709	9
Dallas, Tex.	807,270	10
Anaheim - Santa Ana, Cal.	799,929	11
Atlanta, Ga.	776,160	12
San Francisco, Cal.	744,320	13
St. Louis, Mo.	734,618	14
Miami - Hialeah, Fla.	728,469	15
Minneapolis - St. Paul, Minn.	722,736	16
Pittsburgh, Pa.	676,119	17
Bergen - Passaic, N.J.	661,228	18
Baltimore, Md.	634,051	19
Oakland, Cal.	631,190	20
Cleveland, Ohio	602,579	21
Seattle, Wash.	590,746	22
San Diego, Cal.	568,865	23
Indianapolis, Ind.	556,327	24
Newark, N.J.	542,519	25
Phoenix, Ariz.	535,238	26
San Jose, Cal.	531,548	27
Kansas City, Mo.-Kans.	472,805	28
Denver, Colo.	446,360	29
Cincinnati, Ohio	427,965	30
New Orleans, La.	410,538	31
Tampa - St. Petersburg - Clearwater, Fla.	402,716	32
Portland, Ore.	393,360	33
Fort Worth - Arlington, Tex.	383,850	34
Riverside - San Bernardino, Cal.	373,169	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	364,458	36
Milwaukee, Wisc.	363,559	37
Hartford - New Britain - Middletown - Bristol, Conn.	359,202	38
Middlesex - Somerset - Hunterdon, N.J.	350,428	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	341,879	40
Norfolk - Virginia Beach - Newport News, Va.	340,799	41
Oklahoma City, Okla.	339,204	42
Columbus, Ohio	338,135	43
Louisville, Ky.	323,217	44
Memphis, Tenn.	321,433	45
Honolulu, Haw.	320,098	46
San Antonio, Tex.	316,217	47
Sacramento, Cal.	298,474	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	291,417	49
Nashville, Tenn.	279,423	50
Total Top 50	**26,033,040**	
Greensboro - Winston-Salem - High Point, N.C.	270,799	51
West Palm Beach - Boca Raton - Delray Beach, Fla.	265,020	52
Birmingham, Ala.	264,905	53
Buffalo, N.Y.	263,877	54
Providence - Pawtucket - Woonsocket, R.I.	261,368	55
Rochester, N.Y.	251,918	56
New Haven - Waterbury - Meriden, Conn.	246,812	57
Dayton - Springfield, Ohio	242,306	58
Monmouth - Ocean, N.J.	233,650	59
Albany - Schenectady - Troy, N.Y.	231,066	60
Richmond - Petersburg, Va.	230,771	61
Salt Lake City - Ogden, Utah	229,257	62
Orlando, Fla.	223,170	63
Scranton - Wilkes-Barre, Pa.	213,085	64
Las Vegas, Nev.	199,763	65
Austin, Tex.	197,427	66
Toledo, Ohio	197,210	67
Knoxville, Tenn.	196,130	68
Raleigh - Durham, N.C.	195,632	69
Toledo, Ohio	195,350	70
Jacksonville, Fla.	186,703	71
Springfield, Mass.	177,467	72
Omaha, Neb.	175,693	73
Worcester - Fitchburg - Leominster, Mass.	174,914	74
Allentown - Bethlehem, Pa.	173,787	75
Syracuse, N.Y.	173,543	76
Wilmington, Del.	169,042	77
Grand Rapids, Mich.	164,245	78
Harrisburg - Lebanon - Carlisle, Pa.	158,843	79
Baton Rouge, La.	158,673	80
New Bedford - Fall River - Attleboro, Mass.	155,853	81
El Paso, Tex.	152,650	82
Reading, Pa.	151,838	83
Little Rock - North Little Rock, Ark.	149,516	84
Gary - Hammond, Ind.	149,299	85
Tucson, Ariz.	148,522	86
Greenville - Spartanburg, S.C.	148,318	87
Akron, Ohio	148,306	88
Lake County, Ill.	145,581	89
Oxnard - Ventura, Cal.	141,227	90
Jersey City, N.J.	139,239	91
Youngstown - Warren, Ohio	138,630	92
St. Cloud, Minn.	131,557	93
Lexington-Fayette, Ky.	129,555	94
Jackson, Miss.	129,511	95
Manchester - Nashua, N.H.	126,298	96
Albuquerque, N.M.	124,806	97
Saginaw - Bay City - Midland, Mich.	123,501	98
Fresno, Cal.	120,110	99
Beaumont - Port Arthur, Tex.	117,346	100
Total Top 100	**48,134,699**	
Flint, Mich.	116,822	101
Trenton, N.J.	116,760	102

Area	($000)	Rank
Des Moines, Iowa	114,824	103
Chattanooga, Tenn.	113,473	104
Tacoma, Wash.	111,889	105
Wichita, Kans.	111,592	106
McAllen - Edinburg - Mission, Tex.	111,092	107
Anchorage, Alas.	107,133	108
Columbia, S.C.	106,148	109
Mobile, Ala.	105,197	110
Salinas - Seaside - Monterey, Cal.	104,590	111
Canton, Ohio	103,381	112
Lansing - East Lansing, Mich.	103,224	113
Atlantic City, N.J.	101,740	114
Santa Barbara - Santa Maria - Lompoc, Cal.	100,969	115
Charleston, S.C.	100,415	116
Spokane, Wash.	100,230	117
Johnson City - Kingsport - Bristol, Tenn.	99,576	118
Bakersfield, Cal.	98,372	119
Davenport - Rock Island - Moline, Iowa-Ill.	98,206	120
Fort Wayne, Ind.	97,501	121
Shreveport, La.	97,111	122
Evansville, Ind.	96,777	123
Portland, Me.	96,501	124
Laredo, Tex.	95,868	125
Huntington - Ashland, W.Va.-Ky.	94,642	126
Portsmouth - Dover - Rochester, N.H.	92,910	127
Corpus Christi, Tex.	92,151	128
Lancaster, Pa.	90,321	129
Madison, Wisc.	88,892	130
Santa Rosa - Petaluma, Cal.	87,869	131
York, Pa.	87,667	132
Aurora - Elgin, Ill.	87,402	133
Reno, Nev.	86,397	134
Sarasota, Fla.	86,306	135
Augusta, Ga.	85,113	136
Colorado Springs, Colo.	84,381	137
Peoria, Ill.	84,115	138
Modesto, Cal.	78,627	139
Utica - Rome, N.Y.	77,922	140
Brownsville - Harlingen, Tex.	77,832	141
Montgomery, Ala.	76,264	142
Stockton, Cal.	76,205	143
Roanoke, Va.	74,556	144
Ann Arbor, Mich.	74,192	145
Lubbock, Tex.	74,065	146
Rockford, Ill.	73,429	147
Kalamazoo, Mich.	73,258	148
Lakeland - Winter Haven, Fla.	72,575	149
Pensacola, Fla.	72,538	150
Total Top 150	**49,763,616**	
Joliet Ill.	72,508	151
Lafayette, La.	72,165	152
Melbourne - Titusville - Palm Bay, Fla.	71,158	153
Orange County, N.Y.	70,956	154
Springfield, Ill.	69,664	155
Macon - Warner Robins, Ga.	68,796	156
Savannah, Ga.	67,930	157
South Bend - Mishawaka, Ind.	67,636	158
Daytona Beach, Fla.	66,193	159
Fort Myers - Cape Coral, Fla.	65,925	160
Binghamton, N.Y.	65,773	161
Erie, Pa.	60,389	162
Charleston, W.Va.	65,337	163
Springfield, Mo.	64,620	164
Vallejo - Fairfield - Napa, Cal.	64,315	165
Appleton - Oshkosh - Neenah, Wisc.	63,393	166
Huntsville, Ala.	61,577	167
Eugene - Springfield, Ore.	60,936	168
Poughkeepsie, N.Y.	60,784	169
Duluth, Minn.	60,174	170
Amarillo, Tex.	59,134	171
Wheeling, W.Va.	56,965	172
Fayetteville, N.C.	56,467	173
Visalia - Tulare - Portervile, Cal.	56,128	174
Tyler, Tex.	55,421	175
Salem, Ore.	54,716	176
Tallahassee, Fla.	54,693	177
Galveston - Texas City, Tex.	54,556	178
Green Bay, Wisc.	54,009	179
Cedar Rapids, Iowa	53,736	180
New London - Norwich, Conn.	53,546	181
Asheville, N.C.	52,920	182
Columbus, Ga.	52,746	183
Niagara Falls, N.Y.	52,660	184
Waco, Tex.	51,209	185
Beaver County, Pa.	51,179	186
Lincoln, Neb.	50,570	187
Boulder - Longmont, Colo.	50,160	188
Fargo - Moorhead, N.D.-Minn.	49,343	189
Champaign - Urbana - Rantoul, Ill.	49,069	190
Longview - Marshall, Tex.	48,925	191
Killeen - Temple, Tex.	48,420	192
Mansfield, Ohio	48,342	193
Hickory, N.C.	47,788	194
Biloxi - Gulfport, Miss.	47,777	195
Lorain - Elyria, Ohio	47,251	196
Gainesville, Fla.	46,996	197
Terre Haute, Ind.	45,798	198
Wilmington, N.C.	45,175	199
Rochester, Minn.	44,868	200
Total Top 200	**52,648,188**	
Monroe, La.	44,760	201
Wichita Falls, Tex.	44,215	202
Odessa, Tex.	44,105	203
Lynchburg, Va.	43,150	204
Lake Charles, La.	43,022	205
Charlottesville, Va.	42,931	206
Lima, Ohio	42,430	207
Yakima, Wash.	42,355	208
Houma - Thibodaux, La.	41,832	209
Bloomington - Normal, Ill.	41,828	210
Santa Cruz, Cal.	41,794	211

Area	($000)	Rank
Burlington, Vt.	41,369	212
Vancouver, Wash.	41,348	213
Johnstown, Pa.	41,205	214
Provo - Orem, Utah	40,767	215
Burlington, N.C.	40,570	216
Altoona, Pa.	40,291	217
Topeka, Kans.	39,566	218
Pittsfield, Mass.	39,226	219
Tuscaloosa, Ala.	39,156	220
Abilene, Tex.	38,918	221
Billings, Mont.	38,428	222
Fort Smith, Ark.	38,324	223
Sioux Falls, S.D.	38,322	224
Parkersburg - Marietta, W.Va.-Ohio	38,243	225
Alexandria, La.	38,095	226
Midland, Tex.	37,590	227
Sharon, Pa.	36,538	228
Richland - Kennewick - Pasco, Wash.	36,407	229
Racine, Wisc.	36,065	230
Brazoria, Tex.	36,062	231
Fort Pierce, Fla.	36,034	232
Waterloo - Cedar Falls, Iowa	35,260	233
Athens, Ga.	35,197	234
Dothan, Ala.	34,688	235
Sioux City, Iowa	34,671	236
Lafayette - West Lafayette, Ind.	34,631	237
Bradenton, Fla.	34,574	238
Albany, Ga.	34,462	239
Jackson, Tenn.	34,128	240
Naples, Fla.	34,121	241
Florence, Ala.	33,899	242
Williamsport, Pa.	33,863	243
Decatur, Ill.	33,852	244
Hamilton - Middletown, Ohio	33,765	245
Fort Collins - Loveland, Colo.	33,663	246
Elmira, N.Y.	32,842	247
Bangor, Me.	32,802	248
Boise, Ida.	32,533	249
Ocala, Fla.	32,415	250
Total Top 250	**54,544,000**	
Joplin, Mo.	32,191	251
Bryan - College Station, Tex.	32,116	252
Clarksville - Hopkinsville, Tenn.-Ky.	32,099	253
Steubenville - Weirton, Ohio-W.Va.	32,029	254
Olympia, Wash.	31,980	255
Muncie, Ind.	31,904	256
Benton Harbor, Mich.	31,616	257
Janesville - Beloit, Wisc.	31,396	258
Elkhart - Goshen, Ind.	31,112	259
Chico, Cal.	30,996	260
Muskegon, Mich.	30,833	261
State College, Pa.	30,552	262
Hagerstown, Md.	30,313	263
Texarkana, Tex.-Ark.	29,995	264
Anderson, Ind.	29,735	265
La Crosse, Wisc.	29,584	266
Florence, S.C.	29,477	267
Kokomo, Ind.	29,267	268
Cumberland, Md.	29,235	269
St. Joseph, Mo.	28,960	270
Jackson, Mich.	28,883	271
San Angelo, Tex.	28,391	272
Columbia, Mo.	27,909	273
Vineland - Millville - Bridgeton, N.J.	27,875	274
Medford, Ore.	27,859	275
Anderson, S.C.	27,807	276
Eau Claire, Wisc.	27,660	277
Fort Walton Beach, Fla.	27,243	278
Lawton, Okla.	26,920	279
Anniston, Ala.	26,730	280
Pascagoula, Miss.	26,679	281
Fayetteville - Springdale, Ark.	26,614	282
Redding, Cal.	26,310	283
Glens Falls, N.Y.	26,166	284
Dubuque, Iowa	25,869	285
Pueblo, Colo.	25,795	286
Grand Forks, N.D.	25,550	287
Bellingham, Wash.	25,327	288
Panama City, Fla.	25,225	289
Bloomington, Ind.	25,121	290
Victoria, Tex.	24,939	291
Bismarck, N.D.	24,877	292
Owensboro, Ky.	24,686	293
Bremerton, Wash.	24,456	294
Great Falls, Mont.	24,402	295
Yuba City, Cal.	23,811	296
Battle Creek, Mich.	23,621	297
Danville, Va.	23,393	298
Santa Fe, N.M.	23,079	299
Rapid City, S.D.	22,658	300
Kenosha, Wisc.	22,360	301
Pine Bluff, Ark.	22,018	302
Wausau, Wisc.	21,890	303
Sherman - Denison, Tex.	21,509	304
Jacksonville, N.C.	21,089	305
Gadsden, Ala.	20,286	306
Greeley, Colo.	20,008	307
Casper, Wyo.	19,951	308
Kankakee, Ill.	18,748	309
Lewiston - Auburn, Me.	18,697	310
Cheyenne, Wyo.	18,485	311
Enid, Okla.	18,239	312
Iowa City, Iowa	18,209	313
Las Cruces, N.M.	17,514	314
Sheboygan, Wisc.	15,606	315
Lawrence, Kans.	9,587	316
Total Above Areas	**56,358,343**	
Percent of U.S.	**86.54%**	
U.S. Total	**64,909,161**	

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,761,245	1
Los Angeles - Long Beach, Cal.	1,512,595	2
Chicago, Ill.	1,308,398	3
Philadelphia, Pa.	938,579	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	867,213	5
Detroit, Mich.	857,749	6
Washington, D.C.	701,069	7
Houston, Tex.	653,390	8
Nassau - Suffolk, N.Y.	601,114	9
Dallas, Tex.	457,459	10
Minneapolis - St. Paul, Minn.	453,859	11
St. Louis, Mo.	450,479	12
San Francisco, Cal.	448,177	13
Atlanta, Ga.	444,655	14
Anaheim - Santa Ana, Cal.	443,166	15
Miami - Hialeah, Fla.	403,794	16
Baltimore, Md.	398,619	17
Pittsburgh, Pa.	389,451	18
Cleveland, Ohio	377,492	19
Bergen - Passaic, N.J.	376,437	20
Oakland, Cal.	370,303	21
Seattle, Wash.	365,148	22
San Diego, Cal.	333,843	23
Denver, Colo.	313,311	24
San Jose, Cal.	308,015	25
Newark, N.J.	300,620	26
Kansas City, Mo.-Kans.	287,095	27
Cincinnati, Ohio	280,604	28
Phoenix, Ariz.	278,029	29
Riverside - San Bernardino, Cal.	263,199	30
Tampa - St. Petersburg - Clearwater, Fla.	248,777	31
New Orleans, La.	238,272	32
Portland, Ore.	236,365	33
Indianapolis, Ind.	226,779	34
Milwaukee, Wis.	226,425	35
Columbus, Ohio	219,164	36
Fort Worth - Arlington, Tex.	217,875	37
Middlesex - Somerset - Hunterdon, N.J.	217,215	38
Hartford - New Britain - Middletown - Bristol, Conn.	202,416	39
Oklahoma City, Okla.	196,991	40
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	195,692	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	192,239	42
Louisville, Ky.	189,970	43
Honolulu, Haw.	187,526	44
Norfolk - Virginia Beach - Newport News, Va.	187,124	45
Sacramento, Cal.	186,087	46
San Antonio, Tex.	182,721	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	177,753	48
Memphis, Tenn.	176,810	49
Huntsville, Tenn.	172,769	50
Total Top 50	**21,024,077**	
Buffalo, N.Y.	169,418	51
Monmouth - Ocean, N.J.	165,209	52
Salt Lake City - Ogden, Utah	163,372	53
Dayton - Springfield, Ohio	159,199	54
Rochester, N.Y.	156,960	55
Greensboro - Winston-Salem - High Point, N.C.	155,039	56
New Haven - Waterbury - Meriden, Conn.	153,599	57
Providence - Pawtucket - Woonsocket, R.I.	151,429	58
Albany - Schenectady - Troy, N.Y.	145,933	59
Birmingham, Ala.	143,317	60
Toledo, Ohio	131,407	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	130,947	62
Las Vegas, Nev.	128,415	63
Orlando, Fla.	127,802	64
Scranton - Wilkes-Barre, Pa.	126,769	65
Richmond - Petersburg, Va.	124,937	66
Tulsa, Okla.	123,446	67
Grand Rapids, Mich.	121,609	68
Knoxville, Tenn.	120,323	69
Allentown - Bethlehem, Pa.	116,933	70
Omaha, Neb.	115,180	71
Jacksonville, Fla.	114,137	72
Raleigh - Durham, N.C.	112,457	73
Austin, Tex.	112,078	74
Portland, Me.	110,648	75
Syracuse, N.Y.	110,221	76
Springfield, Mass.	107,688	77
Worcester - Fitchburg - Leominster, Mass.	105,549	78
Gary - Hammond, Ind.	103,994	79
Harrisburg - Lebanon - Carlisle, Pa.	102,030	80
Oxnard - Ventura, Cal.	100,784	81
Reading, Pa.	99,257	82
Greenville - Spartanburg, S.C.	98,868	83
Baton Rouge, La.	94,521	84
Wilmington, Del.	93,898	85
Akron, Ohio	93,647	86
Saginaw - Bay City - Midland, Mich.	93,643	87
Flint, Mich.	92,614	88
El Paso, Tex.	91,432	89
Little Rock - North Little Rock, Ark.	90,718	90
Manchester - Nashua, N.H.	90,019	91
Youngstown - Warren, Ohio	86,949	92
Fresno, Cal.	86,137	93
New Bedford - Fall River - Attleboro, Mass.	84,048	94
Tucson, Ariz.	83,362	95
Lexington-Fayette, Ky.	82,615	96
Lake County, Ill.	80,635	97
Wichita, Kans.	79,627	98
Jersey City, N.J.	79,437	99
Trenton, N.J.	77,002	100
Total Top 100	**26,713,335**	
Des Moines, Iowa	76,104	101
Anaheim - Salisbury - Altoona, Tex.	75,600	102
Columbia, S.C.	75,512	103
Tacoma, Wash.	74,548	104
Albuquerque, N.M.	73,759	105
Beaumont - Port Arthur, Tex.	73,280	106
Anchorage, Alas.	72,364	107
Lansing - East Lansing, Mich.	70,444	108
Chattanooga, Tenn.	70,213	109
Johnson City - Kingsport - Bristol, Tenn.	70,022	110
Canton, Ohio	68,317	111
Evansville, Ind.	67,976	112
Bakersfield, Cal.	67,064	113
Huntington - Ashland, W.Va.-Ky.	66,569	114
Fort Wayne, Ind.	64,694	115
Jackson, Miss.	64,598	116
Davenport - Rock Island - Moline, Iowa-Ill.	64,166	117
Madison, Wisc.	64,071	118
Mobile, Ala.	63,226	119
Spokane, Wash.	62,724	120
Charleston, S.C.	62,521	121
Santa Barbara - Santa Maria - Lompoc, Cal.	62,417	122
Salinas - Seaside - Monterey, Cal.	60,510	123
Atlantic City, N.J.	60,388	124
Shreveport, La.	59,881	125
Colorado Springs, Colo.	59,828	126
Reno, Nev.	57,349	127
Lancaster, Pa.	56,639	128
Rockford, Ill.	55,237	129
Peoria, Ill.	55,172	130
Modesto, Cal.	55,040	131
Portsmouth - Dover - Rochester, N.H.	54,753	132
Stockton, Cal.	54,041	133
Santa Rosa - Petaluma, Cal.	53,387	134
Corpus Christi, Tex.	53,378	135
Laredo, Tex.	53,287	136
Kalamazoo, Mich.	52,360	137
Lafayette, La.	52,155	138
Macon - Warner Robins, Ga.	50,194	139
South Bend - Mishawaka, Ind.	50,105	140
Augusta, Ga.	50,024	141
Aurora - Elgin, Ill.	49,258	142
Appleton - Oshkosh - Neenah, Wisc.	49,249	143
Montgomery, Ala.	48,643	144
Savannah, Ga.	48,239	145
Utica - Rome, N.Y.	48,044	146
Orange County, N.Y.	47,884	147
Roanoke, Va.	47,411	148
York, Pa.	47,214	149
Erie, Pa.	47,129	150
Total Top 150	**29,700,323**	
Charleston, W.Va.	46,751	151
St. Cloud, Minn.	46,716	152
Pensacola, Fla.	46,677	153
Brownsville - Harlingen, Tex.	46,470	154
Lubbock, Tex.	45,341	155
Vallejo - Fairfield - Napa, Cal.	44,753	156
Springfield, Mo.	44,400	157
Ann Arbor, Mich.	44,006	158
Binghamton, N.Y.	43,666	159
Lakeland - Winter Haven, Fla.	43,644	160
Daytona Beach, Fla.	43,580	161
Amarillo, Tex.	43,437	162
Green Bay, Wisc.	41,848	163
Springfield, Ill.	41,461	164
Joliet, Ill.	40,961	165
Huntsville, Ala.	40,701	166
Salem, Ore.	40,696	167
Cedar Rapids, Iowa	40,627	168
Duluth, Minn.	40,242	169
Visalia - Tulare - Porterville, Cal.	40,004	170
Sarasota, Fla.	39,734	171
Melbourne - Titusville - Palm Bay, Fla.	39,723	172
Fayetteville, N.C.	39,613	173
Eugene - Springfield, Ore.	38,729	174
Poughkeepsie, N.Y.	38,436	175
Fort Myers - Cape Coral, Fla.	35,395	176
Boulder - Longmont, Colo.	34,910	177
Wheeling, W.Va.	34,626	178
Lincoln, Neb.	34,108	179
Tyler, Tex.	33,935	180
Champaign - Urbana - Rantoul, Ill.	33,633	181
Niagara Falls, N.Y.	33,392	182
Lorain - Elyria, Ohio	33,390	183
Tallahassee, Fla.	33,333	184
Terre Haute, Ind.	32,743	185
Columbus, Ga.	32,611	186
Galveston - Texas City, Tex.	32,490	187
Asheville, N.C.	32,188	188
Yakima, Wash.	32,110	189
Waco, Tex.	32,026	190
Jackson, Tenn.	31,694	191
Santa Cruz, Cal.	31,180	192
Fargo - Moorhead, N.D.-Minn.	30,988	193
Longview - Marshall, Tex.	30,806	194
Benton Harbor, Mich.	30,626	195
Hickory, N.C.	30,560	196
New London - Norwich, Conn.	30,071	197
Lynchburg, Va.	29,961	198
Lima, Ohio	29,891	199
Dothan, Ala.	29,885	200
Total Top 200	**31,569,091**	
Odessa, Tex.	29,523	201
Pittsfield, Mass.	29,395	202
Abilene, Tex.	29,389	203
Killeen - Temple, Tex.	29,355	204
Lake Charles, La.	29,085	205
Beaver County, Pa.	29,054	206
Altoona, Pa.	28,808	207
Topeka, Kans.	28,425	208
Rochester, Minn.	28,241	209
Sioux Falls, S.D.	28,011	210
Biloxi - Gulfport, Miss.	28,010	211
Houma - Thibodaux, La.	27,935	212
Burlington, Vt.	27,858	213
Waterloo - Cedar Falls, Iowa	27,795	214
Burlington, N.C.	27,734	215
Decatur, Ill.	27,635	216
Ocala, Fla.	27,425	217
Billings, Mont.	27,176	218
Johnstown, Pa.	27,082	219
Parkersburg - Marietta, W.Va.-Ohio	26,934	220
Provo - Orem, Utah	26,900	221
Monroe, La.	26,898	222
Bloomington - Normal, Ill.	26,786	223
Fort Collins - Loveland, Colo.	26,771	224
Mansfield, Ohio	26,759	225
Charlottesville, Va.	26,717	226
Muskegon, Mich.	26,576	227
Gainesville, Fla.	26,248	228
Richland - Kennewick - Pasco, Wash.	26,035	229
Wilmington, N.C.	25,890	230
Alexandria, La.	25,795	231
Florence, Ala.	25,626	232
Bangor, Me.	25,537	233
Vancouver, Wash.	25,272	234
Wichita Falls, Tex.	25,182	235
Sioux City, Iowa	25,055	236
Racine, Wisc.	24,836	237
Fort Smith, Ark.	24,798	238
La Crosse, Wisc.	24,731	239
Sharon, Pa.	24,693	240
Athens, Ga.	24,524	241
Lafayette - West Lafayette, Ind.	24,504	242
Anderson, S.C.	24,249	243
Elkhart - Goshen, Ind.	24,207	244
Tuscaloosa, Ala.	24,073	245
Fort Pierce, Fla.	23,713	246
Williamsport, Pa.	23,662	247
Olympia, Wash.	23,583	248
Muncie, Ind.	23,579	249
Janesville - Beloit, Wisc.	23,188	250
Total Top 250	**32,890,368**	
Texarkana, Tex.-Ark.	22,984	251
Jackson, Mich.	22,822	252
Lawton, Okla.	22,809	253
Vineland - Millville - Bridgeton, N.J.	22,662	254
Pueblo, Colo.	22,544	255
Bryan - College Station, Tex.	22,433	256
Eau Claire, Wisc.	22,341	257
Midland, Tex.	22,255	258
Anderson, Ind.	22,211	259
Hamilton - Middletown, Ohio	22,120	260
Chico, Cal.	21,878	261
Boise, Ida.	21,808	262
Bradenton, Fla.	21,799	263
Brazoria, Tex.	21,659	264
Joplin, Mo.	21,630	265
Naples, Fla.	21,437	266
Grand Forks, N.D.	21,338	267
State College, Pa.	21,118	268
Rapid City, S.D.	21,056	269
Albany, Ga.	20,987	270
Bismarck, N.D.	20,726	271
Medford, Ore.	20,391	272
Santa Fe, N.M.	20,297	273
Columbia, Mo.	20,034	274
Elmira, N.Y.	19,901	275
Hagerstown, Md.	19,716	276
Cheyenne, Wyo.	19,578	277
Owensboro, Ky.	19,446	278
Clarksville - Hopkinsville, Tenn.-Ky.	19,438	279
Florence, S.C.	19,371	280
St. Joseph, Mo.	19,337	281
Fort Walton Beach, Fla.	19,320	282
Kokomo, Ind.	19,271	283
Cumberland, Md.	19,205	284
Dubuque, Iowa	19,164	285
Pascagoula, Miss.	19,134	286
Battle Creek, Mich.	19,066	287
Casper, Wyo.	19,038	288
Wausau, Wisc.	19,018	289
San Angelo, Tex.	18,762	290
Glens Falls, N.Y.	18,699	291
Bellingham, Wash.	18,652	292
Redding, Cal.	18,614	293
Bremerton, Wash.	17,946	294
Steubenville - Weirton, Ohio-W.Va.	17,882	295
Yuba City, Cal.	17,413	296
Pine Bluff, Ark.	17,149	297
Danville, Va.	16,946	298
Anniston, Ala.	16,724	299
Panama City, Fla.	16,665	300
Fayetteville - Springdale, Ark.	16,446	301
Kankakee, Ill.	16,336	302
Bloomington, Ind.	16,191	303
Kenosha, Wisc.	16,157	304
Great Falls, Mont.	15,943	305
Victoria, Tex.	15,937	306
Greeley, Colo.	15,866	307
Iowa City, Iowa	15,148	308
Sherman - Denison, Tex.	14,788	309
Jacksonville, N.C.	14,453	310
Las Cruces, N.M.	14,441	311
Lewiston - Auburn, Me.	13,971	312
Gadsden, Ala.	13,576	313
Sheboygan, Wisc.	11,761	314
Enid, Okla.	11,469	315
Lawrence, Kans.	8,758	316
Total Above Areas	**34,128,403**	
Percent of U.S.	**84.9602**	
U.S. Total	**40,169,890**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	985,345	1
Los Angeles - Long Beach, Cal.	788,261	2
Chicago, Ill.	663,563	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	643,972	4
Philadelphia, Pa.	439,620	5
Detroit, Mich.	383,586	6
Washington, D.C.	350,966	7
Houston, Tex.	341,201	8
Nassau - Suffolk, N.Y.	323,925	9
Dallas, Tex.	262,466	10
Atlanta, Ga.	237,886	11
San Francisco, Cal.	234,524	12
Anaheim - Santa Ana, Cal.	231,147	13
Miami - Hialeah, Fla.	219,250	14
St. Louis, Mo.	216,963	15
Pittsburgh, Pa.	204,650	16
Bergen - Passaic, N.J.	191,870	17
Seattle, Wash.	189,137	18
Minneapolis - St. Paul, Minn.	188,659	19
Baltimore, Md.	183,506	20
Oakland, Cal.	182,234	21
Cleveland, Ohio	179,198	22
San Diego, Cal.	172,359	23
San Jose, Cal.	158,680	24
Newark, N.J.	155,612	25
Denver, Colo.	151,698	26
Phoenix, Ariz.	141,994	27
Kansas City, Mo.-Kans.	138,328	28
New Orleans, La.	128,775	29
Tampa - St. Petersburg - Clearwater, Fla.	125,608	30
Riverside - San Bernardino, Cal.	124,890	31
Fort Worth - Arlington, Tex.	120,424	32
Portland, Ore.	120,172	33
Cincinnati, Ohio	119,851	34
Indianapolis, Ind.	115,788	35
San Antonio, Tex.	106,769	36
Oklahoma City, Okla.	103,821	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	102,967	38
Norfolk - Virginia Beach - Newport News, Va.	102,593	39
Honolulu, Haw.	102,069	40
Memphis, Tenn.	99,186	41
Middlesex - Somerset - Hunterdon, N.J.	98,962	42
Milwaukee, Wisc.	98,951	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	97,387	44
Sacramento, Cal.	93,923	45
Louisville, Ky.	92,062	46
Columbus, Ohio	90,744	47
Hartford - New Britain - Middletown - Bristol, Conn.	87,498	48
Buffalo, N.Y.	84,342	49
Nashville, Tenn.	84,172	50
Total Top 50	**10,861,554**	
Salt Lake City - Ogden, Utah	82,631	51
Bridgeport - Stamford - Norwalk - Danbury, Conn.	79,865	52
Greensboro - Winston-Salem - High Point, N.C.	76,373	53
Birmingham, Ala.	73,867	54
Roanoke, Va.	71,916	55
Rochester, N.Y.	71,565	56
Albany - Schenectady - Troy, N.Y.	71,111	57
Tulsa, Okla.	68,216	58
Monmouth - Ocean, N.J.	67,420	59
West Palm Beach - Boca Raton - Delray Beach, Fla.	66,868	60
Richmond - Petersburg, Va.	65,263	61
Providence - Pawtucket - Woonsocket, R.I.	64,833	62
Dayton - Springfield, Ohio	64,479	63
Orlando, Fla.	63,022	64
Austin, Tex.	61,355	65
New Haven - Waterbury - Meriden, Conn.	61,152	66
Jacksonville, Fla.	58,399	67
Scranton - Wilkes-Barre, Pa.	57,932	68
Raleigh - Durham, N.C.	56,468	69
Las Vegas, Nev.	55,187	70
Knoxville, Tenn.	54,429	71
Allentown - Bethlehem, Pa.	52,673	72
Syracuse, N.Y.	51,784	73
Little Rock - North Little Rock, Ark.	50,772	74
Reading, Pa.	50,502	75
Toledo, Ohio	49,425	76
Grand Rapids, Mich.	49,385	77
Greenville - Spartanburg, S.C.	49,259	78
Omaha, Neb.	49,240	79
Springfield, Mass.	49,230	80
Oxnard - Ventura, Cal.	48,673	81
Tucson, Ariz.	47,806	82
Akron, Ohio	47,682	83
El Paso, Tex.	45,492	84
Harrisburg - Lebanon - Carlisle, Pa.	45,200	85
Worcester - Fitchburg - Leominster, Mass.	44,866	86
Gary - Hammond, Ind.	44,700	87
Baton Rouge, La.	44,616	88
Albuquerque, N.M.	44,153	89
Wilmington, Del.	42,940	90
Youngstown - Warren, Ohio	41,553	91
Portsmouth - Dover - Rochester, N.H.	41,152	92
Fresno, Cal.	41,128	93
Lake County, Ill.	40,478	94
Chattanooga, Tenn.	39,281	95
New Bedford - Fall River - Attleboro, Mass.	39,124	96
Jersey City, N.J.	38,528	97
Columbia, S.C.	38,104	98
Tacoma, Wash.	38,037	99
Anchorage, Alas.	37,787	100
Total Top 100	**13,557,475**	
Beaumont - Port Arthur, Tex.	37,137	101
Santa Barbara - Santa Maria - Lompoc, Cal.	35,116	102
Saginaw - Bay City - Midland, Mich.	32,996	103
Bakersfield, Cal.	32,985	104
Mobile, Ala.	32,810	105
Jackson, Miss.	32,767	106
Flint, Mich.	32,576	107
Wichita, Kans.	32,576	107
Corpus Christi, Tex.	32,179	109
Trenton, N.J.	31,819	110
Spokane, Wash.	31,756	111
Charleston, S.C.	31,650	112
Johnson City - Kingsport - Bristol, Tenn.	31,185	113
McAllen - Edinburg - Mission, Tex.	30,910	114
Des Moines, Iowa	30,692	115
Lexington-Fayette, Ky.	30,683	116
Portland, Me.	30,349	117
Madison, Wisc.	30,327	118
Canton, Ohio	29,876	119
Huntington - Ashland, W.Va.-Ky.	29,814	120
Manchester - Nashua, N.H.	29,782	121
Salinas - Seaside - Monterey, Cal.	29,724	122
Evansville, Ind.	29,473	123
Shreveport, La.	29,398	124
Fort Wayne, Ind.	28,805	125
York, Pa.	28,350	126
Modesto, Cal.	27,887	127
Davenport - Rock Island - Moline, Iowa Ill.	27,673	128
Lansing - East Lansing, Mich.	27,323	129
Reno, Nev.	27,308	130
Stockton, Cal.	27,071	131
Colorado Springs, Colo.	26,418	132
Lancaster, Pa.	26,059	133
Santa Rosa - Petaluma, Cal.	26,013	134
Montgomery, Ala.	25,018	135
Rockford, Ill.	23,707	136
Atlantic City, N.J.	23,566	137
Augusta, Ga.	23,429	138
Lafayette, La.	23,065	139
Aurora - Elgin, Ill.	22,909	140
Peoria, Ill.	22,864	141
Utica - Rome, N.Y.	22,677	142
Kalamazoo, Mich.	22,590	143
Orange County, N.Y.	22,579	144
Lubbock, Tex.	22,559	145
Vallejo - Fairfield - Napa, Cal.	22,538	146
Erie, Pa.	22,256	147
Asheville, N.C.	21,752	148
Appleton - Oshkosh - Neenah, Wisc.	21,656	149
Charleston, W.Va.	21,566	150
Total Top 150	**14,953,691**	
Springfield, Mo.	21,539	151
Eugene - Springfield, Ore.	21,463	152
Amarillo, Tex.	21,263	153
Melbourne - Titusville - Palm Bay, Fla.	20,788	154
Savannah, Ga.	20,334	155
Binghamton, N.Y.	19,818	156
Lakeland - Winter Haven, Fla.	19,681	157
Brownsville - Harlingen, Tex.	19,641	158
Ann Arbor, Mich.	19,606	159
Joliet, Ill.	19,312	160
Sarasota, Fla.	19,278	161
South Bend - Mishawaka, Ind.	19,221	162
Pensacola, Fla.	19,110	163
Visalia - Tulare - Porterville, Cal.	18,707	164
Poughkeepsie, N.Y.	18,554	165
Macon - Warner Robins, Ga.	18,485	166
Green Bay, Wisc.	18,232	167
Longview - Marshall, Tex.	17,979	168
Salem, Ore.	17,932	169
Lynchburg, Va.	17,897	170
Daytona Beach, Fla.	17,830	171
Boulder - Longmont, Colo.	17,637	172
Huntsville, Ala.	17,631	173
Cedar Rapids, Iowa	17,558	174
Waco, Tex.	17,468	175
Hickory, N.C.	17,189	176
Wheeling, W.Va.	17,169	177
Fayetteville, N.C.	16,808	178
Tyler, Tex.	16,431	179
Lincoln, Neb.	16,141	180
Yakima, Wash.	16,108	181
Fort Smith, Ark.	16,085	182
Niagara Falls, N.Y.	15,881	183
Duluth, Minn.	15,708	184
Columbus, Ga.	15,698	185
Houma - Thibodaux, La.	15,637	186
Burlington, N.C.	15,635	187
Santa Cruz, Cal.	15,627	188
Alexandria, La.	15,568	189
Laredo, Tex.	15,487	190
Springfield, Ill.	15,467	191
Galveston - Texas City, Tex.	15,291	192
Johnstown, Pa.	14,504	193
Fort Myers - Cape Coral, Fla.	14,486	194
Champaign - Urbana - Rantoul, Ill.	14,473	195
Burlington, Vt.	14,472	196
Biloxi - Gulfport, Miss.	14,371	197
Monroe, La.	14,285	198
Tallahassee, Fla.	13,981	199
Wilmington, N.C.	13,874	200
Total Top 200	**15,817,031**	
Odessa, Tex.	13,657	201
Beaver County, Pa.	13,626	202
Williamsport, Pa.	13,519	203
Lorain - Elyria, Ohio	13,512	204
Killeen - Temple, Tex.	13,443	205
Lake Charles, La.	13,436	206
Lima, Ohio	13,258	207
Bryan - College Station, Tex.	13,126	208
Sioux Falls, S.D.	13,076	209
Parkersburg - Marietta, W.Va.-Ohio	13,045	210
Midland, Tex.	13,039	211
Provo - Orem, Utah	12,812	212
Gainesville, Fla.	12,705	213
Rochester, Minn.	12,697	214
Texarkana, Tex.-Ark.	12,371	215
Altoona, Pa.	12,362	216
Charlottesville, Va.	12,356	217
Billings, Mont.	12,221	218
Bradenton, Fla.	12,196	219
Tuscaloosa, Ala.	12,063	220
Vancouver, Wash.	12,009	221
Joplin, Mo.	11,989	222
Topeka, Kans.	11,898	223
Wichita Falls, Tex.	11,898	223
Athens, Ga.	11,796	225
Mansfield, Ohio	11,680	226
Abilene, Tex.	11,484	227
Fargo - Moorhead, N.D.-Minn.	11,480	228
Lafayette - West Lafayette, Ind.	11,368	229
Pittsfield, Mass.	11,366	230
Terre Haute, Ind.	11,288	231
Waterloo - Cedar Falls, Iowa	11,174	232
Muncie, Ind.	11,115	233
Elkhart - Goshen, Ind.	11,034	234
Fayetteville - Springdale, Ark.	10,978	235
Sharon, Pa.	10,957	236
Kokomo, Ind.	10,906	237
Albany, Ga.	10,867	238
Sioux City, Iowa	10,862	239
Brazoria, Tex.	10,859	240
Dothan, Ala.	10,853	241
Fort Pierce, Fla.	10,811	242
Racine, Wisc.	10,758	243
Bangor, Me.	10,736	244
Medford, Ore.	10,730	245
Eau Claire, Wisc.	10,717	246
New London - Norwich, Conn.	10,702	247
Benton Harbor, Mich.	10,623	248
Anderson, Ind.	10,591	249
Fort Collins - Loveland, Colo.	10,492	250
Total Top 250	**16,409,572**	
Lawton, Okla.	10,459	251
Jackson, Tenn.	10,371	252
Bloomington - Normal, Ill.	10,350	253
Naples, Fla.	10,283	254
Muskegon, Mich.	10,178	255
Chico, Cal.	10,094	256
Janesville - Beloit, Wisc.	10,082	257
Florence, Ala.	10,014	258
San Angelo, Tex.	9,914	259
Florence, S.C.	9,849	260
State College, Pa.	9,780	261
Decatur, Ill.	9,760	262
Anderson, S.C.	9,751	263
Elmira, N.Y.	9,677	264
Dubuque, Iowa	9,563	265
Pueblo, Colo.	9,541	266
Ocala, Fla.	9,467	267
Hagerstown, Md.	9,456	268
Santa Fe, N.M.	9,447	269
St. Cloud, Minn.	9,424	270
Richland - Kennewick - Pasco, Wash.	9,323	271
Boise, Ida.	9,322	272
Olympia, Wash.	8,921	273
Columbia, Mo.	8,912	274
Victoria, Tex.	8,802	275
Clarksville - Hopkinsville, Tenn.-Ky.	8,799	276
Hamilton - Middletown, Ohio	8,788	277
Glens Falls, N.Y.	8,733	278
Sherman - Denison, Tex.	8,714	279
Redding, Cal.	8,629	280
St. Joseph, Mo.	8,517	281
Cumberland, Md.	8,452	282
Owensboro, Ky.	8,411	283
Anniston, Ala.	8,400	284
La Crosse, Wisc.	8,314	285
Rapid City, S.D.	8,297	286
Vineland - Millville - Bridgeton, N.J.	8,199	287
Danville, Va.	8,178	288
Steubenville - Weirton, Ohio-W.Va.	8,008	289
Pascagoula, Miss.	7,741	290
Bismarck, N.D.	7,714	291
Yuba City, Cal.	7,616	292
Fort Walton Beach, Fla.	7,554	293
Casper, Wyo.	7,517	294
Panama City, Fla.	7,468	295
Battle Creek, Mich.	7,363	296
Pine Bluff, Ark.	7,235	297
Las Cruces, N.M.	7,199	298
Bellingham, Wash.	7,164	299
Wausau, Wisc.	7,137	300
Jackson, Mich.	7,026	301
Gadsden, Ala.	6,975	302
Enid, Okla.	6,939	303
Bremerton, Wash.	6,797	304
Cheyenne, Wyo.	6,662	305
Jacksonville, N.C.	6,591	306
Grand Forks, N.D.	6,567	307
Lewiston - Auburn, Me.	6,549	308
Bloomington, Ind.	6,494	309
Kankakee, Ill.	6,445	310
Great Falls, Mont.	6,425	311
Kenosha, Wisc.	6,360	312
Greeley, Colo.	6,058	313
Iowa City, Iowa	5,509	314
Sheboygan, Wisc.	4,839	315
Lawrence, Kans.	4,455	316
Total Above Areas	**16,953,150**	
Percent of U.S.	**85.8474**	
U.S. Total	**19,747,996**	

MAJOR HOUSEHOLD APPLIANCE SALES

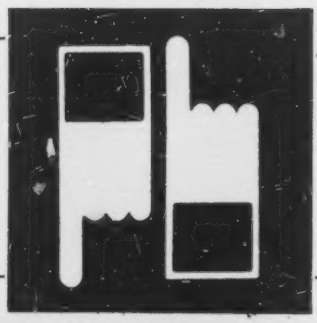
Area	($000)	Rank
Los Angeles - Long Beach, Cal.	604,173	1
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	451,673	2
New York, N.Y.	398,796	3
Chicago, Ill.	396,434	4
Philadelphia, Pa.	321,287	5
Detroit, Mich.	272,696	6
Houston, Tex.	267,291	7
Washington, D.C.	233,549	8
Dallas, Tex.	208,421	9
Nassau - Suffolk, N.Y.	199,946	10
St. Louis, Mo.	178,952	11
Atlanta, Ga.	174,391	12
Anaheim - Santa Ana, Cal.	168,377	13
Denver, Colo.	162,311	14
Minneapolis - St. Paul, Minn.	157,326	15
Tampa - St. Petersburg - Clearwater, Fla.	152,919	16
Baltimore, Md.	150,115	17
San Diego, Cal.	150,108	18
Phoenix, Ariz.	135,426	19
Seattle, Wash.	134,699	20
Pittsburgh, Pa.	133,475	21
Miami - Hialeah, Fla.	125,694	22
San Jose, Cal.	116,749	23
Oakland, Cal.	116,497	24
Cleveland, Ohio	115,546	25
San Francisco, Cal.	115,322	26
Riverside - San Bernardino, Cal.	114,345	27
Newark, N.J.	113,327	28
Kansas City, Mo.-Kans.	110,849	29
New Orleans, La.	106,901	30
Cincinnati, Ohio	102,429	31
Bergen - Passaic, N.J.	100,405	32
Portland, Ore.	97,843	33
Fort Worth - Arlington, Tex.	96,030	34
Oklahoma City, Okla.	92,109	35
Columbus, Ohio	89,495	36
Norfolk - Virginia Beach - Newport News, Va.	88,969	37
Sacramento, Cal.	87,875	38
San Antonio, Tex.	86,217	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	85,646	40
Milwaukee, Wisc.	84,711	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	80,547	42
Middlesex - Somerset - Hunterdon, N.J.	79,466	43
Indianapolis, Ind.	76,731	44
Salt Lake City - Ogden, Utah	75,878	45
Bridgeport - Stamford - Norwalk - Danbury, Conn.	74,674	46
Greensboro - Winston-Salem - High Point, N.C.	73,753	47
Dayton - Springfield, Ohio	72,306	48
Louisville, Ky.	69,429	49
Memphis, Tenn.	68,514	50
Total Top 50	**7,770,652**	
Nashville, Tenn.	66,203	51
Austin, Tex.	64,121	52
Orlando, Fla.	63,006	53
Las Vegas, Nev.	61,388	54
New Haven - Waterbury - Meriden, Conn.	60,034	55
Rochester, N.Y.	59,862	56
Buffalo, N.Y.	58,656	57
Tulsa, Okla.	58,362	58
Knoxville, Tenn.	56,730	59
Omaha, Neb.	55,999	60
Richmond - Petersburg, Va.	55,907	61
Albany - Schenectady - Troy, N.Y.	55,371	62
Birmingham, Ala.	55,253	63
Monmouth - Ocean, N.J.	55,162	64
Hartford - New Britain - Middletown - Bristol, Conn.	53,883	65
West Palm Beach - Boca Raton - Delray Beach, Fla.	52,647	66
Baton Rouge, La.	52,636	67
Jacksonville, Fla.	52,286	68
Toledo, Ohio	50,131	69
Raleigh - Durham, N.C.	49,683	70
Providence - Pawtucket - Woonsocket, R.I.	48,824	71
Greenville - Spartanburg, S.C.	48,129	72
Grand Rapids, Mich.	45,063	73
Honolulu, Haw.	44,446	74
Allentown - Bethlehem, Pa.	44,212	75
Oxnard - Ventura, Cal.	42,970	76
Tucson, Ariz.	42,9[illegible]	77
Harrisburg - Lebanon - Carlisle, Pa.	42,7[illegible]	78
Wichita, Kans.	42,[illegible]0	79
Gary - Hammond, Ind.	4[illegible]14	80
Little Rock - North Little Rock, Ark.	41,[illegible]39	81
Beaumont - Port Arthur, Tex.	41,288	82
Wilmington, Del.	41,041	83
Madison, Wisc.	39,930	84
Johnson City - Kingsport - Bristol, Tenn.	39,594	85
Flint, Mich.	38,931	86
Saginaw - Bay City - Midland, Mich.	38,895	87
Springfield, Mass.	37,733	88
Charleston, S.C.	36,718	89
Santa Barbara - Santa Maria - Lompoc, Cal.	36,626	90
Akron, Ohio	36,557	91
Syracuse, N.Y.	35,516	92
Colorado Springs, Colo.	34,397	93
El Paso, Tex.	34,352	94
Fort Myers - Cape Coral, Fla.	34,007	95
Scranton - Wilkes-Barre, Pa.	33,937	96
Anchorage, Alas.	33,800	97
Lancaster, Pa.	33,512	98
Portsmouth - Dover - Rochester, N.H.	33,146	99
Fresno, Cal.	32,780	100
Total Top 100	**10,886,944**	
Des Moines, Iowa	32,684	101
Mobile, Ala.	32,552	102
Chattanooga, Tenn.	32,362	103
Corpus Christi, Tex.	32,130	104
Youngstown - Warren, Ohio	31,950	105
Bakersfield, Cal.	31,760	106
Columbia, S.C.	31,752	107
Sarasota, Fla.	31,707	108
New Bedford - Fall River - Attleboro, Mass.	31,649	109
Laredo, Tex.	31,511	110
Evansville, Ind.	31,334	111
Atlantic City, N.J.	31,184	112
Melbourne - Titusville - Palm Bay, Fla.	31,022	113
Shreveport, La.	30,556	114
Albuquerque, N.M.	30,300	115
Worcester - Fitchburg - Leominster, Mass.	30,041	116
Tacoma, Wash.	29,603	117
Lafayette, La.	29,551	118
Lexington-Fayette, Ky.	28,984	119
McAllen - Edinburg - Mission, Tex.	28,980	120
Canton, Ohio	28,913	121
Fort Wayne, Ind.	28,476	122
Daytona Beach, Fla.	27,390	123
Lake County, Ill.	27,169	124
Manchester - Nashua, N.H.	26,892	125
Lansing - East Lansing, Mich.	26,780	126
Davenport - Rock Island - Moline, Iowa-Ill.	26,752	127
Reno, Nev.	26,527	128
Vallejo - Fairfield - Napa, Cal.	25,742	129
Modesto, Cal.	25,683	130
Jersey City, N.J.	25,671	131
Huntington - Ashland, W.Va.-Ky.	25,668	132
Amarillo, Tex.	25,558	133
Spokane, Wash.	25,469	134
Pensacola, Fla.	25,358	135
Lakeland - Winter Haven, Fla.	25,238	136
Jackson, Miss.	24,944	137
Peoria, Ill.	24,648	138
Fayetteville, N.C.	24,020	139
Salinas - Seaside - Monterey, Cal.	23,879	140
York, Pa.	23,493	141
Erie, Pa.	23,431	142
Visalia - Tulare - Porterville, Cal.	23,347	143
Stockton, Cal.	23,287	144
St. Cloud, Minn.	23,058	145
Santa Rosa - Petaluma, Cal.	22,982	146
Charleston, W.Va.	22,855	147
Longview - Marshall, Tex.	22,486	148
Springfield, Mo.	22,473	149
Rockford, Ill.	22,395	150
Total Top 150	**11,459,140**	
Houma - Thibodaux, La.	22,331	151
Appleton - Oshkosh - Neenah, Wisc.	22,257	152
Augusta, Ga.	22,251	153
Orange County, N.Y.	21,826	154
Utica - Rome, N.Y.	21,417	155
Odessa, Tex.	20,742	156
Macon - Warner Robins, Ga.	20,544	157
Bradenton, Fla.	20,482	158
Tallahassee, Fla.	20,353	159
Duluth, Minn.	20,296	160
Kalamazoo, Mich.	20,239	161
Fort Pierce, Fla.	20,228	162
Killeen - Temple, Tex.	20,175	163
South Bend - Mishawaka, Ind.	20,083	164
Boulder - Longmont, Colo.	19,865	165
Springfield, Ill.	19,665	166
Trenton, N.J.	19,607	167
Eugene - Springfield, Ore.	19,584	168
Reading, Pa.	19,393	169
Gainesville, Fla.	19,307	170
Galveston - Texas City, Tex.	19,218	171
Huntsville, Ala.	19,208	172
Naples, Fla.	18,926	173
Wichita Falls, Tex.	18,867	174
Asheville, N.C.	18,706	175
Savannah, Ga.	18,604	176
Brownsville - Harlingen, Tex.	18,592	177
Abilene, Tex.	18,506	178
Lubbock, Tex.	18,205	179
Fort Collins - Loveland, Colo.	18,203	180
Green Bay, Wisc.	18,112	181
Salem, Ore.	17,873	182
Billings, Mont.	17,772	183
Lake Charles, La.	17,435	184
Ocala, Fla.	17,320	185
Aurora - Elgin, Ill.	17,171	186
Binghamton, N.Y.	17,115	187
Ann Arbor, Mich.	17,092	188
Hickory, N.C.	17,004	189
Waco, Tex.	16,806	190
Biloxi - Gulfport, Miss.	16,433	191
Roanoke, Va.	16,415	192
Santa Cruz, Cal.	16,260	193
New London - Norwich, Conn.	15,883	194
Midland, Tex.	15,882	195
Montgomery, Ala.	15,868	196
Columbus, Ga.	15,628	197
Tyler, Tex.	15,579	198
Fort Walton Beach, Fla.	15,498	199
Topeka, Kans.	15,352	200
Total Top 200	**12,389,318**	
Monroe, La.	15,246	201
Lima, Ohio	14,916	202
Terre Haute, Ind.	14,900	203
Johnstown, Pa.	14,548	204
Cedar Rapids, Iowa	14,303	205
Dothan, Ala.	14,214	206
Joplin, Mo.	14,184	207
Fort Smith, Ark.	14,071	208
Champaign - Urbana - Rantoul, Ill.	14,038	209
Provo - Orem, Utah	14,034	210
San Angelo, Tex.	13,834	211
Panama City, Fla.	13,631	212
Lynchburg, Va.	13,518	213
Boise, Ida.	13,505	214
Owensboro, Ky.	13,402	215
Eau Claire, Wisc.	13,276	216
Decatur, Ill.	13,203	217
Rochester, Minn.	13,160	218
Waterloo - Cedar Falls, Iowa	13,088	219
Joliet, Ill.	12,906	220
La Crosse, Wisc.	12,837	221
Portland, Me.	12,765	222
Alexandria, La.	12,735	223
Chico, Cal.	12,732	224
Lorain - Elyria, Ohio	12,692	225
Olympia, Wash.	12,530	226
Lawton, Okla.	12,505	227
Charlottesville, Va.	12,501	228
Sioux Falls, S.D.	12,458	229
Medford, Ore.	12,417	230
Poughkeepsie, N.Y.	12,407	231
Altoona, Pa.	12,385	232
Wheeling, W.Va.	12,301	233
Fargo - Moorhead, N.D.-Minn.	12,237	234
Burlington, Vt.	12,232	235
Greeley, Colo.	11,974	236
Clarksville - Hopkinsville, Tenn.-Ky.	11,868	237
Bryan - College Station, Tex.	11,655	238
Bismarck, N.D.	11,435	239
Janesville - Beloit, Wisc.	11,388	240
Fayetteville - Springdale, Ark.	11,368	241
Rapid City, S.D.	11,361	242
Racine, Wisc.	11,204	243
Jackson, Tenn.	11,153	244
Parkersburg - Marietta, W.Va.-Ohio	11,152	245
Anderson, Ind.	11,109	246
Wilmington, N.C.	11,080	247
Victoria, Tex.	11,026	248
Florence, Ala.	10,837	249
Muskegon, Mich.	10,832	250
Total Top 250	**13,024,471**	
Bloomington - Normal, Ill.	10,811	251
Yakima, Wash.	10,799	252
Yuba City, Cal.	10,685	253
Anderson, S.C.	10,634	254
Lafayette - West Lafayette, Ind.	10,625	255
Great Falls, Mont.	10,605	256
Elkhart - Goshen, Ind.	10,575	257
Athens, Ga.	10,480	258
Bremerton, Wash.	10,445	259
Niagara Falls, N.Y.	10,303	260
Jacksonville, N.C.	10,247	261
Vancouver, Wash.	10,247	261
Texarkana, Tex.-Ark.	10,244	263
Redding, Cal.	10,216	264
Santa Fe, N.M.	10,147	265
Bangor, Me.	10,079	266
Lincoln, Neb.	10,041	267
Bellingham, Wash.	10,015	268
Hagerstown, Md.	9,930	269
Beaver County, Pa.	9,929	270
Sherman - Denison, Tex.	9,909	271
Sioux City, Iowa	9,863	272
Dubuque, Iowa	9,828	273
Benton Harbor, Mich.	9,793	274
Hamilton - Middletown, Ohio	9,784	275
Kokomo, Ind.	9,620	276
Florence, S.C.	9,606	277
Richland - Kennewick - Pasco, Wash.	9,582	278
Las Cruces, N.M.	9,484	279
Burlington, N.C.	9,475	280
Albany, Ga.	9,468	281
Battle Creek, Mich.	9,399	282
Columbia, Mo.	9,381	283
Grand Forks, N.D.	9,205	284
Kenosha, Wisc.	9,202	285
Williamsport, Pa.	9,099	286
Tuscaloosa, Ala.	9,098	287
Cumberland, Md.	9,055	288
Bloomington, Ind.	8,934	289
Muncie, Ind.	8,911	290
Anniston, Ala.	8,774	291
Sharon, Pa.	8,724	292
Cheyenne, Wyo.	8,710	293
Casper, Wyo.	8,708	294
Brazoria, Tex.	8,625	295
Vineland - Millville - Bridgeton, N.J.	8,625	295
Pascagoula, Miss.	8,530	297
Wausau, Wisc.	8,519	298
Pueblo, Colo.	8,482	299
State College, Pa.	8,443	300
Pittsfield, Mass.	8,424	301
Jackson, Mich.	8,301	302
St. Joseph, Mo.	8,296	303
Steubenville - Weirton, Ohio-W.Va.	8,164	304
Enid, Okla.	7,827	305
Gadsden, Ala.	7,648	306
Elmira, N.Y.	7,566	307
Iowa City, Iowa	7,256	308
Glens Falls, N.Y.	6,950	309
Pine Bluff, Ark.	6,805	310
Kankakee, Ill.	6,747	311
Sheboygan, Wisc.	6,593	312
Danville, Va.	6,485	313
Lewiston - Auburn, Me.	6,443	314
Mansfield, Ohio	6,228	315
Lawrence, Kans.	5,362	316
Total Above Areas	**13,621,489**	
Percent of U.S.	**80.2926**	
U.S. Total	**16,964,783**	

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	1,157,973	1
New York, N.Y.	1,140,922	2
Chicago, Ill.	867,246	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	657,983	4
Washington, D.C.	610,984	5
Philadelphia, Pa.	550,233	6
Houston, Tex.	535,316	7
Detroit, Mich.	481,518	8
Nassau - Suffolk, N.Y.	410,718	9
Dallas, Tex.	382,272	10
Anaheim - Santa Ana, Cal.	371,666	11
Atlanta, Ga.	363,139	12
Denver, Colo.	332,958	13
Phoenix, Ariz.	315,471	14
Minneapolis - St. Paul, Minn.	313,311	15
San Diego, Cal.	309,699	16
Miami - Hialeah, Fla.	305,537	17
St. Louis, Mo.	286,720	18
Tampa - St. Petersburg - Clearwater, Fla.	284,355	19
Baltimore, Md.	284,249	20
San Francisco, Cal.	272,809	21
Oakland, Cal.	271,868	22
Bergen - Passaic, N.J.	265,668	23
Newark, N.J.	262,636	24
Cleveland, Ohio	254,884	25
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	246,928	26
Pittsburgh, Pa.	245,721	27
Seattle, Wash.	240,230	28
San Jose, Cal.	237,858	29
New Orleans, La.	209,409	30
Riverside - San Bernardino, Cal.	198,549	31
Oklahoma City, Okla.	183,725	32
Kansas City, Mo.-Kans.	179,418	33
San Antonio, Tex.	178,219	34
Norfolk - Virginia Beach - Newport News, Va.	165,836	35
West Palm Beach - Boca Raton - Delray Beach, Fla.	163,426	36
Cincinnati, Ohio	161,205	37
Middlesex - Somerset - Hunterdon, N.J.	158,555	38
Sacramento, Cal.	156,848	39
Indianapolis, Ind.	154,656	40
Salt Lake City - Ogden, Utah	149,835	41
Fort Worth - Arlington, Tex.	149,569	42
Greensboro - Winston-Salem - High Point, N.C.	148,316	43
Milwaukee, Wisc.	139,689	44
Portland, Ore.	135,860	45
Memphis, Tenn.	135,435	46
Columbus, Ohio	134,839	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	131,772	48
Orlando, Fla.	127,147	49
Tulsa, Okla.	122,706	50
Total Top 50	**15,545,859**	
Nashville, Tenn.	122,555	51
Omaha, Neb.	121,759	52
Hartford - New Britain - Middletown - Bristol, Conn.	120,977	53
Louisville, Ky.	111,330	54
Monmouth - Ocean, N.J.	107,764	55
Rochester, N.Y.	107,618	56
Birmingham, Ala.	107,108	57
Dayton - Springfield, Ohio	106,240	58
Jacksonville, Fla.	105,105	59
Bridgeport - Stamford - Norwalk - Danbury, Conn.	104,153	60
Richmond - Petersburg, Va.	95,970	61
Las Vegas, Nev.	95,757	62
Austin, Tex.	93,728	63
New Haven - Waterbury - Meriden, Conn.	92,335	64
Baton Rouge, La.	91,217	65
Buffalo, N.Y.	90,169	66
Grand Rapids, Mich.	89,507	67
Tucson, Ariz.	87,421	68
Knoxville, Tenn.	83,517	69
Raleigh - Durham, N.C.	83,033	70
Albany - Schenectady - Troy, N.Y.	80,932	71
Sarasota, Fla.	77,602	72
Colorado Springs, Colo.	76,745	73
Wilmington, Del.	73,935	74
Providence - Pawtucket - Woonsocket, R.I.	70,442	75
Toledo, Ohio	69,216	76
Madison, Wisc.	69,180	77
El Paso, Tex.	67,790	78
Honolulu, Haw.	67,677	79
Fresno, Cal.	66,479	80
Greenville - Spartanburg, S.C.	66,199	81
Oxnard - Ventura, Cal.	66,169	82
Worcester - Fitchburg - Leominster, Mass.	65,836	83
Albuquerque, N.M.	65,019	84
Melbourne - Titusville - Palm Bay, Fla.	64,452	85
Little Rock - North Little Rock, Ark.	63,544	86
Syracuse, N.Y.	63,385	87
Scranton - Wilkes-Barre, Pa.	63,255	88
Fort Myers - Cape Coral, Fla.	62,409	89
Allentown - Bethlehem, Pa.	60,258	90
Youngstown - Warren, Ohio	59,451	91
Anchorage, Alas.	59,251	92
Santa Barbara - Santa Maria - Lompoc, Cal	58,583	93
Gary - Hammond, Ind.	58,079	94
Charleston, S.C.	56,082	95
Springfield, Mass.	55,884	96
New Bedford - Fall River - Attleboro, Mass.	55,190	97
Harrisburg - Lebanon - Carlisle, Pa.	54,907	98
Shreveport, La.	54,759	99
Corpus Christi, Tex.	54,573	100
Total Top 100	**19,490,408**	
Akron, Ohio	54,227	101
Columbia, S.C.	54,226	102
Chattanooga, Tenn.	54,038	103
Mobile, Ala.	53,607	104
Wichita, Kans.	53,272	105
Salinas - Seaside - Monterey, Cal.	51,728	106
Jackson, Miss.	51,129	107
Bakersfield, Cal.	50,860	108
Des Moines, Iowa	49,874	109
Manchester - Nashua, N.H.	48,264	110
Beaumont - Port Arthur, Tex.	48,130	111
Saginaw - Bay City - Midland, Mich.	47,560	112
Lake County, Ill.	46,750	113
Tacoma, Wash.	46,537	114
Lansing - East Lansing, Mich.	46,445	115
Reno, Nev.	46,284	116
Lancaster, Pa.	45,638	117
Fayetteville, N.C.	45,446	118
Fort Wayne, Ind.	44,545	119
Jersey City, N.J.	44,016	120
McAllen - Edinburg - Mission, Tex.	43,896	121
Davenport - Rock Island - Moline, Iowa-Ill.	43,695	122
Daytona Beach, Fla.	43,208	123
Johnson City - Kingsport - Bristol, Tenn.	43,035	124
Odessa, Tex.	42,920	125
South Bend - Mishawaka, Ind.	41,896	126
Lexington-Fayette, Ky.	41,033	127
Flint, Mich.	40,806	128
Evansville, Ind.	40,802	129
Lafayette, La.	40,233	130
Augusta, Ga.	40,223	131
Portsmouth - Dover - Rochester, N.H.	40,074	132
Lubbock, Tex.	40,015	133
Pensacola, Fla.	39,923	134
Modesto, Cal.	39,752	135
Columbus, Ga.	39,266	136
Santa Rosa - Petaluma, Cal.	39,186	137
Atlantic City, N.J.	38,471	138
Peoria, Ill.	37,378	139
Amarillo, Tex.	36,223	140
Savannah, Ga.	35,835	141
Trenton, N.J.	35,783	142
Kalamazoo, Mich.	35,284	143
Spokane, Wash.	35,252	144
Rockford, Ill.	34,532	145
Canton, Ohio	34,471	146
Vallejo - Fairfield - Napa, Cal.	34,357	147
Naples, Fla.	34,242	148
Stockton, Cal.	33,643	149
Houma - Thibodaux, La.	33,321	150
Total Top 150	**21,631,736**	
Montgomery, Ala.	32,947	151
Macon - Warner Robins, Ga.	32,877	152
Tallahassee, Fla.	32,836	153
Midland, Tex.	30,540	154
Fort Pierce, Fla.	30,343	155
Huntington - Ashland, W.Va.-Ky.	30,218	156
Lakeland - Winter Haven, Fla.	29,116	157
Boulder - Longmont, Colo.	28,942	158
Ann Arbor, Mich.	28,740	159
Cinnaminson County, N.Y.	28,705	160
Appleton - Oshkosh - Neenah, Wisc.	28,212	161
Lake Charles, La.	27,874	162
York, Pa.	27,533	163
Roanoke, Va.	27,511	164
Longview - Marshall, Tex.	26,979	165
Eugene - Springfield, Ore.	26,963	166
Killeen - Temple, Tex.	26,787	167
Huntsville, Ala.	26,730	168
Charleston, W.Va.	26,645	169
Binghamton, N.Y.	26,363	170
Utica - Rome, N.Y.	26,241	171
Aurora - Elgin, Ill.	26,174	172
Visalia - Tulare - Porterville, Cal.	25,982	173
Brownsville - Harlingen, Tex.	25,429	174
Springfield, Mo.	25,270	175
Billings, Mont.	25,055	176
Green Bay, Wisc.	24,927	177
Gainesville, Fla.	24,865	178
Poughkeepsie, N.Y.	24,810	179
Reading, Pa.	24,757	180
Tyler, Tex.	24,683	181
New London - Norwich, Conn.	24,648	182
Springfield, Ill.	24,577	183
Ocala, Fla.	24,541	184
Lorain - Elyria, Ohio	24,256	185
Waco, Tex.	24,146	186
Hickory, N.C.	23,171	187
San Angelo, Tex.	22,971	188
Duluth, Minn.	22,859	189
Portland, Me.	22,670	190
Wichita Falls, Tex.	22,653	191
Fort Walton Beach, Fla.	22,572	192
Abilene, Tex.	21,635	193
Jacksonville, N.C.	21,314	194
Wilmington, N.C.	21,162	195
Erie, Pa.	21,086	196
Monroe, La.	20,917	197
Johnstown, Pa.	20,328	198
Santa Cruz, Cal.	19,368	199
Bradenton, Fla.	19,321	200
Total Top 200	**22,910,965**	
Cedar Rapids, Iowa	18,953	201
Altoona, Pa.	18,789	202
Fargo - Moorhead, N.D.-Minn.	18,758	203
Asheville, N.C.	18,532	204
Racine, Wisc.	18,110	205
Boise, Ida.	18,101	206
Galveston - Texas City, Tex.	18,096	207
Provo - Orem, Utah	18,096	207
Beaver County, Pa.	17,848	209
Brazoria, Tex.	17,742	210
Topeka, Kans.	17,285	211
Albany, Ga.	17,277	212
Fort Collins - Loveland, Colo.	17,153	213
Joliet, Ill.	16,897	214
Salem, Ore.	16,577	215
Biloxi - Gulfport, Miss.	16,258	216
Laredo, Tex.	16,192	217
Waterloo - Cedar Falls, Iowa	15,771	218
Burlington, N.C.	15,686	219
Wheeling, W.Va.	15,642	220
Tuscaloosa, Ala.	15,610	221
Lynchburg, Va.	15,592	222
Sioux Falls, S.D.	15,539	223
Texarkana, Tex.-Ark.	15,474	224
Lawton, Okla.	15,339	225
Muncie, Ind.	15,296	226
Champaign - Urbana - Rantoul, Ill.	15,231	227
Parkersburg - Marietta, W.Va.-Ohio	15,137	228
Decatur, Ill.	15,042	229
Hamilton - Middletown, Ohio	14,606	230
Charlottesville, Va.	14,237	231
Richland - Kennewick - Pasco, Wash.	14,230	232
Fort Smith, Ark.	13,923	233
Panama City, Fla.	13,923	233
Vancouver, Wash.	13,906	235
Great Falls, Mont.	13,903	236
Anderson, S.C.	13,882	237
Lima, Ohio	13,834	238
Lincoln, Neb.	13,714	239
Benton Harbor, Mich.	13,688	240
Pueblo, Colo.	13,680	241
Terre Haute, Ind.	13,622	242
Eau Claire, Wisc.	13,287	243
Rochester, Minn.	13,264	244
St. Cloud, Minn.	13,245	245
Clarksville - Hopkinsville, Tenn.-Ky.	12,909	246
Dothan, Ala.	12,897	247
Burlington, Vt.	12,867	248
Joplin, Mo.	12,709	249
Lafayette - West Lafayette, Ind.	12,496	250
Total Top 250	**23,681,810**	
Niagara Falls, N.Y.	12,481	251
Sioux City, Iowa	12,382	252
Wausau, Wisc.	12,347	253
Muskegon, Mich.	12,257	254
Hagerstown, Md.	12,160	255
Greeley, Colo.	12,150	256
Rapid City, S.D.	11,974	257
La Crosse, Wisc.	11,965	258
Alexandria, La.	11,857	259
Cumberland, Md.	11,535	260
Florence, Ala.	11,458	261
Bismarck, N.D.	11,285	262
Sherman - Denison, Tex.	11,240	263
Chico, Cal.	11,218	264
Victoria, Tex.	11,186	265
Florence, S.C.	11,104	266
Bryan - College Station, Tex.	11,103	267
State College, Pa.	11,029	268
Anderson, Ind.	11,009	269
Grand Forks, N.D.	10,963	270
Yuba City, Cal.	10,962	271
Mansfield, Ohio	10,912	272
Fayetteville - Springdale, Ark.	10,749	273
Medford, Ore.	10,745	274
Bangor, Me.	10,708	275
Cheyenne, Wyo.	10,579	276
Sharon, Pa.	10,571	277
Las Cruces, N.M.	10,451	278
Elkhart - Goshen, Ind.	10,439	279
Bloomington - Normal, Ill.	10,227	280
Bremerton, Wash.	10,023	281
Kokomo, Ind.	10,003	282
Yakima, Wash.	9,989	283
Janesville - Beloit, Wisc.	9,948	284
Steubenville - Weirton, Ohio-W.Va.	9,791	285
Jackson, Mich.	9,770	286
Redding, Cal.	9,769	287
Vineland - Millville - Bridgeton, N.J.	9,727	288
Kenosha, Wisc.	9,414	289
Bellingham, Wash.	9,361	290
Olympia, Wash.	9,292	291
St. Joseph, Mo.	9,175	292
Kankakee, Ill.	9,120	293
Enid, Okla.	9,081	294
Athens, Ga.	9,002	295
Anniston, Ala.	8,879	296
Owensboro, Ky.	8,831	297
Casper, Wyo.	8,748	298
Gadsden, Ala.	8,598	299
Columbia, Mo.	8,597	300
Danville, Va.	8,530	301
Williamsport, Pa.	8,447	302
Dubuque, Iowa	8,433	303
Pascagoula, Miss.	8,424	304
Elmira, N.Y.	8,342	305
Jackson, Tenn.	8,072	306
Bloomington, Ind.	7,895	307
Santa Fe, N.M.	7,760	308
Glens Falls, N.Y.	7,700	309
Sheboygan, Wisc.	7,624	310
Pittsfield, Mass.	7,366	311
Battle Creek, Mich.	6,667	312
Pine Bluff, Ark.	6,455	313
Lewiston - Auburn, Me.	6,179	314
Iowa City, Iowa	5,371	315
Lawrence, Kans.	4,111	316
Total Above Areas	**24,325,350**	
Percent of U.S.	**85.8327**	
U.S. Total	**28,340,416**	

SECTION C

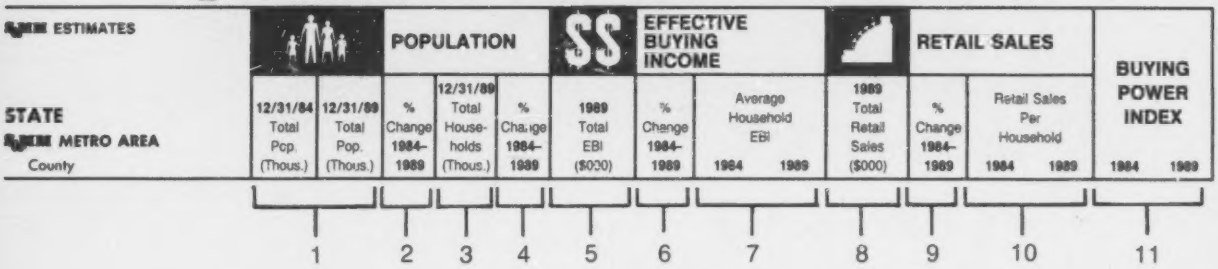
Sales and Marketing MANAGEMENT



1989 Projections For U.S. Metropolitan Markets

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS



1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1989 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/84 and 12/31/89, with 1984 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/84 and 12/31/89, with 1984 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1989 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

6 Percent Change between 1984 and 1989, with 1984 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1989 are stated in current dollars.

9 Percent Change between 1984 and 1989, with 1984 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
REGION / State	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW ENGLAND	**12,605.3**	**12,866.8**	**2.1**	**4,810.0**	**4.4**	**248,573,054**	**62.1**	**33,282**	**51,678**	**119,972,286**	**49.8**	**17,389**	**24,942**	**5.8870**	**5.7659**
Connecticut	3,152.8	3,196.3	1.4	1,185.3	3.8	71,656,502	61.2	38,905	60,454	29,358 684	48.5	17,303	24,769	1.5843	1.5414
Maine	1,165.8	1,207.0	3.5	447.7	6.0	18,214,788	67.9	25,683	40,685	9,966,377	53.1	15,413	22,261	.4590	.4616
Massachusetts	5,807.9	5,883.3	1.3	2,221.5	3.7	113,899,427	59.7	33,275	51,271	57,121,891	48.2	17,993	25,713	2.7633	2.6738
New Hampshire	982.4	1,045.5	6.4	389.4	9.1	19,111,076	71.2	31,283	49,078	10,780,437	57.2	19,215	27,685	.4579	.4716
Rhode Island	963.0	978.3	1.6	358.3	3.0	17,337,709	64.0	30,391	48,389	7,684,119	50.0	14,734	21,446	.4046	.3982
Vermont	533.4	556.4	4.3	207.8	6.9	8,353,552	67.4	25,675	40,200	5,060,778	53.8	16,929	24,354	.2179	.2193
MIDDLE ATLANTIC	**37,426.7**	**38,097.3**	**1.8**	**14,338.1**	**4.0**	**691,636,740**	**58.6**	**31,619**	**48,238**	**284,791,951**	**46.6**	**14,083**	**19,863**	**16.0988**	**15.4782**
New Jersey	7,545.8	7,735.4	2.5	2,859.9	5.0	161,707,882	62.4	36,556	56,543	66,048,262	49.2	16,247	23,095	3.5902	3.5171
New York	17,915.5	18,302.5	2.2	6,890.0	4.1	328,108,352	56.2	31,743	47,621	131,131,706	46.5	13,527	19,032	7.6501	7.3005
Pennsylvania	11,965.4	12,059.4	.8	4,588.2	3.1	201,820,506	59.5	28,415	43,987	87,611,983	44.9	13,586	19,095	4.8585	4.6606
EAST NORTH CENTRAL	**41,892.1**	**42,113.0**	**.5**	**15,658.2**	**2.7**	**727,069,751**	**61.5**	**29,523**	**46,434**	**313,376,953**	**46.3**	**14,050**	**20,014**	**17.2112**	**16.6493**
Illinois	11,552.9	11,645.6	.8	4,335.4	3.0	216,860,901	60.9	32,018	50,021	85,895,595	45.9	13,988	19,813	4.9469	4.7773
Indiana	5,556.9	5,613.0	1.0	2,041.1	2.7	89,028,002	63.1	27,478	43,618	44,684,639	48.5	15,148	21,892	2.2222	2.1714
Michigan	9,180.2	9,192.7	.1	3,367.8	2.3	157,655,250	60.6	29,825	46,813	68,424,187	46.3	14,214	20,317	3.7579	3.6222
Ohio	10,813.8	10,796.4	–.2	4,077.3	2.0	181,226,477	61.0	28,163	44,448	79,971,138	45.5	13,755	19,614	4.3635	4.2022
Wisconsin	4,788.3	4,865.3	1.6	1,836.6	3.9	82,299,121	64.0	28,398	44,811	34,401.394	46.1	13,323	18,731	1.9207	1.8762
WEST NORTH CENTRAL	**17,645.0**	**18,098.1**	**2.6**	**6,785.8**	**4.0**	**310,839,583**	**63.7**	**29,099**	**45,807**	**145,302,935**	**48.9**	**14,955**	**21,413**	**7.4249**	**7.2985**
Iowa	2,941.3	2,956.7	.5	1,148.7	2.7	49,013,143	61.6	27,108	42,668	20,978,822	43.3	13,085	18,263	1.1740	1.1296
Kansas	2,448.0	2,535.0	3.6	969.7	5.2	47,234,288	64.0	31,257	48,710	20,133,995	51.4	14,432	20,763	1.0722	1.0622
Minnesota	4,183.6	4,297.0	2.7	1,603.4	4.7	77,823,254	66.7	30,492	48,536	37,962,538	51.1	16,416	23,676	1.8383	1.8328
Missouri	5,046.6	5,173.6	2.5	1,891.9	2.7	83,775,230	61.7	28,118	44,281	42,343,303	48.1	15,519	22,381	2.0908	2.0393
Nebraska	1,619.4	1,667.7	3.0	638.0	5.0	28,736,010	63.8	28,852	45,041	12,412,342	48.5	13,752	19,455	.6698	.6585
North Dakota	692.4	730.5	5.5	258.3	6.2	12,801,859	64.7	31,957	49,562	6,098,881	52.1	16,482	23,612	.3017	.3012
South Dakota	713.7	737.6	3.3	275.8	5.4	11,455,799	64.1	26,687	41,537	5,373,074	50.4	13,655	19,482	.2781	.2749
SOUTH ATLANTIC	**39,904.5**	**42,945.0**	**7.6**	**16,031.2**	**9.7**	**695,754,592**	**70.4**	**27,937**	**43,400**	**343,917,257**	**56.2**	**15,066**	**21,453**	**16.3645**	**16.8157**
Delaware	615.0	636.5	3.5	229.9	5.5	11,466,584	66.3	31,652	49,876	5,906,857	52.2	17,814	25,693	.2753	.2752
District of Columbia	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
Florida	11,166.0	12,670.6	13.5	5,074.9	15.5	212,644,758	77.0	27,344	41,901	113,185,259	62.7	15,832	22,303	4.8774	5.2262
Georgia	5,889.6	6,332.2	7.5	2,259.6	9.4	96,816,523	69.9	27,606	42,847	46,915,063	54.3	14,721	20,763	2.3039	2.3540
Maryland	4,381.6	4,550.2	3.8	1,662.6	6.1	82,373,597	62.7	32,295	49,545	40,848,656	50.8	17,283	24,569	1.9771	1.9502
North Carolina	6,215.9	6,557.0	5.5	2,421.4	8.1	96,579,431	70.1	25,343	39,886	49,809,459	55.6	14,289	20,571	2.3644	2.4134
South Carolina	3,353.4	3,582.9	6.8	1,284.1	9.6	48,983,045	71.6	24,360	38,146	24,259,383	56.7	13,212	18,892	1.1936	1.2292
Virginia	5,692.4	6,024.5	5.8	2,105.9	6.2	105,344,744	68.0	31,632	50,024	46,070,655	53.3	15,158	21,877	2.3897	2.4164
West Virginia	1,972.5	1,993.1	1.0	747.2	3.2	27,953,989	66.7	23,168	37,412	12,655,779	46.3	11,951	16,938	.6912	.6793
EAST SOUTH CENTRAL	**15,199.2**	**15,721.0**	**3.4**	**5,737.3**	**5.7**	**224,430,495**	**69.6**	**24,374**	**39,118**	**106,401,563**	**52.1**	**12,882**	**18,546**	**5.4624**	**5.5040**
Alabama	4,042.4	4,183.6	3.5	1,552.2	6.0	57,710,409	67.2	25,561	37,180	25,388,896	49.7	11,577	16,357	1.4014	1.3965
Kentucky	3,769.7	3,881.6	3.0	1,401.9	4.9	57,342,929	69.6	25,294	40,904	26,241,046	51.5	12,957	18,718	1.3732	1.3811
Mississippi	2,627.2	2,729.9	3.9	956.5	6.4	34,402,562	71.4	22,326	35,967	16,999,478	53.2	12,337	17,773	.8667	.8797
Tennessee	4,759.9	4,925.9	3.5	1,826.7	5.6	74,974,595	70.6	25,416	41,044	37,772,143	53.7	14,211	20,678	1.8211	1.8467
WEST SOUTH CENTRAL	**26,394.7**	**29,111.6**	**10.3**	**10,406.5**	**11.6**	**464,509,114**	**72.5**	**28,858**	**44,636**	**225,496,149**	**53.6**	**15,739**	**21,669**	**10.8366**	**11.1991**
Arkansas	2,377.8	2,467.5	3.8	898.7	4.7	33,025,115	66.6	23,103	36,748	15,502,738	47.9	12,215	17,250	.8270	.8199
Louisiana	4,500.7	4,807.7	6.8	1,714.4	9.3	72,787,328	72.1	26,968	42,456	34,584,264	50.9	14,618	20,173	1.7285	1.7631
Oklahoma	3,348.6	3,692.6	10.3	1,403.8	11.8	58,098,636	69.7	27,270	41,387	28,302,771	52.0	14,839	20,162	1.3761	1.4063
Texas	16,167.6	18,143.8	12.2	6,389.6	13.1	300,598,035	73.9	30,610	47,045	147,106,376	55.2	16,785	23,023	6.9050	7.2098
MOUNTAIN	**12,743.3**	**14,211.3**	**11.5**	**5,300.4**	**13.6**	**225,956,798**	**76.2**	**27,495**	**42,630**	**113,595,623**	**59.2**	**15,299**	**21,432**	**5.2093**	**5.5116**
Arizona	3,106.3	3,523.0	13.4	1,357.7	16.3	54,331,875	77.3	26,251	40,018	27,736,344	62.7	14,607	20,429	1.2499	1.3402
Colorado	3,224.7	3,592.8	11.4	1,411.4	13.7	86,300,592	76.6	30,249	46,975	32,607,042	60.3	16,393	23,103	1.4696	1.5601
Idaho	1,017.1	1,092.4	7.4	371.7	6.7	15,402,100	70.5	25,945	41,437	6,637,880	47.4	12,931	17,858	.3648	.3687
Montana	827.6	884.0	6.8	343.2	9.1	13,032,497	68.6	24,562	37,973	6,419,816	45.3	14,041	18,706	.3216	.3211
Nevada	920.4	1,048.9	14.0	431.2	16.7	19,255,507	84.7	28,225	44,656	11,198,696	68.2	18,018	25,971	.4335	.4799
New Mexico	1,451.1	1,607.4	10.8	582.1	13.2	22,545,680	72.4	25,418	38,732	11,868,080	57.4	14,661	20,388	.5500	.5732
Utah	1,680.5	1,915.3	14.0	600.1	15.0	25,034,037	78.4	26,888	41,716	11,724,174	58.0	14,219	19,537	.5851	.6247
Wyoming	515.6	547.5	6.2	203.0	8.1	10,054,510	74.0	30,771	49,530	5,403,591	57.5	18,263	26,619	.2348	.2437
PACIFIC	**34,463.9**	**37,343.2**	**8.4**	**13,928.1**	**9.5**	**685,215,295**	**67.6**	**32,160**	**49,197**	**313,288,028**	**55.0**	**15,990**	**22,493**	**15.5053**	**15.7777**
Alaska	523.7	643.0	22.8	226.0	26.5	13,179,254	80.8	40,787	58,315	7,180,033	72.0	23,357	31,770	.2820	.3150
California	25,806.6	28,143.4	9.1	10,442.3	10.0	523,726,700	66.9	33,065	50,154	238,069,765	55.0	16,187	22,799	11.8102	12.0063
Hawaii	1,053.9	1,154.6	9.6	366.5	11.5	19,935,025	70.4	35,578	54,393	10,078,599	58.4	19,354	27,500	.4627	.4792
Oregon	2,693.3	2,750.9	2.1	1,054.9	3.0	44,642,434	68.4	25,879	42,319	21,431,232	50.2	13,925	20,316	1.0708	1.0690
Washington	4,386.4	4,651.3	6.0	1,838.4	8.6	83,731,882	68.8	29,312	45,546	36,528,399	54.0	14,022	19,870	1.8796	1.9082
TOTAL UNITED STATES	**238,274.7**	**250,507.3**	**5.1**	**92,995.6**	**7.0**	**4,273,985,422**	**65.9**	**29,640**	**45,959**	**1,966,142,765**	**51.6**	**14,917**	**21,142**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
ALABAMA															
ANNISTON	124.9	127.1	1.8	45.2	4.4	1,658,564	62.8	22,521	36,694	603,618	33.8	10,416	13,354	.0407	.0387
Calhoun	124.9	127.1	1.8	45.2	4.4	1,658,564	62.8	23,521	36,694	603,618	33.8	10,416	13,354	.0407	.0387
BIRMINGHAM	915.7	945.1	3.2	361.5	5.5	14,281,624	64.1	25,397	39,507	6,246,804	47.4	12,365	17,280	.3440	.3378
Blount	39.2	42.1	7.4	15.6	10.6	389,964	48.8	18,587	24,998	98,390	31.0	5,327	6,307	.0102	.0094
Jefferson	680.4	686.7	.9	268.7	3.3	10,887,690	61.2	25,974	40,520	5,390,895	48.4	13,969	20,063	.2723	.2643
St. Clair	46.8	51.6	10.3	18.1	13.1	516,320	55.2	20,798	28,526	123,317	35.3	5,696	6,813	.0125	.0120
Shelby	77.4	89.7	15.9	31.5	18.9	1,592,321	100.4	29,979	50,550	287,178	61.0	6,733	9,117	.0261	.0303
Walker	71.9	75.0	4.3	27.6	6.2	895,329	60.3	21,480	32,439	347,024	33.7	9,984	12,573	.0229	.0218
DOTHAN	126.1	131.4	4.2	48.3	6.6	1,733,218	64.3	23,289	35,884	1,070,565	53.8	15,367	22,165	.0471	.0470
Dale	45.2	44.1	–2.4	15.5	.0	592,249	59.8	23,908	38,210	195,650	45.4	8,683	12,623	.0141	.0134
Houston	80.9	87.3	7.9	32.8	10.1	1,140,969	66.7	22,967	34,786	874,915	55.8	18,844	26,674	.0330	.0336
FLORENCE	139.6	144.1	3.2	55.0	5.8	1,826,883	52.9	22,976	33,216	842,493	39.1	11,627	15,318	.0488	.0457
Colbert	56.1	57.6	2.7	22.0	4.8	665,048	43.9	22,010	30,229	331,315	36.0	11,603	15,060	.0193	.0175
Lauderdale	83.5	86.5	3.6	33.0	6.5	1,161,835	58.6	23,629	35,207	511,178	41.6	11,644	15,490	.0295	.0282
GADSDEN	104.8	106.3	1.4	40.6	3.8	1,220,316	46.0	21,382	30,057	518,476	25.8	10,539	12,770	.0345	.0306
Etowah	104.8	106.3	1.4	40.6	3.8	1,220,318	46.0	21,382	30,057	518,476	25.8	10,539	12,770	.0345	.0306
HUNTSVILLE	208.0	219.5	5.5	82.9	8.1	4,318,637	82.9	30,777	52,095	1,764,231	60.6	14,324	21,281	.0886	.0949
Madison	208.0	219.5	5.5	82.9	8.1	4,318,637	82.9	30,777	52,095	1,764,231	60.6	14,324	21,281	.0886	.0949
MOBILE	468.8	493.2	5.2	180.5	7.7	7,954,383	81.7	26,120	44,069	3,792,586	60.8	14,075	21,012	.1790	.1904
Baldwin	87.0	95.8	10.1	35.6	12.7	1,558,913	90.3	25,928	43,790	679,342	68.4	12,764	19,083	.0325	.0362
Mobile	381.8	397.4	4.1	144.9	6.5	6,395,470	79.7	26,164	44,137	3,113,244	59.2	14,379	21,485	.1465	.1542
MONTGOMERY	291.4	308.4	5.8	112.8	8.6	4,674,235	74.6	25,773	41,438	2,169,232	57.5	13,256	19,231	.1084	.1124
Autauga	35.2	38.2	8.5	13.2	11.9	585,989	87.8	26,441	44,393	193,821	66.7	9,851	14,683	.0118	.0129
Elmore	47.8	51.5	7.7	17.7	10.6	582,396	59.4	22,830	32,904	160,568	43.5	6,994	9,072	.0137	.0134
Montgomery	208.4	218.7	4.9	81.9	7.6	3,505,850	75.2	26,288	42,806	1,814,843	57.9	15,100	22,159	.0829	.0861
TUSCALOOSA	143.2	149.8	4.6	55.2	7.2	1,975,612	67.2	22,938	35,790	1,022,369	52.0	13,062	18,521	.0506	.0507
Tuscaloosa	143.2	149.8	4.6	55.2	7.2	1,975,612	67.2	22,938	35,790	1,022,369	52.0	13,062	18,521	.0506	.0507
TOTAL METRO COUNTIES	2,570.8	2,674.0	4.0	1,000.2	6.4	40,204,888	69.3	25,277	40,197	18,234,435	51.4	12,820	18,231	.9555	.9618
TOTAL STATE	4,042.4	4,183.6	3.5	1,552.2	6.0	57,710,409	67.2	23,561	37,180	25,388,896	49.7	11,577	16,357	1.4014	1.3965
ALASKA															
ANCHORAGE	229.8	291.0	26.6	109.2	30.3	6,376,751	82.1	41,777	58,395	4,332,111	77.5	29,122	39,671	.1435	.1639
Anchorage	229.8	291.0	26.6	109.2	30.3	6,376,751	82.1	41,777	58,395	4,332,111	77.5	29,122	39,671	.1435	.1639
TOTAL METRO COUNTIES	229.8	291.0	26.6	109.2	30.3	6,376,751	82.1	41,777	58,395	4,332,111	77.5	29,122	39,671	.1435	.1639
TOTAL STATE	523.7	643.0	22.8	226.0	26.5	13,179,254	80.8	40,787	58,315	7,180,033	72.0	23,357	31,770	.2820	.3150
ARIZONA															
PHOENIX	1,736.0	1,981.3	14.1	782.7	17.0	35,153,563	83.7	28,601	44,913	18,078,192	68.6	16,029	23,097	.7653	.8452
Maricopa	1,736.0	1,981.3	14.1	782.7	17.0	35,153,563	83.7	28,601	44,913	18,078,192	68.6	16,029	23,097	.7653	.8452
TUCSON	602.1	678.1	12.6	272.9	15.5	9,653,117	66.1	24,590	35,372	4,734,411	53.7	13,033	17,349	.2346	.2393
Pima	602.1	678.1	12.6	272.9	15.5	9,653,117	66.1	24,590	35,372	4,734,411	53.7	13,033	17,349	.2346	.2393
TOTAL METRO COUNTIES	2,338.1	2,659.4	13.7	1,055.6	16.6	44,806,680	79.6	27,554	42,447	22,812,603	65.3	15,247	21,611	.9999	1.0845
TOTAL STATE	3,106.3	3,523.0	13.4	1,357.7	16.3	54,331,875	77.3	26,251	40,018	27,736,344	62.7	14,607	20,429	1.2499	1.3402
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	186.0	211.7	5.4	41.9	7.7	1,479,210	64.2	23,158	35,303	860,435	51.2	14,631	20,535	.0394	.0394
Washington	106.0	111.7	5.4	41.9	7.7	1,479,210	64.2	23,158	35,303	860,435	51.2	14,631	20,535	.0394	.0394
FORT SMITH	175.5	188.8	7.6	69.4	8.4	2,783,164	75.3	24,811	40,103	1,265,204	52.6	12,951	18,231	.0649	.0669
Crawford	41.0	45.2	10.2	15.5	10.7	574,492	79.4	22,874	37,064	136,354	45.0	6,717	8,797	.0118	.0124
Sebastian	99.4	103.6	4.2	40.5	6.3	1,862,765	78.8	27,339	45,994	1,011,867	56.3	16,996	24,984	.0437	.0455
Sequoyah, Okla.	*35.1*	*40.0*	*14.0*	*13.4*	*12.6*	*345,907*	*53.0*	*18,996*	*25,814*	*116,983*	*34.0*	*7,334*	*8,730*	*.0094*	*.0090*
LITTLE ROCK - NORTH LITTLE ROCK	501.5	526.6	5.0	192.2	6.4	8,909,943	74.1	28,339	46,358	4,264,455	54.6	15,272	22,188	.2049	.2114
Faulkner	51.6	57.3	11.0	20.2	14.1	884,152	92.0	26,019	43,770	346,340	66.4	11,756	17,146	.0180	.0202
Lonoke	37.5	40.6	8.3	14.1	11.9	424,554	55.8	21,632	30,110	164,326	41.0	9,252	11,654	.0111	.0107
Pulaski	354.3	365.5	3.2	136.6	4.4	6,789,192	75.3	29,589	49,701	3,542,437	55.6	17,394	25,933	.1575	.1627
Saline	58.1	63.2	8.8	21.3	9.8	812,045	58.6	26,384	38,124	211,352	35.0	8,070	9,923	.0183	.0178
PINE BLUFF	90.2	88.4	–2.0	30.0	–1.6	1,052,309	49.6	23,062	35,077	576,468	39.3	13,566	19,216	.0309	.0281
Jefferson	90.2	88.4	–2.0	30.0	–1.6	1,052,309	49.6	23,062	35,077	576,468	39.3	13,566	19,216	.0309	.0281
TEXARKANA	119.5	126.0	5.4	45.8	5.8	1,665,911	59.7	24,089	36,374	1,028,511	49.0	15,939	22,457	.0461	.0455
Miller	38.8	39.8	2.6	14.4	3.6	587,365	74.5	24,212	40,789	278,082	54.7	12,933	19,311	.0138	.0144
Bowie, Tex.	*80.7*	*86.2*	*6.8*	*31.4*	*6.8*	*1,078,546*	*52.7*	*24,031*	*34,349*	*750,429*	*47.0*	*17,360*	*23,899*	*.0323*	*.0311*
TOTAL METRO COUNTIES	925.7	963.2	4.1	350.5	5.6	14,963,144	70.8	26,386	42,691	7,600,232	52.0	15,065	21,684	.3630	.3680
TOTAL STATE	2,377.8	2,467.5	3.8	898.7	4.7	33,025,115	66.6	23,103	36,748	15,502,738	47.9	12,215	17,250	.8270	.8199

We beat the suburban papers in their own back yards.

Sun City

We deliver 66% of all adults — compared to 46% for the local paper.

Scottsdale

Our coverage is more than 3 times better than the local daily — 77% vs. 23%.

Mesa/Tempe/Chandler

The local papers deliver 31% coverage. Our penetration is 54% — and growing.

Typically, a big-city paper's performance turns a little sluggish when it comes to bedroom communities.

But Phoenix isn't your typical big city. It's one contiguous media market that can be reached with just one newspaper buy.

An average daily issue of The Arizona Republic/The Phoenix Gazette delivers more than 6 of every 10 metro Phoenix adults. And when you layer the 5 biggest community papers on top of that one buy, their collective adult readership adds only 6% to our total adult market coverage.

That's why when you buy us, you own Phoenix. And 22 other important Arizona communities.

THE ARIZONA REPUBLIC / *The Phoenix Gazette*

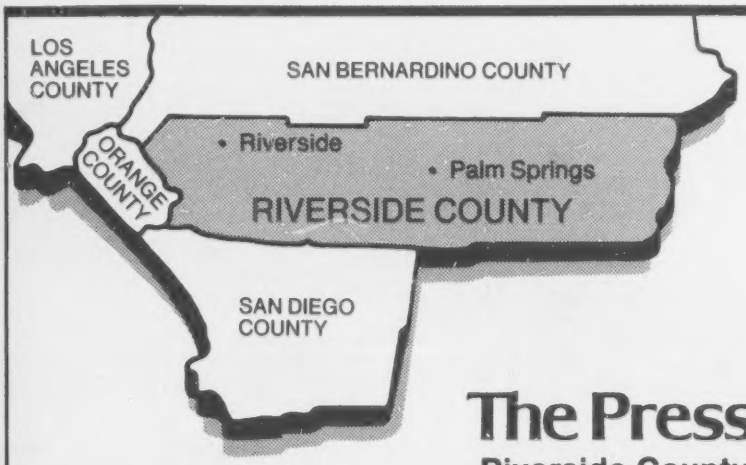
When you buy us, you own Phoenix.

A Member of Million Market Newspapers, Inc.

Source: 1985 Scarborough Survey of the Phoenix Market.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
CALIFORNIA															
ANAHEIM - SANTA ANA	**2,103.6**	**2,292.8**	**9.0**	**818.8**	**9.3**	**50,406,438**	**69.6**	**39,654**	**61,561**	**22,587,930**	**56.6**	**19,253**	**27,587**	**1.0870**	**1.1174**
Orange	2,103.6	2,292.8	9.0	818.8	9.3	50,406,438	69.6	39,654	61,561	22,587,930	56.6	19,253	27,587	1.0870	1.1174
BAKERSFIELD	**460.5**	**525.5**	**14.1**	**187.2**	**15.3**	**8,548,745**	**76.6**	**29,833**	**45,666**	**3,988,921**	**61.4**	**15,229**	**21,308**	**.1899**	**.2029**
Kern	460.5	525.5	14.1	187.2	15.3	8,548,745	76.6	29,833	45,666	3,988,921	61.4	15,229	21,308	.1899	.2029
CHICO	**163.6**	**184.7**	**12.9**	**74.4**	**13.8**	**2,307,768**	**53.6**	**22,968**	**31,018**	**1,258,229**	**52.5**	**12,614**	**16,912**	**.0619**	**.0609**
Butte	163.6	184.7	12.9	74.4	13.8	2,307,768	53.6	22,968	31,018	1,258,229	52.5	12,614	16,912	.0619	.0609
FRESNO	**569.9**	**630.9**	**10.7**	**227.9**	**13.0**	**9,930,683**	**70.0**	**28,963**	**43,575**	**4,126,999**	**46.2**	**13,991**	**18,109**	**.2265**	**.2294**
Fresno	569.9	630.9	10.7	227.9	13.0	9,930,683	70.0	28,963	43,575	4,126,999	46.2	13,991	18,109	.2265	.2294
LOS ANGELES - LONG BEACH	**7,908.9**	**8,379.6**	**6.0**	**3,046.7**	**5.6**	**155,146,763**	**62.6**	**33,089**	**50,923**	**72,127,110**	**50.7**	**16,594**	**23,674**	**3.6231**	**3.5846**
Los Angeles	7,908.9	8,379.6	6.0	3,046.7	5.6	155,146,763	62.6	33,089	50,923	72,127,110	50.7	16,594	23,674	3.6231	3.5846
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,434.8***	***13,455.7***	***8.2***	***4,857.7***	***8.3***	***252,044,235***	***66.1***	***33,839***	***51,886***	***114,986,598***	***54.1***	***16,645***	***23,671***	***5.7154***	***5.7774***
MODESTO	**299.8**	**337.0**	**12.4**	**120.8**	**12.7**	**4,802,483**	**61.6**	**27,729**	**39,756**	**2,497,903**	**55.4**	**14,999**	**20,678**	**.1201**	**.1212**
Stanislaus	299.8	337.0	12.4	120.8	12.7	4,802,483	61.6	27,729	39,756	2,497,903	55.4	14,999	20,678	.1201	.1212
OAKLAND	**1,875.8**	**1,995.5**	**6.4**	**789.5**	**8.7**	**43,231,253**	**68.3**	**35,361**	**54,758**	**18,013,990**	**55.5**	**15,954**	**22,817**	**.9239**	**.9399**
Alameda	1,165.6	1,226.1	5.2	491.2	7.4	24,809,951	65.1	32,849	50,509	10,989,287	53.1	15,688	22,372	.5554	.5558
Contra Costa	710.2	769.4	8.3	298.3	10.9	18,421,302	72.8	39,635	61,754	7,024,703	59.2	16,406	23,549	.3685	.3841
OXNARD - VENTURA	**596.9**	**671.4**	**12.5**	**229.3**	**15.1**	**13,724,074**	**81.3**	**38,003**	**59,852**	**5,212,297**	**66.1**	**15,752**	**22,731**	**.2696**	**.2937**
Ventura	596.9	671.4	12.5	229.3	15.1	13,724,074	81.3	38,003	59,852	5,212,297	66.1	15,752	22,731	.2696	.2937
REDDING	**134.6**	**154.8**	**15.0**	**59.9**	**17.0**	**1,698,229**	**44.1**	**23,021**	**28,351**	**1,090,534**	**50.5**	**14,153**	**18,206**	**.0509**	**.0489**
Shasta	134.6	154.8	15.0	59.9	17.0	1,698,229	44.1	23,021	28,351	1,090,534	50.5	14,153	18,206	.0509	.0489
RIVERSIDE - SAN BERNARDINO	**1,825.4**	**2,111.9**	**15.7**	**762.9**	**17.1**	**32,766,960**	**72.2**	**29,202**	**42,951**	**15,059,261**	**63.4**	**14,145**	**19,739**	**.7357**	**.7817**
Riverside	784.7	915.4	16.7	338.1	17.2	14,227,835	71.7	28,735	42,082	6,901,932	63.3	14,658	20,414	.3245	.3448
San Bernardino	1,040.7	1,196.5	15.0	424.8	16.9	18,539,125	72.6	29,572	43,642	8,157,329	63.4	13,737	19,203	.4112	.4369



The Press-Enterprise

Riverside County's Newspaper

Serving Southern California's fastest-growing county

Circulation:
Daily 126,466 - Sunday 131,358*

For audience information, call
Ray Hammond, Jr.
National Advertising Manager
714/684-1200
3512 Fourteenth Street
Riverside, California 92501

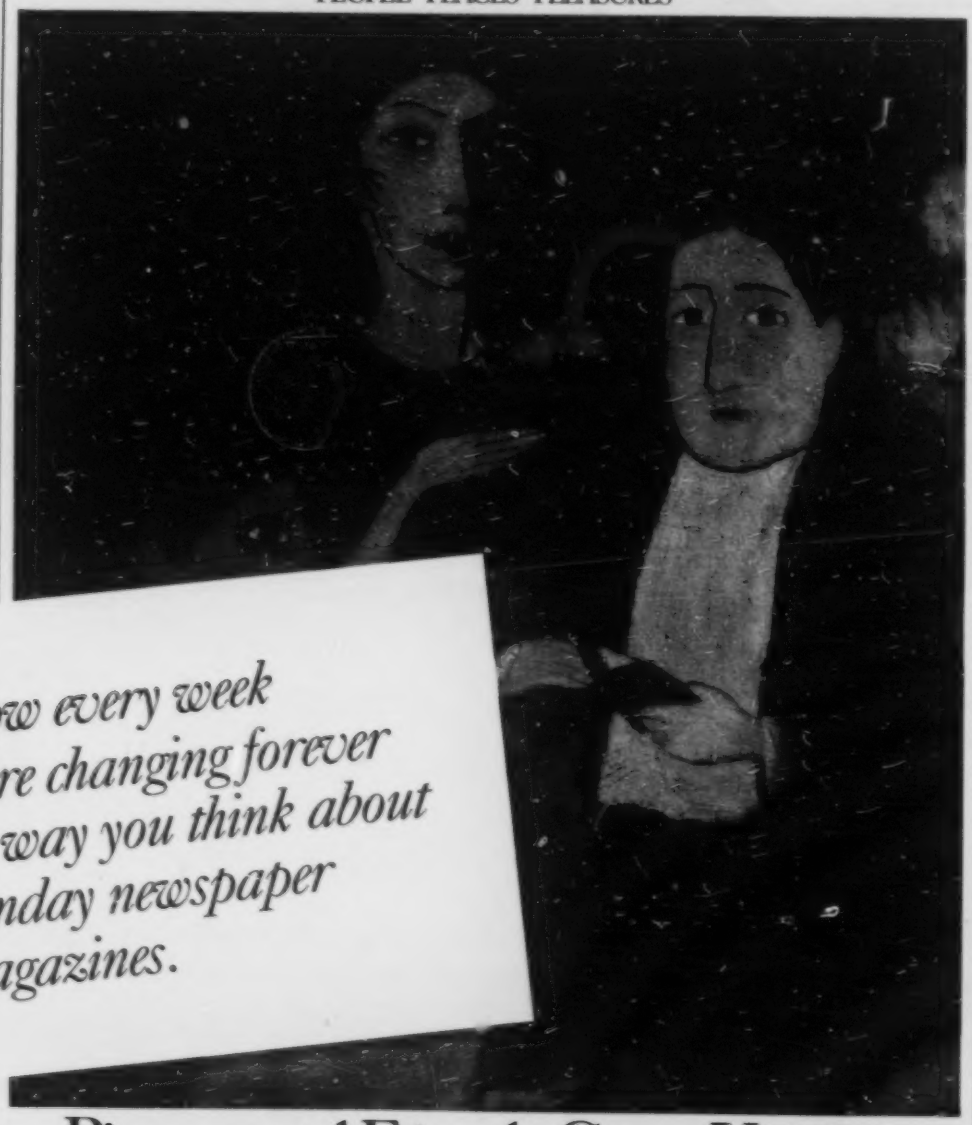
Nationally Represented By
SAWYER-FERGUSON-WALKER COMPANY, INC.
With offices in major cities

*ABC Publisher's Statement for six months ending September 30, 1985

OCTOBER 6, 1985

Los Angeles Times Magazine

PEOPLE · PLACES · PLEASURES



Now every week we're changing forever the way you think about Sunday newspaper magazines.

Picasso and Friends Come Visiting

October 6 marked the start of a new adventure for nearly three million Southern Californians... Los Angeles Times Magazine.

Focusing on the interesting people, places and pleasures of today, this new magazine adds style and substance to the special Sunday morning experience. With bold graphics. Brilliant color. And provocative writing.

Los Angeles Times Magazine's consumer size and offset printing on coated stock also presents great opportunities for advertisers. Like quality reproduction. Short deadlines. And easy pickups from other magazines.

Los Angeles Times Magazine.

An exciting change for the better. Sunday after Sunday after Sunday.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
CA (cont.)															
SACRAMENTO	1,343.4	1,398.3	12.5	559.6	15.1	23,338,404	68.5	29,275	42,349	11,412,295	57.3	14,680	20,394	.5477	.5615
El Dorado	105.9	127.8	20.7	49.1	21.2	1,999,837	70.2	29,007	40,730	722,334	50.9	11,816	14,711	.0427	.0447
Placer	139.9	164.6	17.7	[illegible]	19.8	2,763,332	71.8	30,938	44,356	1,430,830	65.2	16,659	22,967	.0629	.0672
Sacramento	873.7	972.6	11.3	[illegible]6.4	14.1	16,836,708	65.3	29,326	42,474	8,421,381	58.1	15,335	21,245	.3943	.4032
Yolo	122.9	133.3	8.5	51.8	11.9	1,998,487	55.1	27,266	37,809	837,750	48.9	12,149	16,173	.0478	.0464
SALINAS - SEASIDE - MONTEREY	324.8	359.8	10.8	120.5	12.0	5,962,390	69.9	33,784	49,480	2,714,604	58.3	15,942	22,528	.1355	.1399
Monterey	324.8	359.8	10.8	120.5	12.0	5,962,390	[illegible]	32,784	49,480	2,714,604	58.3	15,942	22,528	.1355	.1399
SAN DIEGO	2,085.3	2,336.7	12.1	874.8	14.1	44,277,001	75.7	32,875	50,614	19,128,584	62.9	15,324	21,866	.9359	.9964
San Diego	2,085.3	2,336.7	12.1	874.8	14.1	44,277,001	75.7	32,875	50,614	19,128,584	62.9	15,324	21,866	.9359	.9964
SAN FRANCISCO	1,526.3	1,571.8	3.0	664.2	4.1	37,781,527	61.6	36,651	56,883	17,908,422	49.1	16,827	26,962	.8598	.8408
Marin	226.2	229.7	1.5	96.6	3.8	6,742,640	62.2	44,659	69,800	2,546,360	49.2	18,336	26,360	.1392	.1361
San Francisco	688.6	704.1	2.3	312.8	2.3	15,819,761	60.4	32,259	50,575	8,537,503	47.3	18,956	27,294	.3832	.3715
San Mateo	611.5	638.0	4.3	254.8	6.5	15,219,123	62.5	39,146	59,730	6,824,559	51.3	18,853	26,784	.3374	.3332
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,711.2*	*6,086.1*	*6.6*	*2,584.5*	*8.5*	*134,574,792*	*68.0*	*36,435*	*56,437*	*58,436,135*	*54.8*	*17,173*	*26,557*	*2.9873*	*2.9539*
SAN JOSE	1,377.5	1,470.7	6.8	533.3	9.8	34,196,551	72.3	40,841	64,123	14,807,257	58.1	19,270	27,765	.7174	.7435
Santa Clara	1,377.5	1,470.7	6.8	533.3	9.8	34,196,551	72.3	40,841	64,123	14,807,257	58.1	19,270	27,765	.7174	.7435
SANTA BARBARA - SANTA MARIA - LOMPOC	322.0	347.6	8.0	132.1	10.0	6,713,318	68.3	33,219	50,820	3,772,461	56.5	20,075	28,558	.1602	.1637
Santa Barbara	322.0	347.6	8.0	132.1	10.0	6,713,318	68.3	33,219	50,820	3,772,461	56.5	20,075	28,558	.1602	.1637
SANTA CRUZ	216.8	248.2	14.5	94.0	13.9	4,951,203	79.7	33,398	52,672	1,898,807	64.0	14,031	20,200	.0985	.1067
Santa Cruz	216.8	248.2	14.5	94.0	13.9	4,951,203	79.7	33,398	52,672	1,898,807	64.0	14,031	20,200	.0985	.1067
SANTA ROSA - PETALUMA	335.3	373.8	11.5	148.6	13.5	7,316,050	75.3	31,876	49,233	2,974,020	61.4	14,076	20,014	.1516	.1608
Sonoma	335.3	373.8	11.5	148.6	13.5	7,316,050	75.3	31,876	49,233	2,974,020	61.4	14,076	20,014	.1516	.1608
STOCKTON	393.0	443.0	12.7	163.8	14.4	6,188,087	60.1	26,999	37,778	2,849,014	51.8	13,110	17,398	.1515	.1512
San Joaquin	393.0	443.0	12.7	163.8	14.4	6,188,087	60.1	26,999	37,778	2,849,014	51.8	13,110	17,393	.1515	.1512
VALLEJO - FAIRFIELD - NAPA	379.5	426.1	12.3	154.9	14.8	7,098,208	66.5	31,606	45,834	2,833,629	58.1	13,390	18,290	.1561	.1600
Napa	106.5	114.7	7.7	43.7	9.3	2,417,737	71.4	35,258	55,326	728,822	53.4	11,879	16,678	.0473	.0486
Solano	273.0	311.4	14.1	111.2	17.2	4,680,471	64.0	30,067	42,091	2,104,807	59.7	13,885	18,928	.1088	.1117
VISALIA - TULARE - PORTERVILLE	279.2	316.7	13.4	104.0	13.0	2,646,656	32.9	21,652	25,449	1,852,943	42.5	14,132	17,817	.0922	.0845
Tulare	279.2	316.7	13.4	104.0	13.0	2,646,656	32.9	21,652	25,449	1,852,943	42.5	14,132	17,817	.0922	.0845
YUBA CITY	110.4	119.6	8.3	44.6	10.9	1,226,430	42.4	23,176	29,741	727,744	45.3	12,460	16,317	.0891	.0562
Sutter	57.2	62.7	9.6	23.4	11.4	701,704	36.6	24,458	29,987	404,096	43.1	13,451	17,269	.0214	.0195
Yuba	53.2	56.9	7.0	21.2	10.4	624,726	49.4	21,774	29,468	323,648	48.2	11,376	15,266	.0177	.0167
TOTAL METRO COUNTIES	24,531.5	26,696.4	8.8	9,911.8	9.8	504,579,221	67.1	33,449	50,907	228,942,954	55.0	16,286	23,088	11.3341	11.5361
TOTAL STATE	25,806.6	28,143.4	9.1	10,442.3	10.0	533,726,790	66.9	33,065	50,154	238,069,765	55.0	16,187	22,799	11.8102	12.0063

New '85 Sacramento-Stockton ADI Market Highlight

What's the **FASTEST GROWING** California county?

(Clue: It's a part of America's 20th ranking ADI.)

Metro Stockton (San Joaquin County) is No. 1 in population growth among all California counties.*

Supermarketeers target Stockton

. . . for faster sales profits . . . again for the 8th year in a row Stockton is No. 1 in the food sales growth index for the Sacramento-Stockton ADI.**

The Stockton Record reaches over 141,000 metro Stockton adults with a 72% share of the ABC newspaper market. Maximum "outside" daily newspaper coverage (S.F. Chron.) is less than 8%.

*California Department of Finance report released April, 1985.
**1985 S&MM Survey of Buying Power

The Stockton Record

Advertiser contact: Bob West, Gen'l Adv. Mgr., (209) 943-6397

THE RICHEST MILLION PEOPLE IN THE SAN FRANCISCO ADI.

Santa Clara County's 1.4 million people have an average household EBI of $40,841.

The Mercury News really reaches The San Jose PMSA (Santa Clara County): 56% daily, 5-issue reach 68%. The San Francisco Chronicle/ Examiner only reaches 12% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching Northern California's richest million people!

*Sources: Sales and Marketing Management Survey of Buying Power, 1985, San Jose "CMS," 1984, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

STATE METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	POPULATION % Change 1984–1989	POPULATION 12/31/89 Total Households (Thous.)	POPULATION % Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1984–1989	EFFECTIVE BUYING INCOME Average Household EBI 1984	EFFECTIVE BUYING INCOME Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	RETAIL SALES % Change 1984–1989	RETAIL SALES Retail Sales Per Household 1984	RETAIL SALES Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
COLORADO															
BOULDER - LONGMONT	219.2	243.5	11.2	96.2	16.3	4,768,657	79.4	32,145	49,570	2,424,643	66.1	17,649	25,204	.1033	.1122
Boulder	219.2	243.5	11.2	96.2	16.3	4,768,657	79.4	32,145	49,570	2,424,643	66.1	17,649	25,204	.1033	.1122
COLORADO SPRINGS	343.0	381.9	10.7	144.1	13.9	6,244,647	75.9	28,064	43,336	3,354,522	62.8	16,290	23,279	.1455	.1547
El Paso	345.0	381.9	10.7	144.1	13.9	6,244,647	75.9	28,064	43,336	3,354,522	62.8	16,290	23,279	.1455	.1547
DENVER	1,688.6	1,867.5	12.4	729.8	14.3	38,434,525	80.7	33,225	52,664	17,549,024	60.4	17,137	24,046	.8008	.8618
Adams	275.0	307.8	11.9	114.4	14.7	5,453,616	79.5	30,470	47,671	2,781,271	65.0	16,903	24,312	.1210	.1309
Arapahoe	373.5	461.9	23.7	182.8	26.8	10,676,062	96.5	37,671	58,403	4,584,348	64.0	19,388	25,078	.2015	.2317
Denver	492.6	491.3	–.3	227.1	2.0	9,801,367	58.7	27,749	43,159	5,180,169	46.3	15,905	22,810	.2431	.2329
Douglas	34.5	45.2	31.0	14.7	33.6	1,059,525	111.3	45,576	72,077	154,834	80.5	7,797	10,533	.0146	.0184
Jefferson	403.0	501.3	15.8	190.8	18.7	11,443,955	86.9	38,080	59,979	4,848,402	71.2	17,608	25,411	.2206	.2479
DENVER - BOULDER CONSOLIDATED AREA	1,883.8	2,051.0	12.5	826.0	14.6	43,203,182	80.5	33,190	52,304	19,973,667	61.1	17,196	24,181	.9041	.9740
FORT COLLINS - LOVELAND	174.8	203.4	16.4	78.6	19.6	3,272,249	80.1	27,653	41,632	1,551,442	67.0	14,143	19,738	.0715	.0782
Larimer	174.8	203.4	16.4	78.6	19.6	3,272,249	80.1	27,653	41,632	1,551,442	67.0	14,143	19,738	.0715	.0782
GREELEY	138.0	154.1	11.7	56.9	14.5	2,153,854	71.6	25,252	37,853	896,005	61.2	11,181	15,747	.0488	.0512
Weld	138.0	154.1	11.7	56.9	14.5	2,153,854	71.6	25,252	37,853	896,005	61.2	11,181	15,747	.0488	.0512
PUEBLO	125.1	124.0	–.9	47.7	1.1	1,688,266	46.4	24,436	35,393	870,621	40.0	13,175	18,252	.0473	.0429
Pueblo	125.1	124.0	–.9	47.7	1.1	1,688,266	46.4	24,436	35,393	870,621	40.0	13,175	18,252	.0473	.0429
TOTAL METRO COUNTIES	2,696.7	2,914.4	11.8	1,153.3	14.2	56,562,198	78.4	31,388	49,044	26,646,257	60.9	16,400	23,104	1.2172	1.3010
TOTAL STATE	3,294.7	3,592.8	11.4	1,411.4	13.7	66,300,592	76.6	30,249	46,975	32,607,042	60.3	16,393	23,103	1.4696	1.5601
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	815.1	823.8	1.1	300.1	3.4	21,824,745	61.3	46,632	72,725	8,723,013	48.5	20,241	29,067	.4669	.4541
Fairfield	815.1	823.8	1.1	300.1	3.4	21,824,745	61.3	46,632	72,725	8,723,013	48.5	20,241	29,067	.4669	.4541
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,060.7	1,070.3	.9	400.6	3.3	22,718,378	58.5	36,952	56,711	9,868,309	46.8	17,329	24,634	.5225	.5019
Hartford	804.4	801.0	–.4	304.4	1.9	17,398,716	56.8	37,128	57,157	7,957,004	45.4	18,319	26,140	.4094	.3890
Middlesex	135.1	141.8	5.0	53.8	7.8	2,985,870	65.4	36,183	55,499	1,186,533	53.6	15,484	22,055	.0642	.0644
Tolland	121.2	127.5	5.2	42.4	8.4	2,333,792	63.1	36,590	55,042	724,772	53.0	12,116	17,094	.0489	.0485
NEW HAVEN - WATERBURY - MERIDEN	769.5	778.2	1.1	292.3	3.5	16,293,695	62.0	35,609	55,743	6,717,524	48.9	15,974	22,982	.3642	.3553
New Haven	769.5	778.2	1.1	292.3	3.5	16,293,695	62.0	35,609	55,743	6,717,524	48.9	15,974	22,982	.3642	.3553
NEW LONDON - NORWICH	248.8	255.3	2.6	92.5	5.1	5,333,850	66.1	36,492	57,663	2,202,946	51.9	16,476	23,816	.1167	.1163
New London	248.8	255.3	2.6	92.5	5.1	5,333,850	66.1	36,492	57,663	2,202,946	51.9	16,476	23,816	.1167	.1163
TOTAL METRO COUNTIES	2,894.1	2,927.6	1.2	1,085.5	3.5	66,170,668	60.9	39,231	60,959	27,511,792	48.3	17,698	25,345	1.4703	1.4276
TOTAL STATE	3,103.8	3,196.3	1.4	1,185.3	3.8	71,656,502	61.2	38,905	60,454	29,358,684	48.5	17,303	24,769	1.5843	1.5414
DELAWARE															
WILMINGTON	538.6	568.8	2.5	198.0	4.6	10,818,001	68.4	33,938	54,636	4,802,855	51.2	16,780	24,257	.2430	.2439
New Castle	403.1	408.2	1.3	147.8	3.2	8,169,181	66.1	34,351	55,272	3,986,598	50.5	18,492	26,973	.1906	.1891
Cecil, Md.	65.0	70.0	7.7	24.4	11.4	1,096,406	73.6	28,846	44,935	480,422	58.2	13,871	19,689	.0247	.0258
Salem, N. J.	67.1	70.6	4.6	25.8	6.6	1,552,414	77.7	36,106	60,171	335,835	49.5	9,285	13,017	.0277	.0290
TOTAL METRO COUNTIES	468.1	478.2	1.3	147.8	3.2	8,169,181	66.1	34,351	55,272	3,986,598	50.5	18,492	26,973	.1906	.1891
TOTAL STATE	618.0	636.5	3.5	229.9	5.5	11,466,584	66.3	31,652	49,876	5,906,857	52.2	17,814	25,693	.2753	.2752
DISTRICT OF COLUMBIA															
WASHINGTON	2,403.9	2,615.1	5.5	1,349.9	7.0	85,609,156	69.5	40,037	63,419	35,572,223	55.6	18,118	26,352	1.7965	1.8326
District of Columbia	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
Calvert, Md.	41.0	47.9	16.8	15.7	18.9	639,227	63.6	29,604	40,715	148,636	47.1	7,652	9,467	.0133	.0135
Charles, Md.	84.3	96.7	14.7	30.0	17.2	1,380,763	66.8	32,337	46,025	479,761	61.0	11,640	15,992	.0300	.0311
Frederick, Md.	129.1	144.7	12.1	49.1	14.2	2,202,037	68.9	30,313	44,848	1,115,155	59.8	16,228	22,712	.0523	.0543
Montgomery, Md.	615.0	654.7	6.5	249.4	9.0	17,624,372	71.2	44,997	70,667	8,022,625	57.1	22,323	32,168	.3696	.3810
Prince George's, Md.	671.9	677.7	.9	242.6	3.1	13,691,068	62.5	32,820	56,435	7,122,358	48.9	20,341	29,358	.3306	.3229
Alexandria city, Va.	107.0	111.6	4.3	55.8	6.9	3,480,490	72.2	38,722	62,374	1,511,013	56.0	18,554	27,079	.0705	.0727
Arlington, Va.	152.2	149.4	–1.8	71.8	.1	4,992,477	65.4	42,105	69,533	1,558,223	48.0	14,684	21,702	.0957	.0941
Fairfax, Va.	668.4	746.5	11.7	270.6	14.4	20,866,924	82.9	48,221	77,114	7,292,584	66.3	18,533	26,950	.3790	.4150
Fairfax city, Va.	19.7	20.0	1.5	7.4	4.2	566,192	72.1	46,342	76,512	1,089,846	71.4	89,550	147,276	.0226	.0248
Falls Church city, Va.	9.1	9.3	2.2	4.5	7.1	330,296	75.8	44,739	73,399	434,436	75.6	58,909	96,541	.0102	.0112
Loudoun, Va.	88.4	76.1	14.6	25.3	16.1	1,293,054	66.9	35,540	51,109	505,655	60.2	14,476	18,986	.0279	.0288
Manassas city, Va.	17.1	19.0	11.1	6.2	8.8	355,582	68.6	36,999	57,352	374,485	55.7	42,187	60,451	.0110	.0114
Manassas Park city, Va.	6.7	7.0	4.5	2.0	.0	68,799	29.0	26,656	34,400	18,540	31.3	7,059	9,270	.0020	.0016
Prince William, Va.	170.9	198.3	16.0	56.8	14.1	3,603,969	80.8	40,033	63,450	1,371,260	65.1	16,677	24,142	.0723	.0789
Stafford, Va.	49.0	58.2	18.8	17.1	17.1	921,983	61.6	34,778	53,917	261,500	67.7	10,680	15,292	.0176	.0195
TOTAL METRO COUNTIES	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
TOTAL STATE	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
FLORIDA															
BRADENTON	**173.6**	**200.1**	**15.3**	**84.9**	**16.5**	**3,257,666**	**78.4**	**25,045**	**38,371**	**1,837,384**	**65.8**	**15,203**	**21,642**	**.0755**	**.0821**
Manatee	173.6	200.1	15.3	84.9	16.5	3,257,666	78.4	25,045	38,371	1,837,384	65.8	15,203	21,642	.0755	.0821
DAYTONA BEACH	**305.7**	**354.3**	**15.9**	**152.1**	**19.0**	**6,164,898**	**89.6**	**25,448**	**40,532**	**3,093,878**	**69.5**	**14,283**	**20,341**	**.1309**	**.1475**
Volusia	305.7	354.3	15.9	152.1	19.0	6,164,898	89.6	25,448	40,532	3,093,878	69.5	14,283	20,341	.1309	.1475
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,142.0**	**1,275.1**	**11.7**	**544.8**	**13.9**	**25,522,917**	**75.8**	**30,359**	**46,848**	**13,220,211**	**62.7**	**16,986**	**24,266**	**.5656**	**.6021**
Broward	1,142.0	1,275.1	11.7	544.8	13.9	25,522,917	75.8	30,359	46,848	13,220,211	62.7	16,986	24,266	.5656	.6021
FORT MYERS - CAPE CORAL	**256.3**	**310.6**	**21.2**	**132.3**	**24.2**	**5,533,991**	**91.0**	**27,205**	**41,829**	**2,888,558**	**69.8**	**15,971**	**21,833**	**.1171**	**.1336**
Lee	256.3	310.6	21.2	132.3	24.2	5,533,991	91.0	27,205	41,829	2,888,558	69.8	15,971	21,833	.1171	.1336
FORT PIERCE	**193.2**	**237.6**	**23.0**	**97.1**	**26.3**	**3,407,577**	**80.9**	**24,497**	**35,093**	**1,979,545**	**68.3**	**15,295**	**20,387**	**.0800**	**.0889**
Martin	80.6	98.0	21.6	42.2	25.2	1,587,580	79.3	26,280	37,620	801,891	59.0	14,963	19,002	.0355	.0385
St. Lucie	112.6	139.6	24.0	54.9	27.1	1,819,997	82.3	23,105	33,151	1,177,654	75.3	15,554	21,451	.0445	.0504
FORT WALTON BEACH	**128.8**	**148.4**	**15.2**	**54.7**	**18.7**	**2,355,216**	**83.3**	**27,879**	**43,057**	**1,312,775**	**69.6**	**16,793**	**24,000**	**.0536**	**.0594**
Okaloosa	128.8	148.4	15.2	54.7	18.7	2,355,216	83.3	27,879	43,057	1,312,775	69.6	16,793	24,000	.0536	.0594
GAINESVILLE	**191.1**	**210.4**	**10.1**	**79.9**	**13.7**	**3,249,586**	**79.3**	**25,783**	**40,671**	**1,798,718**	**64.2**	**15,585**	**22,512**	**.0765**	**.0822**
Alachua	168.5	185.7	10.2	71.7	13.6	2,979,531	80.1	26,225	41,556	1,660,714	64.5	16,002	23,162	.0696	.0749
Bradford	22.6	24.7	9.3	8.2	13.9	270,055	71.2	21,910	32,934	138,004	60.6	11,933	16,830	.0069	.0073
JACKSONVILLE	**789.1**	**854.8**	**8.3**	**322.2**	**10.2**	**13,978,831**	**70.8**	**27,997**	**43,386**	**7,087,545**	**55.2**	**15,620**	**21,997**	**.3308**	**.3399**
Clay	84.2	103.1	22.4	31.4	19.8	1,436,392	83.1	29,941	45,745	549,646	58.1	13,266	17,505	.0303	.0335
Duval	600.9	626.5	4.3	243.7	6.8	10,644,614	66.6	27,992	43,679	5,737,280	53.4	16,389	23,542	.2609	.2620
Nassau	39.0	45.6	16.9	16.0	20.3	583,063	72.1	25,468	36,441	267,250	65.7	12,127	16,703	.0137	.0146
St. Johns	65.0	79.6	22.5	31.1	25.9	1,314,762	94.6	27,347	42,275	533,369	67.6	12,887	17,150	.0259	.0298
LAKELAND - WINTER HAVEN	**357.2**	**395.2**	**10.6**	**148.7**	**13.6**	**5,537,606**	**70.0**	**24,889**	**37,240**	**3,048,190**	**59.1**	**14,634**	**20,499**	**.1376**	**.1428**
Polk	357.2	395.2	10.6	148.7	13.6	5,537,606	70.0	24,889	37,240	3,048,190	59.1	14,634	20,499	.1376	.1428
MELBOURNE - TITUSVILLE - PALM BAY	**330.0**	**391.1**	**18.5**	**159.3**	**21.5**	**5,813,615**	**70.5**	**26,014**	**36,495**	**2,861,316**	**52.1**	**14,349**	**17,962**	**.1374**	**.1429**
Brevard	330.0	391.1	18.5	159.3	21.5	5,813,615	70.5	26,014	36,495	2,861,316	52.1	14,349	17,962	.1374	.1429
MIAMI - HIALEAH	**1,755.9**	**1,904.6**	**8.5**	**695.9**	**6.9**	**30,366,674**	**62.7**	**28,663**	**43,637**	**18,172,433**	**51.7**	**18,402**	**26,114**	**.7867**	**.7846**
Dade	1,755.9	1,904.6	8.5	695.9	6.9	30,366,674	62.7	28,663	43,637	18,172,433	51.7	18,402	26,114	.7867	.7846
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,897.9***	***3,179.7***	***9.7***	***1,240.7***	***9.9***	***55,889,591***	***68.4***	***29,581***	***45,047***	***31,392,644***	***56.2***	***17,802***	***25,302***	***1.3523***	***1.3867***
NAPLES	**112.5**	**140.8**	**25.2**	**59.6**	**28.7**	**2,194,246**	**69.6**	**27,949**	**36,816**	**1,543,371**	**70.6**	**19,536**	**25,895**	**.0555**	**.0605**
Collier	112.5	140.8	25.2	59.6	28.7	2,194,246	69.6	27,949	36,816	1,543,371	70.6	19,536	25,895	.0555	.0605
OCALA	**159.7**	**199.1**	**24.7**	**78.7**	**28.0**	**2,521,501**	**90.8**	**21,491**	**32,039**	**1,767,696**	**79.8**	**15,990**	**22,461**	**.0619**	**.0724**
Marion	159.7	199.1	24.7	78.7	28.0	2,521,501	90.8	21,491	32,039	1,767,696	79.8	15,990	22,461	.0619	.0724
ORLANDO	**836.5**	**982.0**	**17.4**	**371.9**	**19.8**	**16,504,372**	**84.7**	**28,785**	**44,379**	**9,655,736**	**70.4**	**18,252**	**25,963**	**.3747**	**.4188**
Orange	536.3	605.3	12.9	233.1	15.9	10,445,156	80.5	28,775	44,810	6,418,292	66.3	19,188	27,535	.2466	.2684
Osceola	71.9	96.2	33.8	37.0	34.5	1,232,682	100.8	22,318	33,316	941,447	89.1	18,102	25,445	.0294	.0365
Seminole	228.3	280.5	22.9	101.8	24.4	4,826,534	90.4	30,983	47,412	2,295,997	75.4	16,000	22,554	.0987	.1139
PANAMA CITY	**109.8**	**122.5**	**11.6**	**46.9**	**14.4**	**1,313,698**	**51.4**	**21,164**	**28,011**	**1,053,530**	**50.6**	**17,066**	**22,463**	**.0423**	**.0411**
Bay	109.8	122.5	11.6	46.9	14.4	1,313,698	51.4	21,164	28,011	1,053,530	50.6	17,066	22,463	.0423	.0411

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It includes 42% of Maryland's buying income and 33% of Virginia's.
Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
FL (cont.)															
PENSACOLA	**320.3**	**353.1**	**10.2**	**130.3**	**13.0**	**5,759,604**	**78.8**	**27,933**	**44,203**	**2,730,742**	**63.0**	**14,534**	**20,957**	**.1280**	**.1372**
Escambia	255.8	278.8	9.0	103.7	11.9	4,581,996	77.3	27,883	44,185	2,359,485	61.9	15,719	22,753	.1053	.1118
Santa Rosa	64.5	74.3	15.2	26.6	17.7	1,177,608	85.2	28,138	44,271	371,257	69.8	9,677	13,957	.0227	.0254
SARASOTA	**241.6**	**281.8**	**16.6**	**130.1**	**19.5**	**5,299,661**	**80.8**	**26,914**	**40,735**	**3,044,611**	**69.1**	**16,538**	**23,402**	**.1188**	**.1309**
Sarasota	241.6	281.8	16.6	130.1	19.5	5,299,661	80.8	26,914	40,735	3,044,611	69.1	16,538	23,402	.1188	.1309
TALLAHASSEE	**207.9**	**227.0**	**9.2**	**85.3**	**12.5**	**3,383,762**	**71.7**	**25,955**	**39,669**	**1,779,485**	**59.7**	**14,702**	**20,861**	**.0815**	**.0850**
Gadsden	42.3	43.0	1.7	13.4	3.9	313,859	35.0	18,022	23,422	125,061	22.6	7,909	9,333	.0105	.0091
Leon	165.6	184.0	11.1	71.9	14.3	3,069,903	76.6	27,631	42,697	1,654,424	63.4	16,096	23,010	.0710	.0759
TAMPA - ST. PETERSBURG - CLEARWATER	**1,837.4**	**2,074.3**	**12.9**	**877.3**	**15.0**	**36,139,036**	**79.8**	**26,334**	**41,193**	**18,014,690**	**64.5**	**14,347**	**20,534**	**.7978**	**.8632**
Hernando	64.8	85.8	32.4	36.3	35.4	1,120,407	102.0	20,695	30,865	419,420	73.6	9,015	11,554	.0219	.0263
Hillsborough	723.2	806.6	11.5	314.0	14.4	13,695,379	79.3	27,832	43,616	7,645,019	64.7	16,914	24,347	.3165	.3413
Pasco	240.3	288.2	19.9	122.5	20.7	4,209,236	87.7	22,098	34,361	1,834,482	73.1	10,443	14,975	.0883	.1002
Pinellas	809.1	893.7	10.5	404.5	12.2	17,114,014	77.2	26,806	42,309	8,115,769	62.1	13,888	20,064	.3711	.3954
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**709.1**	**849.0**	**19.7**	**366.9**	**22.8**	**18,825,352**	**93.4**	**32,580**	**51,309**	**9,064,750**	**77.2**	**17,121**	**24,706**	**.3668**	**.4264**
Palm Beach	709.1	849.0	19.7	366.9	22.8	18,825,352	93.4	32,580	51,309	9,064,750	77.2	17,121	24,706	.3668	.4264
TOTAL METRO COUNTIES	**10,157.7**	**11,511.8**	**13.3**	**4,618.9**	**15.3**	**197,129,809**	**77.0**	**27,804**	**42,679**	**105,955,164**	**62.9**	**16,243**	**22,939**	**4.5190**	**4.8415**
TOTAL STATE	**11,166.0**	**12,670.6**	**13.5**	**5,074.9**	**15.5**	**212,644,758**	**77.0**	**27,344**	**41,901**	**113,185,259**	**62.7**	**15,832**	**22,303**	**4.8774**	**5.2262**
GEORGIA															
ALBANY	**117.8**	**122.9**	**4.3**	**41.5**	**6.4**	**1,665,729**	**62.7**	**26,247**	**40,138**	**948,375**	**48.0**	**16,435**	**22,852**	**.0446**	**.0438**
Dougherty	103.3	105.8	2.4	36.0	4.3	1,400,727	58.1	25,683	38,909	934,359	47.7	18,333	25,954	.0405	.0391
Lee	14.5	17.1	17.9	5.5	22.2	265,002	92.6	30,573	48,182	14,016	65.2	1,885	2,548	.0041	.0047
ATHENS	**138.5**	**149.3**	**7.8**	**54.4**	**8.6**	**2,005,673**	**63.7**	**24,452**	**36,869**	**1,077,429**	**52.1**	**14,142**	**19,806**	**.0520**	**.0517**
Clarke	76.5	80.6	5.4	30.7	7.0	1,196,820	64.0	25,434	38,984	871,859	52.3	19,946	28,399	.0339	.0337
Jackson	27.3	29.2	7.0	9.9	5.3	335,102	57.9	22,572	33,849	139,707	48.4	10,018	14,112	.0086	.0083
Madison	19.9	22.2	11.6	7.7	11.6	204,198	49.6	19,776	26,519	21,670	35.4	2,320	2,814	.0047	.0045
Oconee	14.8	17.3	16.9	6.1	19.6	269,553	84.1	28,716	44,189	44,193	70.6	5,078	7,245	.0048	.0052
ATLANTA	**2,352.8**	**2,663.6**	**11.3**	**987.3**	**13.5**	**69,766,045**	**77.5**	**32,228**	**50,406**	**34,424,741**	**59.9**	**17,557**	**24,739**	**1.0983**	**1.1672**
Barrow	24.1	27.0	12.0	9.8	16.7	316,899	69.8	22,223	32,337	172,274	60.3	12,798	17,579	.0081	.0084
Butts	15.4	16.7	8.4	5.0	11.1	214,849	71.6	27,823	42,970	44,061	41.7	6,912	8,812	.0044	.0044
Cherokee	63.9	77.5	21.3	26.1	23.1	1,049,843	84.0	26,916	40,224	278,969	70.7	7,707	10,688	.0202	.0227
Clayton	168.6	188.2	11.6	66.7	14.4	3,203,751	75.2	31,374	48,032	1,923,187	62.8	20,262	28,833	.0770	.0818
Cobb	357.0	421.4	18.0	161.4	21.0	9,981,791	95.4	38,292	61,845	4,340,933	76.8	18,404	26,895	.1858	.2166
Coweta	42.8	46.6	8.9	16.2	9.5	651,323	66.7	26,406	40,205	246,793	47.1	11,335	15,234	.0151	.0150
De Kalb	509.3	535.1	5.1	203.6	7.6	10,422,913	64.9	33,409	51,193	6,147,167	53.2	21,208	30,192	.2582	.2584
Douglas	67.3	80.6	19.8	26.4	23.4	1,262,852	90.0	31,053	47,835	465,853	76.1	12,363	17,646	.0247	.0283
Fayette	41.2	54.2	31.6	18.4	34.3	1,087,991	106.2	38,522	59,130	202,465	86.3	7,933	11,004	.0162	.0202
Forsyth	33.8	39.9	18.0	14.3	21.2	551,403	75.2	26,518	38,560	144,110	53.0	7,982	10,078	.0111	.0119
Fulton	592.6	593.9	.2	238.5	2.6	11,543,049	63.5	30,360	48,399	7,152,245	48.9	20,655	29,988	.2978	.2916
Gwinnett	233.9	308.2	31.8	108.3	34.9	5,626,243	104.2	34,307	51,951	1,898,755	88.0	12,580	17,532	.0964	.1193
Henry	43.6	51.4	17.9	17.1	20.8	746,596	79.2	28,921	42,908	166,496	59.5	7,251	9,569	.0143	.0153
Newton	38.4	42.5	10.7	14.2	12.7	596,425	74.9	27,069	42,002	205,233	61.4	10,090	14,453	.0127	.0135
Paulding	30.1	34.4	14.3	12.2	17.3	427,180	74.2	23,573	35,015	96,692	51.0	6,156	7,926	.0088	.0092
Rockdale	45.2	54.1	19.7	17.9	22.6	887,376	87.7	32,386	49,574	388,757	74.5	15,263	21,718	.0182	.0206
Spalding	51.1	54.1	5.9	18.4	6.4	715,032	65.0	25,056	38,860	404,440	52.3	15,348	21,980	.0188	.0189
Walton	34.5	37.8	9.6	12.5	11.6	480,529	71.9	24,953	38,442	146,311	59.3	8,200	11,705	.0105	.0111
AUGUSTA	**372.4**	**402.1**	**8.0**	**142.7**	**10.0**	**5,940,894**	**72.5**	**26,560**	**41,632**	**2,606,902**	**53.1**	**13,132**	**18,266**	**.1376**	**.1414**
Columbia	51.2	63.3	23.6	21.9	26.6	1,019,441	94.0	30,370	46,550	182,370	60.7	6,559	8,327	.0171	.0198
McDuffie	19.7	20.9	6.1	7.4	7.2	201,390	45.8	20,012	27,215	139,041	44.2	13,970	18,789	.0066	.0061
Richmond	198.9	198.1	4.9	68.0	6.6	2,791,094	64.3	26,619	41,046	1,561,752	50.0	16,324	22,967	.0729	.0723
Aiken, S. C.	*112.6*	*119.8*	*6.4*	*45.4*	*8.9*	*1,928,969*	*78.1*	*25,974*	*42,489*	*723,739*	*60.1*	*10,838*	*15,941*	*.0410*	*.0432*
COLUMBUS	**241.0**	**242.4**	**.6**	**83.1**	**2.7**	**3,219,088**	**58.0**	**25,182**	**38,738**	**1,633,801**	**45.9**	**13,844**	**19,661**	**.0855**	**.0820**
Chattahoochee	21.6	21.6	.0	3.0	.0	320,482	66.3	64,229	106,827	4,814	47.8	1,086	1,605	.0056	.0056
Muscogee	171.1	171.7	.4	61.9	2.5	2,337,192	55.8	24,834	37,758	1,424,926	45.3	16,232	23,020	.0661	.0628
Russell, Ala.	*48.3*	*49.1*	*1.7*	*18.2*	*4.0*	*561,414*	*62.9*	*19,692*	*30,847*	*204,061*	*49.7*	*7,790*	*11,212*	*.0138*	*.0136*
MACON - WARNER ROBINS	**376.4**	**288.6**	**4.4**	**103.2**	**6.7**	**4,699,461**	**69.3**	**28,704**	**45,537**	**2,260,908**	**53.0**	**15,284**	**21,908**	**.1112**	**.1126**
Bibb	154.1	157.0	1.9	57.5	4.2	2,391,122	62.8	26,606	41,585	1,457,104	49.8	17,627	25,341	.0639	.0627
Houston	82.9	88.4	6.6	30.8	9.2	1,661,760	76.8	33,335	53,953	666,776	59.8	14,798	21,649	.0348	.0366
Jones	19.0	21.5	13.2	7.3	15.9	324,839	78.5	28,886	44,498	21,251	47.5	2,287	2,911	.0055	.0060
Peach	20.4	21.7	6.4	7.6	8.6	321,740	73.9	26,430	42,334	115,777	58.0	10,468	15,234	.0070	.0073
SAVANNAH	**230.0**	**238.6**	**3.7**	**86.8**	**5.9**	**3,751,474**	**66.3**	**27,513**	**43,220**	**1,974,980**	**51.5**	**15,897**	**22,753**	**.0933**	**.0929**
Chatham	208.9	214.7	2.8	78.7	5.1	3,438,351	65.6	27,728	43,689	1,931,914	51.7	17,007	24,548	.0873	.0868
Effingham	21.1	23.9	13.3	8.1	14.1	313,123	74.7	25,243	38,657	43,066	44.8	4,190	5,317	.0060	.0061
TOTAL METRO COUNTIES	**3,717.3**	**4,051.6**	**9.0**	**1,475.2**	**11.2**	**69,957,546**	**73.8**	**30,339**	**47,422**	**34,616,489**	**56.9**	**16,620**	**23,466**	**1.6038**	**1.6696**
TOTAL STATE	**5,889.6**	**6,332.2**	**7.5**	**2,259.6**	**9.4**	**96,816,523**	**69.9**	**27,606**	**42,847**	**46,915,063**	**54.3**	**14,721**	**20,763**	**2.3039**	**2.3540**

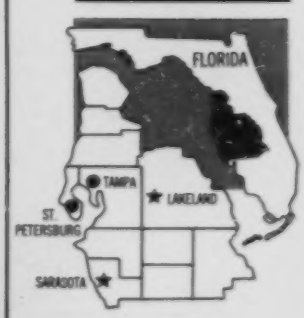
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
HAWAII															
HONOLULU	818.5	882.4	7.8	279.3	10.0	16,176,667	71.4	37,187	57,919	7,587,393	57.9	18,929	27,166	.3630	.3756
Honolulu	818.5	882.4	7.8	279.3	10.0	16,176,667	71.4	37,187	57,919	7,587,393	57.9	18,929	27,166	.3630	.3756
TOTAL METRO COUNTIES	818.5	882.4	7.8	279.3	10.0	16,176,667	71.4	37,187	57,919	7,587,393	57.9	18,929	27,166	.3630	.3756
TOTAL STATE	1,053.9	1,154.6	9.6	366.5	11.5	19,935,025	70.4	35,570	54,393	10,078,599	58.4	19,354	27,500	.4627	.4792
IDAHO															
BOISE	195.3	218.3	11.8	81.2	12.8	3,814,574	80.2	29,407	46,978	1,399,651	46.9	13,230	17,237	.0795	.0835
Ada	195.3	218.3	11.8	81.2	12.8	3,814,574	80.2	29,407	46,978	1,399,651	46.9	13,230	17,237	.0795	.0835
TOTAL METRO COUNTIES	195.3	218.3	11.8	81.2	12.8	3,814,574	80.2	29,407	46,978	1,399,651	46.9	13,230	17,237	.0795	.0835
TOTAL STATE	1,017.1	1,092.4	7.4	371.7	6.7	15,402,100	70.5	25,945	41,437	6,637,880	47.4	12,931	17,858	.3648	.3687
ILLINOIS															
AURORA - ELGIN	339.8	364.1	7.2	129.3	9.6	7,036,396	69.4	35,205	54,419	2,237,918	43.3	13,579	18,884	.1462	.1469
Kane	299.0	319.6	6.9	113.8	9.4	6,313,010	71.4	35,408	55,475	2,214,553	46.0	14,588	19,460	.1316	.1332
Kendall	40.8	44.5	9.1	15.5	10.7	723,384	53.3	33,696	46,670	113,365	33.1	6,084	7,314	.0146	.0137
BLOOMINGTON - NORMAL	124.2	129.2	4.0	48.0	6.7	2,576,105	74.1	32,879	53,669	1,126,511	56.7	15,973	23,469	.0558	.0577
McLean	124.2	129.2	4.0	48.0	6.7	2,576,105	74.1	32,879	53,669	1,126,511	56.7	15,973	23,469	.0558	.0577
CHAMPAIGN - URBANA - RANTOUL	168.9	169.2	.2	62.6	2.6	2,766,173	54.2	29,399	44,188	1,358,945	44.7	15,393	21,708	.0707	.0666
Champaign	168.9	169.2	.2	62.6	2.6	2,766,173	54.2	29,399	44,188	1,358,945	44.7	15,393	21,708	.0707	.0666

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

STYLE, SUBSTANCE & SALES POWER



THE TAMPA/ST. PETERSBURG/SARASOTA/LAKELAND MARKET IS AN ADVERTISER'S DREAM. IT'S A MAJOR BUSINESS, FINANCIAL AND CULTURAL CENTER, VACATION HOTSPOT AND AFFLUENT RETIREMENT COMMUNITY. FULL COVERAGE REQUIRES BUYING THE SARASOTA/LAKELAND MARKET NOT REACHED BY TAMPA/ST. PETE NEWSPAPERS.

THE SARASOTA HERALD-TRIBUNE AND THE LEDGER (LAKELAND) PROVIDE COVERAGE OF THE 3RD AND 4TH LARGEST AND MOST AFFLUENT COUNTIES IN THE MARKET WHICH REPRESENTED $6.1-BILLION IN INCOME AND $3.7-BILLION IN RETAIL SALES IN 1984.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

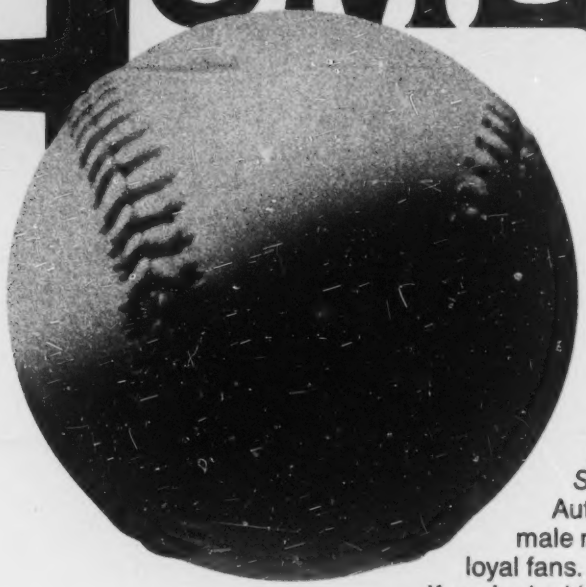
Represented nationally by:
Story & Kelly-Smith, Inc.
New York 212-490-3775
Atlanta 404-257-1351
and,
Publishers Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					$$ EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
IL (cont.)															
CHICAGO	**6,056.9**	**6,033.6**	**–.4**	**2,244.8**	**1.9**	**122,517,863**	**63.3**	**34,051**	**54,579**	**48,978,410**	**47.7**	**15,046**	**21,819**	**2.7313**	**2.6625**
Cook	5,164.0	5,048.4	–2.2	1,887.7	.0	96,906,519	58.0	32,495	51,336	39,241,574	44.5	14,383	20,788	2.2519	2.1356
Du Page	728.4	803.1	10.3	292.9	13.0	21,924,560	88.6	44,821	74,853	8,826,983	64.1	20,747	30,137	.4110	.4553
McHenry	164.5	182.1	10.7	64.2	13.4	3,686,784	77.9	36,608	57,427	909,853	45.9	11,020	14,172	.0684	.0716
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*8,010.1*	*8,062.5*	*.7*	*2,952.8*	*2.8*	*139,364,289*	*63.0*	*34,148*	*54,154*	*63,129,319*	*47.4*	*14,963*	*21,452*	*3.5599*	*3.4714*
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**390.4**	**.5**	**150.2**	**2.9**	**7,618,940**	**63.8**	**31,856**	**50,725**	**2,926,217**	**42.4**	**14,078**	**19,482**	**.1705**	**.1650**
Henry	57.1	55.8	–2.3	20.9	.0	979,410	55.3	30,171	46,862	245,398	31.0	8,962	11,742	.0215	.0197
Rock Island	164.9	162.6	–1.4	63.4	.8	3,321,186	62.1	32,579	52,385	1,381,005	47.0	14,939	21,782	.0753	.0730
Scott, Iowa	*166.3*	*172.0*	*3.4*	*65.9*	*5.9*	*3,318,344*	*68.3*	*31,691*	*50,354*	*1,299,814*	*40.0*	*14,926*	*19,724*	*.0737*	*.0723*
DECATUR	**131.5**	**131.2**	**–.2**	**51.1**	**2.0**	**2,404,481**	**57.9**	**30,359**	**47,054**	**979,647**	**42.4**	**13,732**	**19,171**	**.0566**	**.0534**
Macon	131.5	131.2	–.2	51.1	2.0	2,404,481	57.9	30,389	47,054	979,647	42.4	13,732	19,171	.0566	.0534
JOLIET	**382.8**	**411.4**	**7.5**	**136.2**	**9.0**	**6,848,696**	**61.6**	**33,926**	**50,283**	**2,053,913**	**45.4**	**11,307**	**15,080**	**.1470**	**.1443**
Grundy	32.6	34.8	6.7	12.8	8.5	614,898	63.1	31,955	48,039	176,928	36.3	10,997	13,815	.0130	.0126
Will	350.2	376.6	7.5	123.4	9.1	6,233,598	61.5	34,134	50,515	1,877,085	46.4	11,340	15,211	.1340	.1317
KANKAKEE	**103.9**	**104.4**	**.5**	**37.8**	**2.7**	**1,551,782**	**52.1**	**27,716**	**41,052**	**619,257**	**35.6**	**12,407**	**16,382**	**.0391**	**.0359**
Kankakee	103.9	104.4	.5	37.8	2.7	1,551,782	52.1	27,716	41,052	619,257	35.6	12,407	16,382	.0391	.0359
LAKE COUNTY	**470.5**	**500.7**	**6.4**	**169.0**	**9.3**	**11,748,802**	**74.8**	**43,482**	**69,520**	**4,299,286**	**58.9**	**17,497**	**25,440**	**.2326**	**.2430**
Lake	470.5	500.7	6.4	169.0	9.3	11,748,802	74.8	43,482	69,520	4,299,286	58.9	17,497	25,440	.2326	.2430
PEORIA	**370.5**	**373.2**	**.7**	**141.0**	**3.1**	**7,543,673**	**65.5**	**33,346**	**53,501**	**2,494,434**	**40.3**	**13,009**	**17,691**	**.1607**	**.1561**
Peoria	200.7	199.9	–.4	77.0	2.0	4,375,886	70.8	33,935	56,830	1,542,182	43.8	14,205	20,028	.0914	.0907
Tazewell	134.6	136.4	1.3	51.0	3.7	2,522,513	57.3	32,591	49,461	808,787	34.6	12,215	15,858	.0563	.0528
Woodford	35.2	36.9	4.8	13.0	8.3	645,274	64.3	32,734	49,636	143,470	36.7	8,744	11,036	.0130	.0126
ROCKFORD	**281.5**	**282.2**	**.2**	**106.3**	**2.4**	**4,983,623**	**55.1**	**30,947**	**46,883**	**2,169,810**	**45.1**	**14,410**	**20,412**	**.1205**	**.1139**
Boone	29.7	30.7	3.4	11.0	4.8	412,029	39.7	28,096	37,457	154,934	39.6	10,568	14,085	.0108	.0096
Winnebago	251.8	251.5	–.1	95.3	2.1	4,571,594	56.7	31,268	47,971	2,014,876	45.5	14,842	21,142	.1097	.1043
SPRINGFIELD	**194.4**	**201.4**	**3.6**	**82.7**	**6.2**	**3,483,698**	**55.9**	**28,683**	**42,125**	**1,599,973**	**45.7**	**14,095**	**19,347**	**.0852**	**.0814**
Menard	12.4	13.1	5.6	5.0	8.7	153,616	34.9	24,755	30,723	30,541	24.0	5,354	6,108	.0038	.0034
Sangamon	182.0	188.3	3.5	77.7	6.0	3,330,082	57.0	28,929	42,858	1,569,432	46.2	14,643	20,199	.0814	.0780
TOTAL METRO COUNTIES	**9,434.9**	**9,504.9**	**.7**	**3,509.4**	**3.0**	**185,937,182**	**62.8**	**33,519**	**52,983**	**73,523,738**	**47.2**	**14,656**	**20,951**	**4.1649**	**4.0565**
TOTAL STATE	**11,552.9**	**11,645.6**	**.8**	**4,335.4**	**3.0**	**216,860,901**	**60.9**	**32,018**	**50,021**	**85,895,595**	**45.9**	**13,988**	**19,813**	**4.9469**	**4.7773**
INDIANA															
ANDERSON	**133.8**	**126.7**	**–5.3**	**47.3**	**–3.3**	**2,218,378**	**61.2**	**28,138**	**46,900**	**1,057,256**	**43.6**	**15,052**	**22,352**	**.0550**	**.0522**
Madison	133.8	126.7	–5.3	47.3	–3.3	2,218,378	61.2	28,138	46,900	1,057,256	43.6	15,052	22,352	.0550	.0522
BLOOMINGTON	**101.0**	**103.0**	**2.0**	**37.3**	**4.5**	**1,664,011**	**76.4**	**26,429**	**44,612**	**818,275**	**56.2**	**14,677**	**21,938**	**.0389**	**.0402**
Monroe	101.0	103.0	2.0	37.3	4.5	1,664,011	76.4	26,429	44,612	818,275	56.2	14,677	21,938	.0389	.0402
ELKHART - GOSHEN	**143.3**	**149.3**	**4.2**	**54.2**	**5.9**	**2,497,417**	**72.9**	**28,215**	**46,078**	**1,506,882**	**55.6**	**18,918**	**27,802**	**.0625**	**.0642**
Elkhart	143.3	149.3	4.2	54.2	5.9	2,497,417	72.9	28,215	46,078	1,506,882	55.6	18,918	27,802	.0625	.0642
EVANSVILLE	**284.1**	**292.2**	**2.9**	**111.7**	**4.7**	**5,155,885**	**70.8**	**28,283**	**46,156**	**2,707,739**	**53.3**	**16,550**	**24,241**	**.1233**	**.1249**
Posey	27.6	28.8	4.3	10.0	5.3	422,514	64.8	26,981	42,251	119,691	51.5	8,318	11,969	.0092	.0091
Vanderburgh	166.6	165.6	–.6	66.3	1.5	3,260,706	73.7	28,754	49,181	1,975,702	52.8	19,802	29,799	.0803	.0814
Warrick	47.1	53.0	12.5	18.5	15.6	743,625	65.7	28,046	40,196	213,701	59.4	8,380	11,551	.0157	.0162
Henderson, Ky.	*42.8*	*44.8*	*4.7*	*16.9*	*6.3*	*729,040*	*67.5*	*27,366*	*43,138*	*398,645*	*53.5*	*16,339*	*23,588*	*.0181*	*.0182*
FORT WAYNE	**356.1**	**356.5**	**.1**	**130.2**	**2.0**	**5,934,793**	**61.6**	**28,775**	**45,582**	**2,976,031**	**47.7**	**15,786**	**22,857**	**.1476**	**.1432**
Allen	295.3	294.9	–.1	108.5	1.8	5,107,115	62.9	29,402	47,070	2,621,557	48.1	16,607	24,162	.1265	.1233
De Kalb	33.9	34.1	.6	11.9	1.7	467,822	53.8	25,999	39,313	183,237	43.9	10,886	15,398	.0116	.0110
Whitley	26.9	27.5	2.2	9.8	5.4	359,856	54.3	25,078	36,720	171,237	46.7	12,548	17,473	.0095	.0089
GARY - HAMMOND	**637.6**	**631.0**	**–1.0**	**217.7**	**.5**	**8,672,953**	**41.4**	**28,322**	**39,839**	**4,631,738**	**35.8**	**15,746**	**21,276**	**.2514**	**.2225**
Lake	506.6	488.5	–3.6	167.4	–2.0	6,381,579	35.0	27,333	37,672	3,853,966	32.6	16,811	22,751	.2015	.1724
Porter	131.0	142.5	8.8	48.3	10.5	2,291,374	62.7	32,233	47,440	777,772	54.3	11,535	16,103	.0499	.0501
INDIANAPOLIS	**1,198.7**	**1,232.7**	**2.8**	**459.5**	**4.8**	**22,500,788**	**71.3**	**29,963**	**48,968**	**11,660,106**	**54.1**	**17,262**	**25,376**	**.5303**	**.5396**
Boone	38.6	40.9	6.0	14.6	7.4	611,387	56.9	28,644	41,876	272,463	49.4	13,411	18,662	.0149	.0147
Hamilton	94.3	107.3	13.8	36.8	15.7	1,964,330	75.5	35,202	53,379	623,462	63.9	11,962	16,942	.0384	.0411
Hancock	46.8	49.8	6.4	17.1	8.9	758,458	63.3	29,585	44,354	318,696	53.4	13,232	18,637	.0177	.0177
Hendricks	76.0	81.5	7.2	26.8	8.1	1,178,275	56.7	30,328	43,965	363,298	49.8	9,781	13,556	.0266	.0258
Johnson	83.2	89.3	7.3	31.0	10.3	1,510,263	75.0	30,704	48,718	743,336	59.8	16,555	23,979	.0344	.0361
Marion	765.1	766.4	.2	299.3	2.5	15,136,908	74.3	29,753	50,574	8,778,564	53.8	19,553	29,330	.3647	.3722
Morgan	54.5	57.1	4.8	19.5	6.0	804,574	59.5	27,419	41,260	342,132	49.5	12,434	17,545	.0196	.0192
Shelby	40.2	40.4	.5	14.4	2.1	536,593	49.9	25,389	37,263	218,155	42.4	10,867	15,150	.0140	.0128
KOKOMO	**103.3**	**102.7**	**–.6**	**38.5**	**1.3**	**1,945,019**	**68.9**	**30,303**	**50,520**	**987,436**	**51.0**	**17,207**	**25,648**	**.0460**	**.0459**
Howard	86.6	86.1	–.6	32.3	1.6	1,699,781	72.5	30,982	52,625	893,640	52.3	18,451	27,667	.0399	.0404
Tipton	16.7	16.6	–.6	6.2	.0	245,238	47.5	26,819	39,555	93,796	39.7	10,826	15,128	.0061	.0055

HOMERUN



That's the kind of power the *Sun-Times*' can supply when it comes to reaching Chicago's male market. Our award-winning sports-writing team gives sports fans the coverage they want —exciting, thorough, insightful, colorful. The kind of sports reporting that's made the *Sun-Times* "Chicago's Sports Authority"—and earned a daily male readership of nearly one million loyal fans.

If you're looking to score with a proven male audience of spenders—the buyers of cars, auto supplies, office equipment, financial services, tobacco and more—bring the *Sun-Times* up to bat for you.

Male Readership Coverage	
Chief wage earners	853,600
Household income $35,000+	358,000
Males 18-49	781,000
Professional/managerial	295,600

Sources: SMRB Chicago, 1983 (ADI)

Chicago: 401 N. Wabash, Chicago 60611—Tel. (312) 321-2309
New York: 1370 Avenue of the Americas, Suite 701, New York 10019—Tel. (212) 664-1119
Detroit: 155 West Congress St., Room 604, Detroit 48226—Tel. (313) 965-6976
Atlanta: Lenox Towers—Suite 939, 3400 Peachtree Rd., N.E., Atlanta 30326—Tel. (404) 237-9559
Los Angeles: Sawyer-Ferguson-Walker, 5757 Wilshire Blvd., Los Angeles 90039—Tel. (213) 936-1069
San Francisco: Sawyer-Ferguson-Walker, 220 Bush St., San Francisco 91404—Tel. (415) 421-5707
Miami Beach: 17070 Collins Ave., Suite 247, Miami Beach 33160—Tel. (305) 944-4639

CHICAGO
Sun-Times
Sports

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	POPULATION % Change 1984–1989	POPULATION 12/31/89 Total House-holds (Thous.)	POPULATION % Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1984–1989	EFFECTIVE BUYING INCOME Average Household EBI 1984	EFFECTIVE BUYING INCOME Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	RETAIL SALES % Change 1984–1989	RETAIL SALES Retail Sales Per Household 1984	RETAIL SALES Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
IN (cont.)															
LAFAYETTE - WEST LAFAYETTE	**122.5**	**123.8**	**1.1**	**43.7**	**3.3**	**2,105,738**	**71.0**	**29,111**	**48,186**	**1,083,624**	**52.9**	**16,758**	**24,797**	**.0506**	**.0512**
Tippecanoe	122.5	123.8	1.1	43.7	3.3	2,105,738	71.0	29,111	48,186	1,083,624	52.9	16,758	24,797	.0506	.0512
MUNCIE	**124.6**	**120.1**	**-3.6**	**43.1**	**-2.0**	**2,006,043**	**65.1**	**27,615**	**46,544**	**1,121,828**	**46.3**	**17,428**	**26,028**	**.0519**	**.0502**
Delaware	124.6	120.1	-3.6	43.1	-2.0	2,006,043	65.1	27,615	46,544	1,121,828	46.3	17,428	26,028	.0519	.0502
SOUTH BEND - MISHAWAKA	**237.7**	**233.4**	**-1.8**	**87.7**	**.6**	**3,965,608**	**62.5**	**27,982**	**45,218**	**2,132,512**	**47.0**	**16,634**	**24,316**	**.1008**	**.0976**
St. Joseph	237.7	233.4	-1.8	87.7	.6	3,965,608	62.5	27,982	45,218	2,132,512	47.0	16,634	24,316	.1008	.0976
TERRE HAUTE	**134.3**	**131.3**	**-2.2**	**48.5**	**-1.2**	**2,082,812**	**64.0**	**25,866**	**42,945**	**1,452,626**	**46.1**	**20,246**	**29,951**	**.0588**	**.0570**
Clr /	25.0	25.1	.4	9.3	.0	382,867	68.8	24,382	41,168	165,919	49.5	11,935	17,841	.0090	.0090
Vigo	109.3	106.2	-2.8	39.2	-1.5	1,699,945	62.9	26,213	43,366	1,286,707	45.7	22,189	32,824	.0498	.0480
TOTAL METRO COUNTIES	**3,756.0**	**3,789.9**	**.9**	**1,385.0**	**2.8**	**63,365,997**	**64.2**	**28,643**	**45,752**	**33,332,691**	**49.2**	**16,585**	**24,067**	**1.5807**	**1.5526**
TOTAL STATE	**5,556.9**	**5,613.0**	**1.0**	**2,041.1**	**2.7**	**89,028,002**	**63.1**	**27,478**	**43,618**	**44,684,639**	**48.5**	**15,148**	**21,892**	**2.2222**	**2.1714**
IOWA															
CEDAR RAPIDS	**171.4**	**172.1**	**.4**	**68.2**	**3.0**	**3,452,348**	**67.3**	**31,164**	**50,621**	**1,403,392**	**47.1**	**14,408**	**20,578**	**.0765**	**.0756**
Linn	171.4	172.1	.4	68.2	3.0	3,452,348	67.3	31,164	50,621	1,403,392	47.1	14,408	20,578	.0765	.0756
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**390.4**	**.5**	**150.2**	**2.9**	**7,618,940**	**63.8**	**31,856**	**50,725**	**2,926,217**	**42.4**	**14,078**	**19,482**	**.1705**	**.1650**
Scott	166.3	172.0	3.4	65.9	5.9	3,318,344	68.3	31,691	50,354	1,299,814	40.0	14,926	19,724	.0737	.0723
Henry, Ill.	*57.1*	*55.8*	*-2.3*	*20.9*	*.0*	*979,410*	*55.3*	*30,171*	*46,862*	*245,398*	*31.0*	*8,962*	*11,742*	*.0215*	*.0197*
Rock Island, Ill.	*164.9*	*162.6*	*-1.4*	*63.4*	*.8*	*3,321,186*	*62.1*	*32,579*	*52,385*	*1,381,005*	*47.0*	*14,939*	*21,782*	*.0753*	*.0730*
DES MOINES	**380.5**	**393.8**	**3.5**	**159.3**	**5.9**	**8,190,586**	**75.5**	**31,027**	**51,416**	**3,594,816**	**53.5**	**15,574**	**22,566**	**.1768**	**.1821**
Dallas	30.8	32.2	4.5	12.7	7.6	466,207	51.7	26,050	36,709	156,595	35.6	9,783	12,330	.0113	.0105
Polk	312.1	321.2	2.9	132.2	5.3	7,048,107	77.5	31,636	53,314	3,308,857	54.9	17,019	25,029	.1527	.1585
Warren	37.6	40.4	7.4	14.4	9.9	676,272	74.0	29,669	46,963	129,364	42.1	6,950	8,984	.0128	.0131
DUBUQUE	**93.7**	**93.0**	**-.7**	**32.4**	**1.6**	**1,364,949**	**50.2**	**28,483**	**42,128**	**645,029**	**34.0**	**15,092**	**19,908**	**.0366**	**.0333**
Dubuque	93.7	93.0	-.7	32.4	1.6	1,364,949	50.2	28,483	42,128	645,029	34.0	15,092	19,908	.0366	.0333
IOWA CITY	**85.7**	**88.8**	**3.6**	**35.4**	**6.3**	**1,851,468**	**80.7**	**30,764**	**52,301**	**604,040**	**47.4**	**12,306**	**17,063**	**.0366**	**.0381**
Johnson	85.7	88.8	3.6	35.4	6.3	1,851,468	80.7	30,764	52,301	604,040	47.4	12,306	17,063	.0366	.0381
SIOUX CITY	**118.0**	**118.1**	**.1**	**45.6**	**2.2**	**1,882,836**	**59.5**	**26,462**	**41,290**	**968,784**	**44.2**	**15,058**	**21,245**	**.0484**	**.0461**
Woodbury	100.1	98.8	-1.3	38.7	1.3	1,621,240	60.6	26,431	41,893	883,454	44.5	16,010	22,828	.0422	.0403
Dakota, Neb.	*17.9*	*19.3*	*7.8*	*6.9*	*7.8*	*261,596*	*53.4*	*26,642*	*37,912*	*85,330*	*42.1*	*9,380*	*12,367*	*.0062*	*.0058*
WATERLOO - CEDAR FALLS	**163.5**	**163.2**	**-.2**	**61.3**	**2.3**	**3,055,604**	**66.2**	**30,698**	**49,847**	**1,098,008**	**37.2**	**13,359**	**17,912**	**.0679**	**.0654**
Black Hawk	138.1	137.4	-.5	51.8	2.0	2,617,654	65.9	31,055	50,534	982,209	36.7	14,140	18,962	.0588	.0566
Bremer	25.4	25.8	1.6	9.5	4.4	437,950	67.7	28,705	46,100	115,799	41.4	9,000	12,189	.0091	.0088
TOTAL METRO COUNTIES	**1,248.1**	**1,268.8**	**1.7**	**494.9**	**4.2**	**24,447,791**	**69.7**	**30,329**	**49,399**	**10,342,612**	**46.5**	**14,863**	**20,898**	**.5476**	**.5452**
TOTAL STATE	**2,941.3**	**2,956.7**	**.5**	**1,148.7**	**2.7**	**49,013,143**	**61.6**	**27,108**	**42,668**	**20,978,822**	**43.3**	**13,085**	**18,263**	**1.1740**	**1.1296**
KANSAS															
KANSAS CITY	**1,473.1**	**1,512.1**	**2.6**	**573.5**	**3.9**	**30,068,477**	**64.7**	**33,068**	**52,430**	**14,544,822**	**50.5**	**17,512**	**25,362**	**.7014**	**.6946**
Johnson	298.5	329.3	10.3	126.3	13.0	8,860,337	78.6	44,368	70,153	3,672,134	63.3	20,108	29,075	.1733	.1859
Leavenworth	58.1	60.9	4.8	19.8	8.2	988,806	63.4	33,063	49,940	296,126	53.0	10,580	14,956	.0211	.0211
Miami	22.7	23.8	4.8	8.7	6.1	370,359	54.0	29,327	42,570	120,924	47.1	10,023	13,899	.0085	.0081
Wyandotte	169.1	164.8	-2.5	62.3	-1.3	2,873,710	58.5	28,728	46,127	1,075,832	43.9	11,851	17,269	.0667	.0632
Cass, Mo.	*55.1*	*59.6*	*8.2*	*20.3*	*8.0*	*826,444*	*53.7*	*28,606*	*40,712*	*315,228*	*48.3*	*11,303*	*15,528*	*.0200*	*.0193*
Clay, Mo.	*140.8*	*144.3*	*2.5*	*54.8*	*4.8*	*2,661,990*	*57.6*	*32,286*	*48,576*	*1,632,077*	*47.8*	*21,108*	*29,782*	*.0702*	*.0677*
Jackson, Mo.	*623.5*	*616.2*	*-1.2*	*241.2*	*-.3*	*12,079,498*	*63.3*	*30,572*	*50,081*	*6,968,281*	*46.7*	*19,628*	*28,890*	*.3058*	*.2969*
Lafayette, Mo.	*30.9*	*31.8*	*2.9*	*11.6*	*3.6*	*417,409*	*48.9*	*25,037*	*35,984*	*152,669*	*43.0*	*9,535*	*13,151*	*.0104*	*.0096*
Platte, Mo.	*51.8*	*57.5*	*11.0*	*20.3*	*10.3*	*747,217*	*37.6*	*29,522*	*36,809*	*223,355*	*42.7*	*8,507*	*11,003*	*.0184*	*.0167*
Ray, Mo.	*22.6*	*23.9*	*5.8*	*8.2*	*3.8*	*242,707*	*30.3*	*22,578*	*29,598*	*88,196*	*34.7*	*8,291*	*10,756*	*.0070*	*.0061*
LAWRENCE	**71.4**	**74.7**	**4.6**	**26.8**	**5.9**	**1,334,087**	**71.7**	**30,711**	**49,779**	**534,191**	**55.1**	**13,615**	**19,933**	**.0291**	**.0296**
Douglas	71.4	74.7	4.6	26.8	5.9	1,334,087	71.7	30,711	49,779	534,191	55.1	13,615	19,933	.0291	.0296
TOPEKA	**159.1**	**162.9**	**2.4**	**65.2**	**4.8**	**3,659,578**	**70.9**	**34,423**	**56,128**	**1,499,252**	**53.9**	**15,659**	**22,995**	**.0774**	**.0787**
Shawnee	159.1	162.9	2.4	65.2	4.8	3,659,578	70.9	34,423	56,128	1,499,252	53.9	15,659	22,995	.0774	.0787
WICHITA	**428.2**	**444.4**	**3.8**	**173.5**	**5.9**	**10,337,761**	**73.8**	**36,319**	**59,584**	**4,878,973**	**56.2**	**15,941**	**23,510**	**.2117**	**.2188**
Butler	47.7	50.8	6.5	18.4	6.4	737,980	46.0	29,218	40,108	264,440	43.7	10,639	14,372	.0181	.0168
Sedgwick	380.5	393.6	3.4	155.1	5.9	9,599,781	76.3	37,158	61,894	3,814,533	57.2	16,567	24,594	.1936	.2020
TOTAL METRO COUNTIES	**1,207.1**	**1,260.8**	**4.4**	**482.6**	**6.6**	**28,424,638**	**72.4**	**36,417**	**58,899**	**11,277,432**	**56.6**	**15,907**	**23,368**	**.5878**	**.6054**
TOTAL STATE	**2,448.0**	**2,535.0**	**3.6**	**969.7**	**5.2**	**47,234,288**	**64.0**	**31,257**	**48,710**	**20,133,995**	**51.4**	**14,422**	**20,763**	**1.8722**	**1.8622**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**155.5**	**161.6**	**3.9**	**53.6**	**6.8**	**2,277,090**	**74.1**	**26,050**	**42,483**	**1,099,752**	**56.8**	**13,971**	**20,518**	**.0546**	**.0565**
Christian	67.9	69.2	1.9	21.5	4.4	989,925	75.5	27,376	46,043	436,000	55.7	13,593	20,279	.0232	.0239
Montgomery, Tenn.	*87.6*	*92.4*	*5.5*	*32.1*	*8.4*	*1,287,165*	*73.1*	*25,127*	*40,099*	*663,752*	*57.5*	*14,235*	*20,678*	*.0314*	*.0326*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
KY (cont.)														
HUNTINGTON - ASHLAND	341.0	344.6	1.1	128.5	3.2	4,613,349	58.9	23,317	35,902	2,288,297	43.0	12,853	17,806	.1218	.1164
Boyd	55.4	55.0	–.7	21.0	2.4	742,602	45.3	24,926	35,362	468,921	40.5	16,278	22,330	.0222	.0203
Carter	26.3	27.4	4.2	9.2	5.7	297,145	69.4	20,163	32,298	121,090	43.0	9,730	13,162	.0075	.0074
Greenup	40.4	41.5	2.7	14.1	4.4	413,140	33.0	23,003	29,301	101,575	27.9	5,884	7,204	.0112	.0097
Lawrence, Ohio	*65.1*	*66.6*	*2.3*	*24.5*	*4.3*	*975,653*	*71.0*	*24,281*	*39,823*	*228,787*	*37.5*	*7,082*	*9,338*	*.0203*	*.0202*
Cabell, W. Va.	*105.9*	*104.3*	*–1.5*	*41.9*	*1.0*	*1,506,719*	*57.8*	*23,014*	*35,960*	*1,183,458*	*45.1*	*19,650*	*28,245*	*.0464*	*.0440*
Wayne, W. Va.	*47.9*	*49.8*	*4.0*	*17.8*	*6.0*	*678,090*	*78.3*	*22,640*	*38,095*	*184,466*	*53.0*	*7,175*	*10,363*	*.0142*	*.0148*
LEXINGTON-FAYETTE	228.5	240.4	5.6	129.5	5.9	6,257,169	77.1	28,883	48,318	3,164,120	56.8	16,503	24,433	.1426	.1484
Bourbon	19.1	18.7	–2.1	7.0	.0	213,639	42.2	21,459	30,520	91,360	37.3	9,503	13,051	.0060	.0054
Clark	29.6	30.9	4.4	11.4	6.5	548,851	80.7	28,383	48,145	218,276	56.9	13,004	19,147	.0116	.0121
Fayette	208.9	214.1	2.5	84.7	5.0	4,228,424	76.7	29,658	49,922	2,472,031	56.6	19,555	29,186	.1004	.1043
Jessamine	29.4	33.1	12.6	11.2	15.5	545,531	96.4	28,634	48,708	177,441	73.3	10,558	15,843	.0101	.0117
Scott	22.9	24.2	5.7	8.3	6.4	345,332	70.5	25,970	41,606	89,183	47.4	7,758	10,745	.0073	.0073
Woodford	18.6	19.4	4.3	6.9	7.8	375,392	83.4	31,983	54,405	115,829	61.8	11,187	16,787	.0072	.0076
LOUISVILLE	968.5	977.2	.9	362.8	2.7	17,228,932	70.1	28,837	47,764	8,021,030	50.7	15,074	22,109	.4022	.4032
Bullitt	48.7	54.3	11.5	16.8	13.5	731,348	79.7	27,503	43,533	151,299	64.2	6,225	9,006	.0141	.0152
Jefferson	677.5	666.5	–1.6	256.8	.6	12,777,140	69.4	29,553	49,755	6,241,466	50.2	16,283	24,305	.2994	.2978
Oldham	32.7	37.9	15.9	11.3	17.7	698,784	98.6	36,645	61,839	122,165	57.8	8,066	10,811	.0114	.0131
Shelby	24.8	26.3	6.0	9.0	5.9	371,993	65.4	26,455	41,333	121,425	40.3	10,183	13,492	.0084	.0084
Clark, Ind.	*92.0*	*95.2*	*3.5*	*34.8*	*6.1*	*1,317,165*	*61.7*	*24,833*	*37,850*	*870,878*	*50.6*	*17,624*	*25,025*	*.0370*	*.0363*
Floyd, Ind.	*63.1*	*65.0*	*3.0*	*23.4*	*4.5*	*997,852*	*67.2*	*26,638*	*42,643*	*381,257*	*52.0*	*11,199*	*16,293*	*.0227*	*.0227*
Harrison, Ind.	*29.7*	*32.0*	*7.7*	*10.7*	*8.1*	*434,650*	*75.0*	*25,092*	*40,621*	*132,530*	*58.1*	*8,465*	*12,386*	*.0092*	*.0097*
OWENSBORO	87.7	89.3	1.8	33.5	4.7	1,345,085	61.4	26,036	40,152	816,631	49.5	17,069	24,377	.0361	.0352
Daviess	87.7	89.3	1.8	33.5	4.7	1,345,085	61.4	26,036	40,152	816,631	49.5	17,069	24,377	.0361	.0352
TOTAL METRO COUNTIES	1,703.2	1,729.5	1.5	639.1	3.6	30,067,256	70.3	28,631	47,046	14,375,605	52.7	15,258	22,494	.7032	.7089
TOTAL STATE	3,769.7	3,881.6	3.0	1,401.9	4.9	57,342,929	69.6	25,294	40,904	26,241,046	51.5	12,957	18,718	1.3732	1.3811

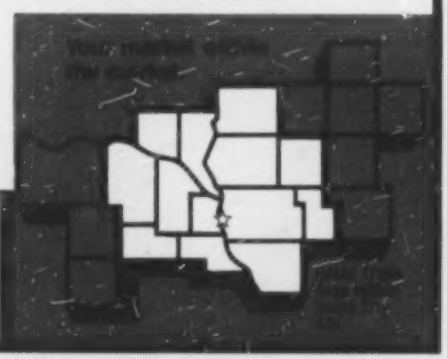
KMEG-TV takes you right to fast-food customers within buying distance.

Consumers in the Sioux City ADI spent more than $190 million eating out.* And 61% of those dollars were spent in the 13-county Retail Trade Area. If that's where your franchises are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

KMEG-TV is tailor-made to deliver Sioux City's rich "market within the market" effectively with top-rated CBS programming. It gets your message to your market most efficiently because you don't have to pay for reaching distant viewers who aren't your customers.

Advertising on KMEG-TV really hits the spot. For more information, call your Harrington, Righter & Parsons representative today.

*S&MM © 1984 Retail Sales Estimates.



A Telzer Station

KMEG-TV
A CBS Affiliate
A MEGAWATT OF SALES POWER FOR SIOUX CITY
Harrington, Righter & Parsons National Representatives.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
LOUISIANA															
ALEXANDRIA	143.0	151.5	5.9	53.7	8.7	2,173,380	73.0	25,428	40,473	1,019,500	47.1	14,027	18,985	.0524	.0531
Rapides	143.0	151.5	5.9	53.7	8.7	2,173,380	73.0	25,428	40,473	1,019,500	47.1	14,027	18,985	.0524	.0531
BATON ROUGE	549.7	608.8	10.8	214.6	13.7	10,265,191	80.5	30,117	47,834	4,887,250	60.5	16,129	22,774	.2268	.2432
Ascension	58.6	67.9	15.9	22.2	18.7	971,713	82.9	28,408	43,771	348,556	51.2	12,330	15,701	.0206	.0221
East Baton Rouge	400.5	436.5	9.0	157.9	11.9	7,650,323	77.5	30,550	48,450	4,179,948	61.4	18,349	26,472	.1771	.1881
Livingston	69.8	81.9	17.3	27.3	20.8	1,287,780	97.4	28,870	47,171	268,440	58.9	7,473	9,833	.0224	.0257
West Baton Rouge	20.8	22.5	8.2	7.2	12.5	355,375	85.4	29,953	49,358	90,306	59.5	8,847	12,543	.0067	.0073
HOUMA - THIBODAUX	191.7	207.2	8.1	69.2	10.9	3,150,916	71.6	29,433	45,533	1,502,043	42.2	16,932	21,706	.0762	.0765
Lafourche	88.4	94.9	7.4	31.5	10.1	1,381,392	68.6	28,641	43,854	535,869	39.8	13,406	17,012	.0322	.0320
Terrebonne	103.3	112.3	8.7	37.7	11.5	1,769,524	73.9	30,103	46,937	966,174	43.5	19,916	25,628	.0440	.0445
LAFAYETTE	215.3	243.1	12.9	86.5	16.0	4,190,837	83.6	30,600	48,449	2,411,044	56.4	20,670	27,873	.0980	.1052
Lafayette	169.8	191.8	13.0	70.1	16.1	3,538,539	83.5	31,931	50,478	2,233,794	56.9	23,572	31,866	.0846	.0908
St. Martin	45.5	51.3	12.7	16.4	15.5	652,298	84.2	24,934	39,774	177,250	49.9	8,326	10,808	.0134	.0144
LAKE CHARLES	176.7	186.2	5.4	66.5	8.1	2,886,314	63.7	28,675	43,403	1,403,288	42.3	16,034	21,102	.0719	.0701
Calcasieu	176.7	186.2	5.4	66.5	8.1	2,886,314	63.7	28,675	43,403	1,403,288	42.3	16,034	21,102	.0719	.0701
MONROE	145.2	150.6	3.7	53.9	6.1	2,025,173	61.3	24,721	37,573	1,091,610	43.7	14,958	20,253	.0540	.0523
Ouachita	145.2	150.6	3.7	53.9	6.1	2,025,173	61.3	24,721	37,573	1,091,610	43.7	14,958	20,253	.0540	.0523
NEW ORLEANS	1,337.9	1,425.2	6.5	530.0	8.7	23,415,024	71.4	28,017	44,179	11,632,883	53.9	15,509	21,949	.5526	.5652
Jefferson	486.2	520.0	7.0	192.8	9.5	9,198,702	69.4	30,835	47,711	5,380,746	56.0	19,589	27,908	.2261	.2312
Orleans	563.3	568.0	.8	222.3	3.3	8,578,506	63.7	24,344	38,590	4,503,877	49.5	13,994	20,260	.2188	.2144
St. Bernard	69.1	74.5	7.8	25.8	10.7	1,089,565	67.4	27,939	42,231	459,350	56.6	12,590	17,804	.0253	.0257
St. Charles	41.9	47.2	12.6	15.7	14.6	719,122	71.8	30,557	45,804	130,476	43.7	6,626	8,311	.0137	.0141
St. John the Baptist	39.3	47.8	21.6	14.9	24.2	801,014	103.4	32,811	53,759	227,239	65.4	11,447	15,251	.0142	.0168
St. Tammany	138.1	167.7	21.4	58.5	24.2	3,028,115	98.8	32,347	51,763	931,195	61.5	12,240	15,918	.0545	.0630
SHREVEPORT	357.2	382.2	7.0	143.3	9.6	6,499,248	74.5	28,470	45,354	3,036,306	50.7	15,406	21,188	.1489	.1529
Bossier	88.8	97.0	9.2	34.5	12.0	1,321,629	64.2	26,125	38,308	653,108	52.0	13,953	18,931	.0330	.0333
Caddo	268.4	285.2	6.3	108.8	8.8	5,177,619	77.4	29,192	47,588	2,383,198	50.3	15,853	21,904	.1159	.1196
TOTAL METRO COUNTIES	3,116.7	3,354.8	7.6	1,217.7	10.1	54,606,083	73.6	28,453	44,844	26,983,924	52.8	15,969	22,160	1.2908	1.3185
TOTAL STATE	4,500.7	4,807.7	6.8	1,714.0	9.3	72,787,328	72.1	26,968	42,456	34,584,264	50.9	14,618	20,173	1.7285	1.7631

ARK-LA-TEX

NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,018,000** people in **361,900** households with effective buying income of **$9.4** billion and producing retail sales of **$4.8** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

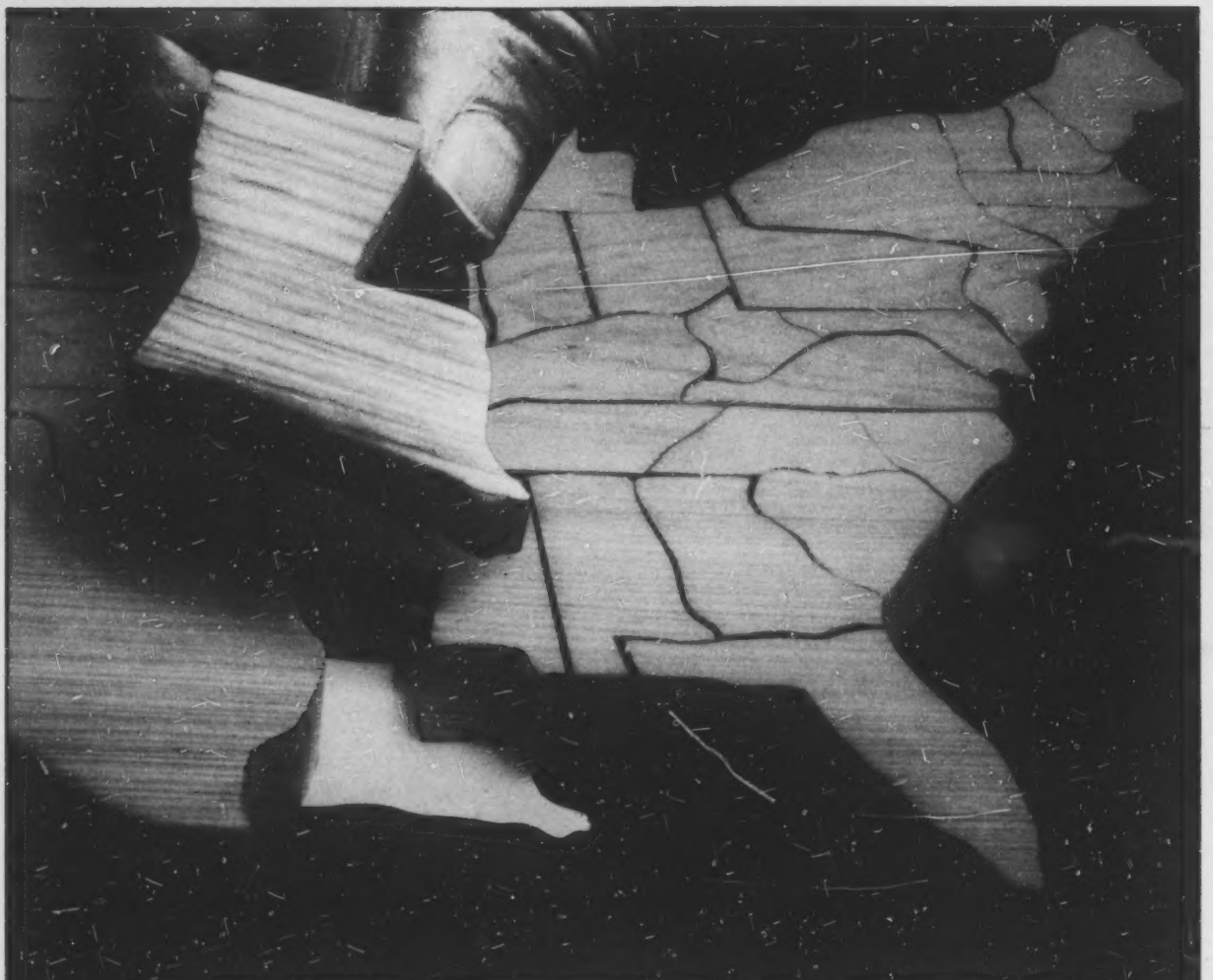
CIRCULATION:

M & E 105,296 **MORNING 79,274**
SUNDAY 109,856 **EVENING 26,022**

ABC PUB. STATEMENT DEC. 30, 1984

Represented by Gannett Media Sales

S&MM Survey of Buying Power, July 1985



DON'T LEAVE A HOLE IN YOUR MEDIA PLAN

If your media plan doesn't include the New Orleans market, you're missing a vital piece of the action. By paid circulation, The Times-Picayune/ The States-Item is ranked 28th in the country.

For more information on the New Orleans market, let our national advertising manager speak his piece. Call Lester Key at (504) 826-3075.

BUY SMART. BUY THE TIMES-PICAYUNE/THE STATES-ITEM.

The Times-Picayune
The States-Item
Final
Put education first, lawmakers told
GE admits fraud on missile pact

Source: *American Newspaper Market's Circulation'84/'85*
Newspapers ranked individually by morning, evening and all day.

The Times-Picayune
The States-Item

Represented Nationally By Newhouse Newspapers

New York, NY (212) 697-8020
Birmingham, MI (313) 540-5606
Atlanta, GA (404) 955-2335
Chicago, IL (312) 641-6242
San Francisco, CA (415) 362-3367
Beverly Hills, CA (213) 205-7647

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MAINE															
BANGOR	138.5	140.1	1.2	49.1	3.4	2,051,641	64.6	26,240	41,785	1,230,277	50.0	17,268	25,057	.0547	.0540
Penobscot	138.5	140.1	1.2	49.1	3.4	2,051,641	64.6	26,240	41,785	1,230,277	50.0	17,268	25,057	.0547	.0540
LEWISTON - AUBURN	100.5	101.1	.6	37.6	2.7	1,476,887	62.8	24,791	39,279	803,127	48.7	14,757	21,360	.0386	.0376
Androscoggin	100.5	101.1	.6	37.6	2.7	1,476,887	62.8	24,791	39,279	803,127	48.7	14,757	21,360	.0386	.0376
PORTLAND	223.9	232.2	3.7	89.7	6.3	4,152,062	70.6	28,834	46,288	2,965,398	54.8	22,690	33,059	.1103	.1123
Cumberland	223.9	232.2	3.7	89.7	6.3	4,152,062	70.6	28,834	46,288	2,965,398	54.8	22,690	33,059	.1103	.1123
TOTAL METRO COUNTIES	462.9	473.4	2.3	176.4	4.7	7,680,590	67.4	27,224	43,541	4,998,802	52.6	19,439	28,338	.2036	.2039
TOTAL STATE	1,165.8	1,207.0	3.5	447.7	6.0	18,214,788	67.9	25,683	40,685	9,966,377	53.1	15,413	22,261	.4590	.4616
MARYLAND															
BALTIMORE	2,265.4	2,330.9	2.9	857.0	5.1	38,568,852	59.6	29,642	45,004	19,127,858	48.6	15,786	22,320	.9571	.9293
Anne Arundel	406.2	438.6	8.0	150.8	11.0	7,566,600	65.1	33,727	50,176	3,628,395	55.7	17,146	24,061	.1770	.1788
Baltimore	667.6	679.1	1.7	264.0	4.1	12,810,978	55.1	32,375	48,526	7,448,003	46.2	20,092	28,212	.3342	.3179
Baltimore city	753.4	718.2	–4.7	270.9	–2.6	9,390,291	48.7	22,713	34,663	4,721,210	38.5	12,266	17,428	.2647	.2393
Carroll	110.0	124.8	13.5	41.9	16.4	1,863,560	69.0	30,634	44,476	753,259	61.4	12,962	17,978	.0414	.0432
Harford	157.7	170.7	8.2	57.6	10.6	2,916,719	71.3	32,683	50,637	1,269,629	58.3	15,399	22,042	.0650	.0671
Howard	141.5	166.9	18.0	60.3	20.8	3,640,957	85.7	39,294	60,381	1,155,161	72.3	13,438	19,157	.0653	.0736
Queen Anne's	29.0	32.6	12.4	11.5	15.0	379,747	53.3	24,778	33,021	152,201	53.2	9,932	13,235	.0095	.0094
CUMBERLAND	105.9	104.0	–1.8	39.4	.0	1,425,342	56.2	23,166	36,176	733,158	41.7	13,122	18,608	.0385	.0361
Allegany	78.0	75.5	–3.2	28.8	–1.7	1,074,576	54.1	23,801	37,312	653,345	41.5	15,757	22,686	.0307	.0285
Mineral, W. Va.	*27.9*	*28.5*	*2.2*	*10.6*	*5.0*	*350,766*	*62.9*	*21,323*	*33,091*	*79,813*	*43.2*	*5,517*	*7,530*	*.0078*	*.0076*
HAGERSTOWN	116.6	118.8	1.9	43.6	4.6	1,554,079	49.0	25,019	35,644	962,078	43.7	16,054	22,066	.0454	.0424
Washington	116.6	118.8	1.9	43.6	4.6	1,554,079	49.0	25,019	35,644	962,078	43.7	16,054	22,066	.0454	.0424
TOTAL METRO COUNTIES	4,066.3	4,216.9	3.7	1,540.6	5.9	77,831,380	62.9	32,862	50,520	38,112,238	50.7	17,396	24,739	1.8537	1.8288
TOTAL STATE	4,381.6	4,550.2	3.8	1,662.6	6.1	82,373,597	62.7	32,295	49,545	40,848,656	50.8	17,283	24,569	1.9771	1.9502
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	3,678.4	3,697.1	.5	1,394.6	2.7	77,211,369	60.2	35,512	55,365	37,294,027	47.5	18,626	26,742	1.8292	1.7676
Essex	643.3	654.6	1.8	251.5	4.1	13,335,894	62.2	34,054	53,025	7,047,277	49.4	19,528	28,021	.3227	.3159
Middlesex	1,361.7	1,357.1	–.3	504.2	2.0	30,287,209	59.3	38,459	60,070	13,407,196	46.5	18,503	26,591	.4951	.6672
Norfolk	609.4	612.7	.5	226.0	2.9	14,018,726	59.8	39,949	62,030	6,837,715	47.5	21,114	30,255	.3286	.3172
Plymouth	432.3	460.4	6.5	160.8	9.2	8,227,697	67.4	33,374	51,167	3,860,914	55.5	16,861	24,011	.1891	.1920
Suffolk	631.7	612.3	–3.1	252.1	–1.0	11,341,843	55.9	28,582	44,989	6,140,925	42.9	16,885	24,359	.2937	.2753

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 35% of Maryland's population, 41% of total retail sales in the state, and 42% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

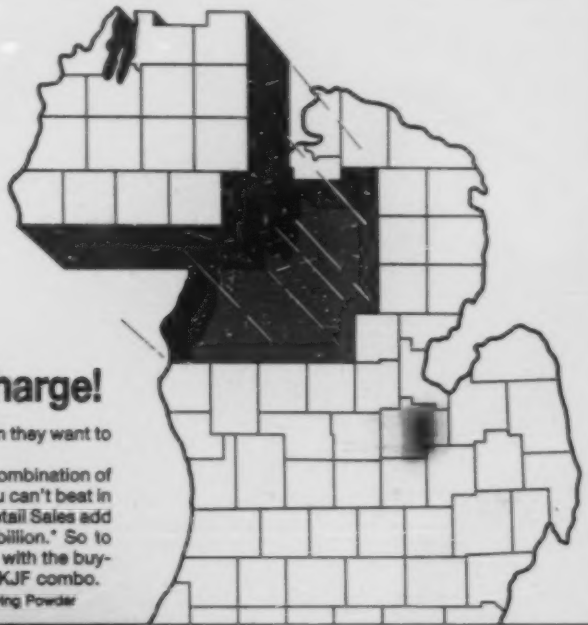
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MA (cont.)															
NEW BEDFORD - FALL RIVER - ATTLEBORO	489.5	504.2	3.0	186.9	5.4	7,810,138	59.5	27,605	41,788	4,618,558	49.1	17,462	24,711	.2076	.2021
Bristol	489.5	504.2	3.0	186.9	5.4	7,810,138	59.5	27,605	41,788	4,618,558	49.1	17,462	24,711	.2076	.2021
PITTSFIELD	142.9	140.5	-1.7	54.7	.7	2,514,806	54.5	29,961	45,960	1,371,267	43.5	17,600	25,069	.0657	.0616
Berkshire	142.9	140.5	-1.7	54.7	.7	2,514,806	54.5	29,961	45,960	1,371,267	43.5	17,600	25,069	.0657	.0616
SPRINGFIELD	583.1	583.5	.1	216.4	2.4	9,254,735	51.2	28,967	42,767	4,971,698	42.7	16,486	22,975	.2483	.2307
Hampden	439.4	435.1	-1.0	165.4	1.3	6,947,116	49.5	28,465	42,002	4,108,621	41.6	17,772	24,841	.1942	.1786
Hampshire	143.7	148.4	3.3	51.0	6.3	2,307,619	56.7	30,677	45,247	863,077	48.5	12,110	16,923	.0541	.0521
WORCESTER - FITCHBURG - LEOMINSTER	657.7	669.6	1.8	248.8	4.3	12,063,628	60.4	31,529	48,487	5,433,053	48.7	15,312	21,837	.2858	.2775
Worcester	657.7	669.6	1.8	248.8	4.3	12,063,628	60.4	31,529	48,487	5,433,053	48.7	15,312	21,837	.2858	.2775
TOTAL METRO COUNTIES	5,551.6	5,594.9	.8	2,101.4	3.1	104,853,876	59.2	33,532	51,801	53,680,603	47.2	17,888	25,549	2.6366	2.5395
TOTAL STATE	5,807.9	5,883.2	1.3	2,221.5	3.7	113,999,427	59.7	33,275	51,271	57,121,891	48.2	17,993	25,713	2.7633	2.6736
MICHIGAN															
ANN ARBOR	270.4	274.9	1.7	101.6	4.1	5,486,028	67.6	33,539	53,996	2,405,728	51.9	16,229	23,678	.1228	.1228
Washtenaw	270.4	274.9	1.7	101.6	4.1	5,486,028	67.6	33,539	53,996	2,405,728	51.9	16,229	23,678	.1228	.1228
BATTLE CREEK	137.7	132.7	-3.6	50.3	-1.9	2,414,942	64.2	28,669	48,011	966,487	46.0	12,908	19,214	.0553	.0536
Calhoun	137.7	132.7	-3.6	50.3	-1.9	2,414,942	64.2	28,669	48,011	966,487	46.0	12,908	19,214	.0553	.0536
BENTON HARBOR	165.9	159.7	-3.7	59.7	-1.5	2,832,979	66.7	28,041	47,454	1,096,362	47.3	12,279	18,365	.0640	.0627
Berrien	165.9	159.7	-3.7	59.7	-1.5	2,832,979	66.7	28,041	47,454	1,096,362	47.3	12,279	18,365	.0640	.0627

The 'KJF combo

93KJF FM STEREO

RADIO WKJF 1370 AM



Northwest Michigan's depth charge!

The new 'KJF-FM and WKJF-AM combo carries your message even deeper into northwest Michigan's adult market. 'KJF-FM plays the contemporary music Adults 18-44 throughout the Traverse City/Cadillac trading area live with all day long. And WKJF, the most powerful AM station in Cadillac, programs the sounds Adults 35+ have proven they want to hear.

Together, you get a combination of reach and efficiency you can't beat in a market where Total Retail Sales add up to more than $1.2 billion.* So to penetrate the audience with the buying power, turn to the 'KJF combo.

*S&MM ©1984 Survey of Buying Power

A Telzon Station

WKJF-AM/WKJF-FM

CBS Radio for Northern Michigan

McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MI (cont.)															
DETROIT	4,359.6	4,512.9	-1.1	1,594.1	1.1	77,305,031	55.3	31,572	48,494	30,748,437	43.7	14,892	21,171	1.8751	1.7687
Lapeer	75.0	80.0	6.7	25.4	8.5	1,159,841	63.5	30,316	45,563	299,962	40.8	9,106	11,810	.0250	.0245
Livingston	109.7	119.6	9.0	38.8	11.2	2,129,163	74.0	35,057	54,875	508,771	50.3	9,698	13,113	.0409	.0423
Macomb	699.2	701.4	.3	250.1	2.6	10,708,261	41.5	31,059	42,816	5,975,830	38.9	17,654	23,894	.3051	.2725
Monroe	135.0	134.6	-.3	45.8	2.0	2,879,272	76.2	36,385	62,866	715,421	54.3	10,325	15,621	.0537	.0553
Oakland	1,021.7	1,029.1	.7	387.8	3.1	24,577,292	66.3	39,275	63,376	11,343,269	50.5	20,024	29,250	.5468	.5438
St. Clair	140.4	141.8	1.0	50.4	3.1	2,539,020	73.8	29,871	50,377	853,695	54.0	11,338	16,938	.0530	.0540
Wayne	2,178.4	2,106.4	-3.3	795.8	-1.1	33,312,182	48.7	27,845	41,860	14,051,489	39.5	12,519	17,657	.8506	.7723
DETROIT - ANN ARBOR CONSOLIDATED AREA	4,629.8	4,587.8	-.9	1,695.7	1.3	82,791,889	56.1	31,686	48,824	36,104,165	44.2	14,970	21,201	1.9979	1.8860
FLINT	439.4	441.0	.4	162.1	2.7	6,516,260	48.2	28,415	40,199	3,467,861	40.6	15,616	21,390	.1909	.1644
Genesee	439.4	441.0	.4	162.1	2.7	6,516,202	45.2	28,415	40,199	3,467,861	40.6	15,616	21,393	.1809	.1644
GRAND RAPIDS	633.2	643.7	3.3	234.7	5.7	12,408,320	78.3	31,340	52,869	5,615,337	57.6	16,883	23,926	.3698	.3823
Kent 1	457.5	469.3	2.6	175.6	5.0	8,930,666	75.8	30,388	50,858	4,451,357	56.3	17,035	25,349	.2029	.2099
Ottawa	165.7	174.4	5.3	59.1	7.8	3,477,654	85.3	34,247	58,844	1,163,973	62.7	13,056	19,695	.0669	.0724
JACKSON	149.3	146.2	-2.1	51.7	.0	2,692,897	69.7	30,685	52,087	1,014,089	49.9	13,085	19,615	.0590	.0586
Jackson	149.3	146.2	-2.1	51.7	.0	2,692,897	69.7	30,685	52,087	1,014,089	49.9	13,085	19,615	.0590	.0586
KALAMAZOO	214.6	215.6	.5	80.8	2.8	4,470,031	75.5	32,412	55,322	2,031,334	54.5	16,734	25,140	.0980	.1006
Kalamazoo	214.6	215.6	.5	80.8	2.8	4,470,031	75.5	32,412	55,322	2,031,334	54.5	16,724	25,140	.0980	.1006
LANSING - EAST LANSING	434.6	438.9	1.0	154.1	3.5	8,127,715	78.2	32,867	52,743	3,536,542	51.7	15,617	22,865	.1839	.1831
Clinton	56.8	57.6	1.4	19.2	4.3	965,977	66.1	31,603	50,311	281,092	31.4	10,091	14,640	.0204	.0202
Eaton	94.1	100.0	6.3	36.2	8.7	1,603,165	59.7	30,137	44,286	774,638	47.4	15,786	21,399	.0394	.0386
Ingham	273.7	271.3	-.9	98.7	1.5	5,558,573	74.3	32,815	56,318	2,470,852	53.1	16,606	25,034	.1222	.1243
MUSKEGON	154.6	151.2	-2.2	55.3	.0	2,571,377	69.6	27,409	46,499	1,013,561	49.9	12,231	18,328	.0581	.0576
Muskegon	154.6	151.2	-2.2	55.3	.0	2,571,377	69.6	27,409	46,499	1,013,561	49.9	12,231	18,328	.0581	.0576

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MI (cont.)															
SAGINAW - BAY CITY - MIDLAND	416.1	416.5	.1	148.9	2.6	6,638,314	57.6	28,999	44,515	3,315,671	48.5	15,798	23,348	.1495	.1613
Bay	116.1	111.6	-3.9	40.8	-1.2	1,612,563	46.0	26,752	39,524	742,545	38.2	13,013	18,200	.0438	.0390
Midland	75.5	77.5	2.6	27.8	5.7	1,593,831	80.9	35,607	60,929	528,492	59.0	12,641	19,011	.0323	.0341
Saginaw	224.5	227.4	1.3	80.3	3.6	3,321,820	53.4	27,935	41,368	2,044,634	45.1	18,186	25,462	.0934	.0882
TOTAL METRO COUNTIES	7,255.2	7,223.3	-.4	2,693.3	1.8	131,653,736	59.7	31,196	48,858	58,201,409	46.3	15,080	21,610	3.1340	3.5107
TOTAL STATE	9,160.2	9,193.7	.3	3,367.8	2.3	157,600,590	60.6	29,855	46,813	68,434,187	46.3	14,214	20,317	3.7579	3.8223
MINNESOTA															
DULUTH	259.8	257.2	-1.0	99.6	1.4	4,230,388	58.1	27,170	43,373	2,832,336	44.0	14,386	20,384	.1061	.1089
St. Louis	216.5	215.3	-.6	83.1	1.8	3,494,124	56.2	27,417	42,047	1,751,679	45.0	14,801	21,079	.0896	.0840
Douglas, Wisc.	*43.3*	*41.9*	*-3.2*	*16.5*	*-.6*	*736,264*	*68.3*	*25,998*	*44,616*	*270,647*	*37.4*	*11,860*	*16,403*	*.0165*	*.0161*
FARGO - MOORHEAD	145.9	154.5	5.9	57.2	7.7	2,677,286	60.5	31,416	46,804	1,433,942	49.8	18,336	25,386	.0670	.0660
Clay	49.3	49.2	-.2	17.5	2.3	635,592	42.2	26,135	36,320	327,903	39.0	13,792	18,737	.0181	.0165
Cass, N. D.	*96.6*	*105.3*	*9.0*	*39.7*	*10.3*	*2,041,614*	*67.2*	*33,924*	*51,426*	*1,131,039*	*53.3*	*20,494*	*28,490*	*.0489*	*.0495*
MINNEAPOLIS - ST. PAUL	2,218.0	2,380.3	3.8	873.6	5.8	51,198,400	74.7	35,400	58,472	33,070,347	55.2	17,963	36,348	1.0986	1.1362
Anoka	215.1	235.1	9.3	77.8	11.9	4,641,678	83.5	36,393	59,662	1,594,647	64.8	13,920	20,497	.0895	.0974
Carver	40.6	44.4	9.4	15.1	11.0	839,568	80.1	34,284	55,601	198,469	62.6	8,975	13,144	.0152	.0163
Chisago	29.3	33.1	13.0	10.9	13.5	438,624	66.0	27,320	40,341	172,575	58.0	11,377	15,833	.0102	.0104
Dakota	217.9	243.0	11.5	85.8	14.4	5,421,844	89.0	38,247	63,192	2,693,211	69.1	16,503	24,396	.1226	.1167
Hennepin	944.1	947.3	.3	391.3	2.7	23,232,680	70.6	35,741	59,373	11,567,136	53.2	19,975	29,612	.5198	.5243
Isanti	26.0	28.7	10.4	9.7	12.8	400,865	71.2	27,227	41,326	108,115	57.3	7,994	11,146	.0083	.0085
Ramsey	456.5	452.5	-.9	179.6	1.4	10,106,574	68.7	33,831	56,273	5,412,059	50.4	20,314	30,134	.2377	.2370
Scott	49.4	55.2	11.7	18.0	14.6	904,341	71.4	33,607	50,241	325,914	61.3	12,873	18,106	.0189	.0199
Washington	126.7	140.5	10.9	46.5	13.7	3,265,540	91.8	41,631	70,227	871,323	69.9	12,541	18,736	.0555	.0626
Wright	65.9	73.6	11.7	23.7	13.4	1,034,667	71.2	28,919	43,657	416,604	60.3	12,438	17,578	.0234	.0243
St. Croix, Wisc.	*46.5*	*49.9*	*7.3*	*17.2*	*9.6*	*912,041*	*84.9*	*31,410*	*53,026*	*290,594*	*63.8*	*11,291*	*16,870*	*.0173*	*.0191*

Look at WKZO Radio—the big buy for radio in Western Michigan.

The Kalamazoo ADI is rich, with more than $15.3 billion in effective buying income and $7 billion in total retail sales.* And once again, WKZO Radio is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO Radio is Kalamazoo's top-ranked adult station.

WKZO Radio overwhelms the competition for adults in Kalamazoo. Our 18+ AQH audience is more than 17% bigger than our nearest competitor's, Monday through Friday. Our 18+ cume, 6 a.m. to Midnight, Monday through Friday is 72% above our nearest competitor, as well as greater than the next two stations combined.**

So if you want to reach more adults in Western Michigan, take a close look at WKZO Radio. Call your McGavren Guild representative today for a copy of the latest Birch Radio Standard Market Report.

*S&MM Survey of Buying Power
**The Birch Report, Kalamazoo-Portage TSA, Spring, 1985. Data subject to qualifications listed in report.

A Fetzer Station

WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MN (cont.)															
ROCHESTER	98.4	98.9	3.7	37.1	5.7	2,063,106	74.0	33,780	55,609	1,167,089	56.0	21,318	31,458	.0484	.0499
Olmsted	95.4	98.9	3.7	37.1	5.7	2,063,106	74.0	33,780	55,609	1,167,089	56.0	21,318	31,458	.0484	.0499
ST. CLOUD	175.2	187.1	6.8	59.7	8.9	2,731,241	73.6	28,707	45,749	2,025,723	56.0	23,698	33,932	.0754	.0779
Benton	27.1	29.0	7.0	10.1	9.8	473,502	83.8	27,997	46,881	142,901	63.4	9,505	14,149	.0093	.0100
Sherburne	34.3	39.1	13.3	12.0	14.3	584,443	80.7	30,795	48,704	166,908	65.3	9,618	13,909	.0116	.0126
Stearns	113.6	119.0	4.8	37.6	7.1	1,673,296	68.6	28,268	44,503	1,715,914	54.6	31,630	45,636	.0545	.0553
TOTAL METRO COUNTIES	2,707.9	2,803.9	3.5	1,055.8	5.5	59,210,444	72.9	34,232	56,081	28,052,447	54.3	18,170	29,570	1.2126	1.2445
TOTAL STATE	4,183.6	4,297.0	2.7	1,603.4	4.7	77,823,254	66.7	30,492	48,536	37,962,538	51.1	16,416	23,676	1.8382	1.8328
MISSISSIPPI															
BILOXI - GULFPORT	198.6	210.3	7.6	76.2	10.6	3,192,742	72.7	25,363	41,900	1,645,475	62.7	14,679	21,594	.0737	.0792
Hancock	28.7	33.1	15.3	11.9	19.0	390,475	76.0	22,182	32,813	167,797	61.0	10,422	14,101	.0091	.0097
Harrison	166.7	177.2	6.3	64.3	9.2	2,802,267	83.7	25,903	43,581	1,477,678	62.9	15,401	22,981	.0646	.0695
JACKSON	391.1	420.2	7.4	150.0	9.8	7,033,282	84.9	27,847	46,889	3,307,708	59.9	15,144	22,051	.1545	.1664
Hinds	265.8	279.7	5.2	102.8	7.8	4,795,972	81.2	27,739	46,653	2,783,925	60.8	18,153	27,081	.1137	.1209
Madison	46.6	52.0	11.6	17.0	13.3	674,890	90.6	23,604	39,699	190,598	57.3	8,077	11,212	.0136	.0150
Rankin	78.7	88.5	12.5	30.2	15.3	1,562,420	94.4	30,670	51,736	333,185	54.5	8,233	11,033	.0272	.0305
PASCAGOULA	126.2	134.8	6.8	46.4	9.2	2,220,158	83.8	28,417	47,848	865,537	63.0	12,496	18,654	.0463	.0500
Jackson	126.2	134.8	6.8	46.4	9.2	2,220,158	83.8	28,417	47,848	865,537	63.0	12,496	18,654	.0463	.0500
TOTAL METRO COUNTIES	775.8	831.7	7.6	294.5	10.1	13,401,655	83.9	27,252	45,506	6,096,126	61.3	14,136	20,700	.2937	.3164
TOTAL STATE	2,627.2	2,729.9	3.9	956.5	6.4	34,402,562	71.4	22,326	35,967	16,999,478	53.2	12,337	17,773	.8647	.8797
MISSOURI															
COLUMBIA	107.4	115.1	7.2	41.2	7.6	2,197,848	79.5	31,964	53,346	866,195	59.8	14,145	21,024	.0452	.0481
Boone	107.4	115.1	7.2	41.2	7.6	2,197,848	79.5	31,964	53,346	866,195	59.8	14,148	21,024	.0452	.0481
JOPLIN	130.9	137.9	3.8	50.9	2.2	1,915,276	63.2	23,562	37,628	1,156,925	47.8	15,717	22,729	.0521	.0510
Jasper	89.4	91.4	2.2	34.1	.3	1,290,753	60.4	23,675	37,852	876,388	45.8	17,676	25,701	.0370	.0357
Newton	43.5	46.5	6.9	16.8	6.3	624,523	69.5	23,319	37,174	280,537	54.4	11,502	16,699	.0151	.0153
KANSAS CITY	1,473.1	1,512.1	2.6	573.5	2.9	30,068,477	64.7	33,068	52,430	14,344,822	50.5	17,512	25,362	.7014	.6946
Cass	55.1	59.6	8.2	20.3	8.0	826,444	53.7	28,606	40,712	315,228	48.3	11,303	15,528	.0200	.0193
Clay	140.8	144.3	2.5	54.8	4.8	2,661,990	57.6	32,286	48,576	1,632,077	47.8	21,108	29,782	.0702	.0677
Jackson	623.5	616.2	-1.2	241.2	-.3	12,079,498	63.3	30,572	50,081	6,968,281	46.7	19,628	28,890	.3058	.2969
Lafayette	30.9	31.8	2.9	11.6	3.6	417,409	48.9	25,037	35,984	152,669	43.0	9,535	13,161	.0104	.0096
Platte	51.8	57.5	11.0	20.3	10.3	747,217	37.6	29,522	36,809	223,355	42.7	8,507	11,003	.0184	.0167
Ray	22.6	23.9	5.8	8.2	3.6	242,707	30.3	23,578	29,598	88,196	34.7	8,291	10,756	.0070	.0061
Johnson, Kans.	*298.5*	*329.3*	*10.3*	*126.3*	*13.0*	*8,860,337*	*78.6*	*44,368*	*70,153*	*3,672,134*	*63.3*	*20,108*	*29,075*	*.1733*	*.1859*
Leavenworth, Kans.	*58.1*	*60.9*	*4.8*	*19.8*	*8.2*	*988,806*	*63.4*	*33,063*	*49,940*	*296,126*	*53.0*	*10,580*	*14,956*	*.0211*	*.0211*
Miami, Kans.	*22.7*	*23.8*	*4.8*	*8.7*	*6.1*	*370,359*	*54.0*	*29,327*	*42,570*	*120,924*	*47.1*	*10,023*	*13,899*	*.0085*	*.0081*
Wyandotte, Kans.	*169.1*	*164.8*	*-2.5*	*62.3*	*-1.3*	*2,873,710*	*58.5*	*28,728*	*46,127*	*1,075,832*	*43.9*	*11,851*	*17,269*	*.0667*	*.0632*
ST. JOSEPH	86.8	85.7	-1.3	31.5	-1.9	1,408,254	61.2	27,215	44,706	795,992	44.6	17,144	25,270	.0370	.0355
Buchanan	86.8	85.7	-1.3	31.5	-1.9	1,408,254	61.2	27,215	44,706	795,992	44.6	17,144	25,270	.0370	.0355
ST. LOUIS	2,398.9	2,416.9	.8	884.0	2.0	44,368,682	61.9	31,639	50,191	21,873,704	47.4	16,506	23,839	1.0643	1.0339
Franklin	77.6	83.3	7.3	27.2	5.8	971,164	49.0	25,358	35,705	564,115	44.7	15,173	20,740	.0281	.0266
Jefferson	161.4	177.1	9.7	56.9	9.6	2,652,192	69.5	30,144	46,611	828,201	56.8	10,179	14,555	.0562	.0578
St. Charles	164.6	187.0	13.6	62.1	15.4	3,436,007	82.8	34,931	55,330	1,306,229	67.0	14,535	21,034	.0684	.0750
St. Louis	973.9	974.9	-.1	358.0	1.8	22,932,646	67.0	39,048	64,058	11,033,141	50.0	20,923	30,819	.5185	.5145
St. Louis city	451.4	408.7	-5.3	163.5	-4.5	6,201,177	55.3	23,320	37,928	3,452,787	40.1	14,400	21,118	.1707	.1579
Clinton, Ill.	*34.3*	*36.1*	*5.2*	*12.8*	*8.5*	*535,920*	*66.7*	*27,241*	*41,869*	*185,757*	*54.7*	*10,179*	*14,512*	*.0120*	*.0121*
Jersey, Ill.	*21.3*	*22.0*	*3.3*	*7.5*	*4.2*	*239,754*	*34.8*	*24,699*	*31,967*	*78,006*	*26.1*	*8,594*	*10,401*	*.0066*	*.0058*
Madison, Ill.	*265.9*	*265.6*	*-.5*	*93.8*	*1.8*	*3,226,370*	*35.9*	*25,769*	*34,396*	*1,747,781*	*35.8*	*13,973*	*18,633*	*.0966*	*.0841*
Monroe, Ill.	*21.1*	*22.0*	*4.3*	*8.0*	*6.7*	*247,782*	*30.0*	*25,406*	*30,973*	*94,317*	*36.6*	*9,205*	*11,790*	*.0071*	*.0062*
St. Clair, Ill.	*264.4*	*260.2*	*-1.6*	*94.2*	*.6*	*3,925,670*	*55.0*	*27,051*	*41,674*	*1,783,370*	*43.7*	*13,263*	*18,932*	*.1001*	*.0939*
SPRINGFIELD	220.6	238.2	7.0	90.1	7.9	3,905,090	74.0	26,878	43,342	2,200,605	57.4	16,743	24,424	.0947	.0984
Christian	25.8	29.4	14.0	10.2	13.3	372,185	72.3	23,999	36,489	145,663	60.7	10,070	14,281	.0085	.0091
Greene	194.8	208.8	6.1	79.9	7.2	3,532,905	74.2	27,225	44,217	2,054,942	57.2	17,549	25,719	.0862	.0893
TOTAL METRO COUNTIES	3,380.3	3,441.2	1.7	1,237.8	2.6	62,594,919	64.9	31,417	50,569	31,583,996	49.1	17,534	25,516	1.5027	1.4811
TOTAL STATE	5,048.6	5,173.6	2.5	1,891.9	2.7	83,775,230	61.7	28,118	44,281	42,343,303	48.1	15,519	22,381	2.0908	2.0393
MONTANA															
BILLINGS	138.1	133.1	10.8	53.4	12.6	2,360,973	81.0	27,754	44,213	1,364,299	51.6	19,141	25,549	.0561	.0593
Yellowstone	135.1	133.1	10.8	53.4	13.6	2,360,973	81.0	27,754	44,213	1,364,299	51.6	19,141	25,549	.0561	.0593
GREAT FALLS	80.2	79.2	-1.2	31.5	1.3	1,294,194	59.6	26,068	41,086	618,177	30.6	15,220	19,625	.0334	.0309
Cascade	80.2	79.2	-1.2	31.5	1.3	1,294,194	59.6	26,068	41,086	618,177	30.6	15,220	19,625	.0334	.0309
TOTAL METRO COUNTIES	308.3	312.3	6.0	84.9	8.7	3,655,167	72.8	27,083	43,053	1,982,476	44.4	17,580	23,351	.0895	.0902
TOTAL STATE	827.0	894.0	6.8	343.2	9.1	13,032,497	68.6	24,562	37,973	6,419,816	45.3	14,041	18,706	.3216	.3211

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

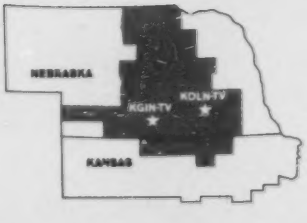
S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEBRASKA															
LINCOLN	**205.3**	**216.1**	**5.3**	**85.5**	**8.1**	**4,957,278**	**81.9**	**34,454**	**57,980**	**1,604,109**	**53.6**	**13,199**	**18,762**	**.0943**	**.0996**
Lancaster	205.3	216.1	5.3	85.5	8.1	4,957,278	81.9	34,454	57,980	1,604,109	53.6	13,199	18,762	.0943	.0996
OMAHA	**608.7**	**632.7**	**3.9**	**241.5**	**6.4**	**13,840,035**	**79.4**	**33,990**	**57,309**	**5,701,479**	**57.8**	**15,914**	**23,609**	**.2842**	**.2997**
Douglas	410.2	423.2	3.2	166.8	5.7	9,854,012	79.2	34,855	59,077	4,337,349	58.3	17,361	26,003	.2046	.2153
Sarpy	95.6	105.9	10.8	34.8	13.7	2,140,404	89.7	36,873	61,506	488,721	65.6	9,646	14,044	.0367	.0411
Washington	16.0	16.5	3.1	6.2	6.9	252,367	51.6	28,711	40,704	61,350	30.1	8,129	9,895	.0056	.0052
Pottawattamie, Iowa	*86.9*	*87.1*	*.2*	*33.7*	*2.7*	*1,593,252*	*73.0*	*28,077*	*47,278*	*814,059*	*53.4*	*16,182*	*24,156*	*.0373*	*.0381*
TOTAL METRO COUNTIES	**745.0**	**781.0**	**4.8**	**300.2**	**7.3**	**17,465,657**	**80.2**	**34,647**	**58,180**	**6,576,859**	**57.1**	**14,966**	**21,908**	**.3474**	**.3670**
TOTAL STATE	**1,619.4**	**1,667.7**	**3.0**	**638.0**	**5.0**	**28,736,010**	**63.6**	**28,852**	**45,041**	**12,412,342**	**48.5**	**13,752**	**19,455**	**.6698**	**.6585**
NEVADA															
LAS VEGAS	**540.4**	**622.5**	**15.2**	**253.5**	**18.1**	**11,465,368**	**89.4**	**28,188**	**45,228**	**6,602,431**	**72.0**	**17,881**	**26,045**	**.2515**	**.2846**
Clark	540.4	622.5	15.2	253.5	18.1	11,465,368	89.4	28,188	45,228	6,602,431	72.0	17,881	26,045	.2515	.2846
RENO	**215.0**	**238.5**	**10.9**	**102.7**	**13.7**	**4,674,575**	**75.7**	**29,465**	**45,517**	**2,967,726**	**62.6**	**20,217**	**28,897**	**.1119**	**.1190**
Washoe	215.0	238.5	10.9	102.7	13.7	4,674,575	75.7	29,465	45,517	2,967,726	62.6	20,217	28,897	.1119	.1190
TOTAL METRO COUNTIES	**755.4**	**861.0**	**14.0**	**356.2**	**16.8**	**16,139,943**	**85.2**	**28,566**	**45,311**	**9,570,157**	**68.9**	**18,573**	**26,867**	**.3634**	**.4036**
TOTAL STATE	**920.4**	**1,048.9**	**14.0**	**431.2**	**16.7**	**19,255,507**	**84.7**	**29,225**	**44,656**	**11,198,696**	**68.2**	**18,018**	**25,971**	**.4335**	**.4799**

KOLN-TV/KGIN-TV consistently ranks in the top 10 in both early and late news

Most recently,* the KOLN-TV/KGIN-TV Early News ranked 9th in both ARB and NSI, and the Late News ranked 7th in Nielsen and 8th in ARB in the top 100 markets.

Get all the facts and figures about KOLN-TV/KGIN-TV and the Lincoln-Hastings-Kearney market from your Harrington, Righter & Parsons representative.

*Arbitron and Nielsen, May 1985



A Telzer Station

KOLN-TV/KGIN-TV

Channel 10 A CBS Affiliate Channel 11

LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER

Harrington, Righter & Parsons National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW HAMPSHIRE															
MANCHESTER - NASHUA	295.3	314.3	6.4	116.1	9.1	6,327,600	73.3	34,311	54,501	3,505,228	58.1	20,833	30,191	.1469	.1525
Hillsborough	295.3	314.3	6.4	116.1	9.1	6,327,600	73.3	34,311	54,501	3,505,228	58.1	20,833	30,191	.1469	.1525
PORTSMOUTH - DOVER - ROCHESTER	302.5	330.7	9.3	121.1	12.1	6,570,867	79.8	33,845	54,260	3,427,054	63.7	19,385	28,299	.1447	.1556
Rockingham	212.6	235.8	10.9	86.8	13.8	4,936,497	82.8	35,400	56,872	2,678,506	65.8	21,172	30,858	.1075	.1175
Strafford	89.9	94.9	5.6	34.3	8.2	1,634,370	71.3	30,104	47,649	748,548	56.5	15,085	21,824	.0372	.0381
TOTAL METRO COUNTIES	597.8	645.0	7.9	237.2	10.6	12,898,467	76.5	34,577	54,378	6,932,282	60.8	20,104	29,225	.2916	.3081
TOTAL STATE	982.4	1,045.5	6.4	389.4	9.1	19,111,076	71.2	31,283	49,078	10,780,437	57.2	19,215	27,685	.4579	.4716
NEW JERSEY															
ATLANTIC CITY	302.8	329.8	8.9	131.2	11.8	5,352,590	61.1	28,325	40,797	3,385,472	54.1	18,178	25,042	.1391	.1391
Atlantic	207.9	221.8	6.7	86.0	9.4	3,572,332	57.4	28,881	41,539	2,161,433	51.1	18,203	25,133	.0945	.0925
Cape May	94.9	108.0	13.8	45.2	16.8	1,780,263	69.1	27,196	39,386	1,124,039	60.2	18,128	24,868	.0446	.0466
BERGEN - PASSAIC	1,281.1	1,269.5	-.9	476.7	1.4	30,049,890	58.2	40,418	63,037	13,238,028	45.6	19,343	27,770	.6868	.6549
Bergen	836.1	827.3	-1.1	315.8	1.3	22,023,746	59.1	44,385	69,740	9,452,618	45.9	20,766	29,932	.4888	.4679
Passaic	445.0	442.2	-.6	160.9	1.7	8,026,144	55.6	32,597	49,883	3,785,410	44.7	16,536	23,526	.1980	.1870
JERSEY CITY	548.2	539.2	-1.6	211.2	.7	8,572,076	51.0	27,063	40,587	3,330,924	41.8	11,195	15,771	.2106	.1941
Hudson	548.2	539.2	-1.6	211.2	.7	8,572,076	51.0	27,063	40,587	3,330,924	41.8	11,195	15,771	.2106	.1941
MIDDLESEX - SOMERSET - HUNTERDON	920.0	954.8	3.8	340.5	6.4	21,423,802	63.7	40,875	62,919	8,767,547	50.9	18,147	25,749	.4656	.4606
Hunterdon	97.7	108.2	10.7	37.0	13.6	2,523,320	77.2	43,027	67,110	860,231	55.4	16,727	22,878	.0486	.0513
Middlesex	611.2	627.0	2.6	224.1	5.1	13,506,813	62.0	39,099	60,271	5,581,489	50.1	17,443	24,906	.2992	.2932
Somerset	211.1	219.6	4.0	78.8	6.8	5,393,669	62.3	45,041	68,448	2,325,827	51.4	20,817	29,516	.1178	.1161
MONMOUTH - OCEAN	932.2	1,018.5	9.3	389.3	12.1	22,523,753	77.6	36,533	57,857	8,935,282	62.0	15,885	22,952	.4520	.4811
Monmouth	532.8	563.1	5.7	205.4	8.3	12,557,900	68.9	39,193	61,139	5,024,581	55.5	17,032	24,462	.2637	.2686
Ocean	399.4	455.4	14.0	183.9	16.8	9,965,853	89.8	33,329	54,192	3,910,701	71.2	14,502	21,265	.1883	.2125
NEWARK	1,868.4	1,858.7	-.5	680.0	1.7	40,660,804	59.1	38,208	59,795	14,597,037	44.3	15,122	21,466	.8868	.8469
Essex	820.8	789.5	-3.8	293.9	-1.6	14,749,715	51.4	32,609	50,186	5,856,248	40.4	13,966	19,926	.3544	.3250
Morris	421.9	437.1	3.6	152.6	6.1	11,693,076	68.0	48,397	76,626	4,245,500	53.5	19,228	27,821	.2344	.2365
Sussex	131.8	148.6	12.7	50.9	15.4	3,175,496	82.6	39,441	62,387	756,000	56.0	10,988	14,853	.0560	.0606
Union	493.9	483.5	-2.1	182.6	.2	11,042,517	55.1	39,047	60,474	3,739,289	38.8	14,776	20,478	.2420	.2248
TRENTON	312.4	316.6	1.3	115.2	3.8	6,587,411	61.4	36,779	57,182	2,775,769	48.8	16,804	24,095	.1486	.1447
Mercer	312.4	316.6	1.3	115.2	3.8	6,587,411	61.4	36,779	57,182	2,775,769	48.8	16,804	24,095	.1486	.1447
VINELAND - MILLVILLE - BRIDGETON	137.6	142.3	3.4	50.2	6.1	2,125,352	59.4	28,191	42,338	1,038,677	48.6	14,780	20,691	.0536	.0521
Cumberland	137.6	142.3	3.4	50.2	6.1	2,125,352	59.4	28,191	42,338	1,038,677	48.6	14,780	20,691	.0536	.0521
TOTAL METRO COUNTIES	7,545.8	7,735.4	2.5	2,859.9	5.0	161,707,882	62.4	36,556	56,543	66,048,262	49.2	16,247	23,095	3.5902	3.5171
TOTAL STATE	7,545.8	7,735.4	2.5	2,859.9	5.0	161,707,522	62.4	36,556	56,543	66,048,262	49.2	16,247	23,095	3.5902	3.5171

Because they believe us, they'll believe you.

The Record delivers 434,500 adult readers daily and 558,600 adult readers on Sunday who are responsive to your classified message.

They trust us to keep them informed on the job market and job openings that can affect their lifestyle.

Talk to the audience that has faith in what they read.

Put your classified ad in The Record. It works.

150 River Street, Hackensack, NJ 07602

©1985, The Bergen Record Corp.
National Representative:
Sawyer-Ferguson-Walker Company

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW MEXICO															
ALBUQUERQUE	**465.1**	**513.7**	**10.4**	**199.2**	**13.1**	**8,226,406**	**70.8**	**27,334**	**41,297**	**4,245,855**	**57.6**	**15,302**	**21,315**	**.1948**	**.2021**
Bernalillo	465.1	513.7	10.4	199.2	13.1	8,226,406	70.8	27,354	41,297	4,245,855	57.6	15,302	21,315	.1948	.2021
LAS CRUCES	**110.9**	**127.2**	**14.7**	**44.4**	**17.8**	**1,537,001**	**75.4**	**23,250**	**34,617**	**836,015**	**65.3**	**13,413**	**18,829**	**.0380**	**.0407**
Dona Ana	110.9	127.2	14.7	44.4	17.8	1,537,001	75.4	23,250	34,617	836,015	65.3	13,413	18,829	.0380	.0407
SANTA FE	**102.5**	**113.1**	**10.3**	**43.5**	**13.0**	**2,250,966**	**82.1**	**31,936**	**51,746**	**1,017,343**	**64.4**	**16,068**	**23,387**	**.0468**	**.0509**
Los Alamos	18.6	19.7	5.9	7.4	7.2	590,034	80.9	47,269	79,734	87,117	48.9	8,481	11,773	.0092	.0098
Santa Fe	83.9	93.4	11.3	36.1	14.2	1,660,932	83.9	28,588	46,009	930,226	66.1	17,725	25,768	.0376	.0411
TOTAL METRO COUNTIES	**678.5**	**754.0**	**11.1**	**287.1**	**13.8**	**12,014,373**	**73.3**	**27,440**	**41,847**	**6,099,213**	**59.7**	**15,137**	**21,244**	**.2796**	**.2937**
TOTAL STATE	**1,451.1**	**1,607.4**	**10.8**	**582.1**	**13.2**	**22,545,680**	**72.4**	**25,418**	**38,732**	**11,868,080**	**57.4**	**14,661**	**20,388**	**.5508**	**.5732**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**863.5**	**894.1**	**3.5**	**338.1**	**5.8**	**15,449,656**	**59.1**	**30,378**	**45,696**	**6,820,585**	**46.6**	**14,555**	**20,173**	**.3685**	**.3843**
Albany	292.0	299.1	2.4	116.8	4.7	5,711,924	60.1	31,974	48,903	3,233,831	48.9	19,456	27,687	.1441	.1400
Greene	44.2	47.7	7.9	18.6	11.4	584,349	47.6	23,707	31,417	265,145	37.8	11,523	14,255	.0158	.0147
Montgomery	53.8	54.0	.4	20.4	1.0	808,115	53.8	26,011	39,613	336,998	43.3	11,639	16,520	.0202	.0189
Rensselaer	155.6	159.8	2.7	57.8	4.9	2,609,393	60.9	29,436	45,145	801,550	49.4	9,737	13,868	.0568	.0556
Saratoga	168.4	184.1	9.3	65.7	12.1	3,192,102	70.2	32,011	48,586	940,668	47.4	10,893	14,318	.0653	.0665
Schenectady	149.5	149.4	-.1	58.8	2.4	2,543,773	47.8	29,990	43,261	1,242,363	41.6	15,281	21,129	.0663	.0606
BINGHAMTON	**268.3**	**273.2**	**1.8**	**101.7**	**4.2**	**4,699,074**	**58.2**	**30,427**	**46,205**	**1,960,032**	**45.7**	**13,780**	**19,273**	**.1114**	**.1086**
Broome	215.4	217.0	.7	81.9	3.1	3,700,988	55.6	29,948	45,189	1,756,055	45.7	15,175	21,441	.0921	.0874
Tioga	52.9	56.2	6.2	19.8	8.8	998,086	68.7	32,515	50,408	203,977	45.7	7,695	10,302	.0193	.0192
BUFFALO	**990.2**	**962.5**	**-2.8**	**362.4**	**-.6**	**14,557,548**	**38.4**	**28,859**	**40,170**	**6,517,511**	**35.1**	**13,228**	**17,984**	**.3989**	**.3466**
Erie	990.2	962.5	-2.8	362.4	-.6	14,557,548	38.4	28,859	40,170	6,517,511	35.1	13,228	17,984	.3989	.3466
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,309.5***	***1,172.6***	***-8.1***	***440.6***	***-.9***	***17,733,901***	***38.0***	***28,908***	***40,249***	***7,735,874***	***34.5***	***12,940***	***17,538***	***.4839***	***.4192***
ELMIRA	**96.5**	**94.8**	**-1.8**	**34.6**	**.3**	**1,282,222**	**40.7**	**26,414**	**37,058**	**672,472**	**36.9**	**14,243**	**19,436**	**.0372**	**.0328**
Chemung	96.5	94.8	-1.8	34.6	.3	1,282,222	40.7	26,414	37,058	672,472	36.9	14,243	19,436	.0372	.0328
GLENS FALLS	**115.6**	**121.7**	**5.3**	**42.8**	**7.0**	**1,770,765**	**61.6**	**27,398**	**41,373**	**941,663**	**50.6**	**15,634**	**21,996**	**.0454**	**.0449**
Warren	58.2	61.9	6.4	22.3	7.2	891,124	58.1	27,099	39,961	671,979	49.8	21,565	30,134	.0262	.0257
Washington	57.4	59.8	4.2	20.5	6.8	879,641	65.3	27,722	42,909	269,464	52.8	9,187	13,145	.0192	.0192
NASSAU - SUFFOLK	**2,686.3**	**2,774.3**	**3.3**	**911.4**	**5.7**	**63,785,282**	**65.8**	**44,611**	**69,986**	**27,259,874**	**51.9**	**20,890**	**30,020**	**1.3887**	**1.3852**
Nassau	1,334.3	1,350.3	1.2	457.0	3.6	34,938,902	63.4	48,462	76,453	15,958,551	49.6	24,178	34,920	.7737	.7600
Suffolk	1,352.0	1,424.0	5.3	454.4	7.9	28,846,380	68.8	40,576	63,482	11,401,323	55.2	17,444	25,091	.6150	.6252
NEW YORK	**8,391.1**	**8,526.2**	**1.6**	**3,426.1**	**3.4**	**155,914,786**	**54.6**	**29,870**	**44,632**	**56,653,993**	**46.1**	**11,710**	**16,536**	**3.5216**	**3.3342**
Bronx	1,122.3	1,075.9	-4.1	408.5	-2.6	11,038,328	26.7	20,763	27,022	2,878,838	20.1	5,716	7,047	.3186	.2590
Kings	2,207.9	2,185.0	-1.0	855.3	1.3	30,222,439	48.7	24,069	35,335	9,008,970	41.2	7,554	10,533	.7274	.6656
New York (Manhattan)	1,480.7	1,540.4	4.0	787.1	5.8	38,435,154	61.9	31,908	48,831	22,317,803	50.5	19,929	28,354	.9280	.9132
Putnam	85.6	94.9	10.9	31.8	13.6	1,908,240	72.2	31,577	60,008	429,379	45.9	10,511	13,502	.0355	.0365
Queens	1,960.7	2,035.5	3.8	778.7	4.7	34,719,402	53.3	30,444	44,586	9,122,967	45.8	8,412	11,716	.7489	.7078
Richmond	389.8	430.5	10.4	145.8	12.8	8,508,007	75.6	37,480	58,354	2,007,437	58.3	9,809	13,768	.1561	.1645
Rockland	275.7	293.0	6.3	93.4	9.0	6,498,056	69.4	44,750	69,572	2,047,932	56.3	15,292	21,926	.1280	.1307
Westchester	868.4	871.0	.3	325.5	2.6	21,585,160	57.4	43,254	66,314	8,840,667	46.2	19,073	27,160	.4791	.4569
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,721.3***	***18,064.0***	***1.9***	***6,834.5***	***4.0***	***366,552,314***	***59.5***	***34,977***	***53,653***	***143,860,790***	***48.3***	***14,762***	***21,049***	***8.1933***	***7.9255***
NIAGARA FALLS	**219.3**	**210.1**	**-4.2**	**78.2**	**-2.0**	**3,176,353**	**36.6**	**29,132**	**40,618**	**1,218,363**	**31.2**	**11,639**	**15,580**	**.0850**	**.0726**
Niagara	219.3	210.1	-4.2	78.2	-2.0	3,176,353	36.6	29,132	40,618	1,218,363	31.2	11,639	15,580	.0850	.0726
ORANGE COUNTY	**278.9**	**299.0**	**7.2**	**99.2**	**8.7**	**4,797,176**	**63.6**	**32,124**	**48,359**	**2,255,092**	**53.3**	**16,107**	**22,733**	**.1143**	**.1144**
Orange	278.9	299.0	7.2	99.2	8.7	4,797,176	63.6	32,124	48,359	2,255,092	53.3	16,107	22,733	.1143	.1144
POUGHKEEPSIE	**262.0**	**279.1**	**6.5**	**97.0**	**9.5**	**5,317,545**	**67.5**	**35,840**	**54,820**	**2,015,234**	**54.9**	**14,683**	**20,776**	**.1137**	**.1153**
Dutchess	262.0	279.1	6.5	97.0	9.5	5,317,545	67.5	35,840	54,820	2,015,234	54.9	14,683	20,776	.1137	.1153
ROCHESTER	**998.2**	**1,027.5**	**2.9**	**381.9**	**5.3**	**18,138,936**	**51.6**	**32,969**	**47,470**	**7,470,813**	**43.4**	**14,359**	**19,562**	**.4364**	**.4079**
Livingston	59.8	62.5	4.5	20.9	7.2	983,649	63.3	30,883	47,065	310,398	44.9	10,984	14,852	.0215	.0213
Monroe	713.3	726.1	1.8	276.9	4.3	13,416,410	49.2	33,866	48,452	5,908,166	43.6	15,492	21,337	.3297	.3050
Ontario	95.1	102.0	7.3	36.0	9.1	1,518,455	53.4	29,990	42,179	755,478	47.6	15,509	20,986	.0391	.0373
Orleans	40.5	42.3	4.4	15.0	7.1	612,894	51.1	28,981	40,860	146,887	30.0	8,069	9,792	.0139	.0128
Wayne	89.5	94.6	5.7	33.1	7.8	1,597,528	64.9	31,555	48,264	349,884	36.7	8,335	10,571	.0322	.0315
SYRACUSE	**659.3**	**676.7**	**2.6**	**245.7**	**5.0**	**12,048,882**	**61.3**	**31,913**	**49,039**	**4,837,250**	**46.7**	**14,086**	**19,688**	**.2765**	**.2689**
Madison	68.7	72.2	5.1	24.3	9.0	959,698	54.0	27,937	39,494	306,614	37.1	10,028	12,618	.0230	.0217
Onondaga	466.8	470.0	.7	175.7	3.0	8,403,999	55.6	31,671	47,832	3,856,679	45.7	15,528	21,950	.2051	.1948
Oswego	123.8	134.5	8.6	45.7	10.7	2,685,185	85.5	35,058	58,757	674,057	58.1	10,324	14,750	.0484	.0524
UTICA - ROME	**322.6**	**325.3**	**.8**	**117.7**	**2.9**	**4,730,446**	**52.2**	**27,206**	**40,259**	**2,144,889**	**43.8**	**13,837**	**18,223**	**.1222**	**.1141**
Herkimer	68.3	70.1	2.6	25.1	3.3	1,017,444	59.1	26,311	40,536	359,312	47.4	10,029	14,315	.0239	.0230
Oneida	254.3	255.2	.4	92.6	2.8	3,721,002	50.5	27,447	40,184	1,785,577	43.1	13,848	19,283	.0983	.0911
TOTAL METRO COUNTIES	**16,151.8**	**16,464.5**	**1.9**	**6,236.8**	**3.9**	**302,666,671**	**56.3**	**32,253**	**48,529**	**120,867,621**	**46.6**	**13,736**	**19,380**	**7.0198**	**6.6998**
TOTAL STATE	**17,915.5**	**18,302.5**	**2.2**	**6,890.0**	**4.1**	**328,108,282**	**56.2**	**31,743**	**47,631**	**131,131,704**	**46.5**	**13,937**	**19,032**	**7.6501**	**7.2886**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
NORTH CAROLINA															
ASHEVILLE	**166.7**	**172.9**	**3.7**	**68.8**	**6.2**	**2,632,463**	**66.6**	**24,385**	**38,263**	**1,705,130**	**52.9**	**17,206**	**24,784**	**.0705**	**.0706**
Buncombe	166.7	172.9	3.7	68.8	6.2	2,632,463	66.6	24,385	38,263	1,705,130	52.9	17,206	24,784	.0705	.0706
BURLINGTON	**99.5**	**99.8**	**.3**	**38.4**	**2.7**	**1,520,208**	**58.6**	**25,628**	**39,589**	**1,040,471**	**46.8**	**18,957**	**27,096**	**.0434**	**.0416**
Alamance	99.5	99.8	.3	38.4	2.7	1,520,208	58.6	25,628	39,589	1,040,471	46.8	18,957	27,096	.0434	.0416
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**1,094.5**	**6.1**	**408.7**	**8.5**	**18,378,707**	**72.8**	**28,241**	**44,969**	**9,605,803**	**57.0**	**16,245**	**23,503**	**.4348**	**.4489**
Cabarrus	91.5	97.3	6.3	36.0	8.4	1,701,477	82.5	28,077	47,263	812,147	61.8	15,115	22,560	.0375	.0401
Gaston	167.5	172.2	2.8	62.4	5.1	2,875,380	75.2	27,624	46,080	1,295,059	56.1	13,970	20,754	.0652	.0670
Lincoln	46.8	51.6	10.3	19.0	13.1	850,207	88.5	26,849	44,748	255,752	67.9	9,065	13,461	.0163	.0180
Mecklenburg	429.6	456.3	6.2	177.5	8.8	8,057,885	66.7	29,620	45,397	4,983,649	54.9	19,720	28,077	.2043	.2067
Rowan	102.1	105.0	2.8	40.2	5.2	1,736,683	73.7	26,157	43,176	867,519	55.5	14,605	21,580	.0409	.0421
Union	77.4	84.9	9.7	28.7	11.7	1,074,765	61.6	25,884	37,448	477,166	54.6	12,008	16,626	.0265	.0265
York, S. C.	*116.7*	*127.2*	*9.0*	*44.9*	*12.0*	*2,083,310*	*87.1*	*27,762*	*46,399*	*914,511*	*66.5*	*13,697*	*20,368*	*.0441*	*.0485*
FAYETTEVILLE	**263.4**	**280.3**	**6.4**	**90.9**	**9.7**	**4,090,541**	**81.2**	**27,237**	**45,000**	**2,020,332**	**62.1**	**15,035**	**22,226**	**.0947**	**.1011**
Cumberland	263.4	280.3	6.4	90.9	9.7	4,090,541	81.2	27,237	45,000	2,020,332	62.1	15,035	22,226	.0947	.1011
GREENSBORO - WINSTON-SALEM - HIGH POINT	**891.6**	**931.8**	**4.5**	**357.3**	**7.0**	**15,808,223**	**71.0**	**27,686**	**44,244**	**7,902,804**	**55.0**	**15,266**	**22,118**	**.3722**	**.3800**
Davidson	119.9	127.1	6.0	47.3	8.5	1,941,398	73.8	25,626	41,044	704,087	57.9	10,229	14,886	.0419	.0436
Davie	26.6	28.6	7.5	10.7	10.3	468,343	79.8	26,847	43,770	114,780	62.0	7,305	10,727	.0091	.0095
Forsyth	254.4	265.7	4.4	105.0	7.0	5,055,249	76.3	29,221	48,145	2,817,936	58.0	18,180	26,837	.1184	.1234
Guilford	326.5	335.2	2.7	129.0	5.2	5,876,469	66.1	28,860	45,554	3,467,234	52.0	18,604	26,878	.1487	.1485
Randolph	97.8	103.9	6.2	39.3	8.6	1,361,066	58.0	23,802	34,633	524,306	50.7	9,609	13,341	.0330	.0322
Stokes	36.6	40.3	10.1	14.3	11.7	630,591	88.0	26,198	44,097	114,289	66.7	5,355	7,992	.0112	.0124
Yadkin	29.8	31.0	4.0	11.7	6.4	475,107	77.5	24,332	40,607	160,172	58.0	9,213	13,690	.0099	.0104
HICKORY	**214.7**	**226.6**	**5.5**	**84.1**	**7.8**	**3,520,065**	**73.2**	**26,059**	**41,856**	**1,712,161**	**57.2**	**13,965**	**20,359**	**.0825**	**.0853**
Alexander	27.2	29.5	8.5	10.5	10.5	418,775	77.8	24,797	39,883	105,267	61.2	6,875	10,025	.0084	.0089
Burke	76.4	80.2	5.0	29.7	7.2	1,151,582	69.7	24,498	38,774	377,766	55.1	8,792	12,719	.0251	.0256
Catawba	111.1	116.9	5.2	43.9	7.6	1,949,708	74.3	27,412	44,412	1,229,128	57.5	19,128	27,998	.0490	.0508
JACKSONVILLE	**120.9**	**130.3**	**7.8**	**38.2**	**12.0**	**1,217,674**	**45.6**	**24,524**	**31,876**	**774,759**	**47.6**	**15,394**	**20,282**	**.0385**	**.0365**
Onslow	120.9	130.3	7.8	38.2	12.0	1,217,674	45.6	24,524	31,876	774,759	47.6	15,394	20,282	.0385	.0365
RALEIGH - DURHAM	**617.0**	**675.7**	**9.5**	**258.3**	**12.6**	**12,434,280**	**82.1**	**29,772**	**48,139**	**6,042,068**	**65.1**	**15,985**	**23,430**	**.2690**	**.2918**
Durham	159.7	167.1	4.6	65.2	7.4	3,264,333	61.2	29,683	50,066	1,588,309	60.5	16,305	24,361	.0713	.0758
Franklin	31.9	33.9	6.3	12.0	9.1	400,319	70.5	21,344	33,360	116,620	56.8	6,760	9,718	.0088	.0092
Orange	83.8	90.9	8.5	34.7	11.9	1,406,963	68.1	27,000	40,546	615,394	57.8	12,581	17,735	.0323	.0330
Wake	341.6	383.8	12.4	146.4	15.6	7,362,665	86.2	31,225	50,291	3,731,745	68.8	17,467	25,490	.1566	.1738
WILMINGTON	**111.5**	**120.2**	**7.8**	**46.5**	**10.5**	**1,620,312**	**57.7**	**24,398**	**34,845**	**1,233,614**	**52.0**	**19,278**	**26,529**	**.0482**	**.0475**
New Hanover	111.5	120.2	7.8	46.5	10.5	1,620,312	57.7	24,398	34,845	1,233,614	52.0	19,278	26,529	.0482	.0475
TOTAL METRO COUNTIES	**3,400.2**	**3,604.9**	**6.0**	**1,346.3**	**8.7**	**59,139,163**	**72.5**	**27,672**	**43,927**	**31,132,631**	**57.0**	**16,003**	**23,125**	**1.4097**	**1.4548**
TOTAL STATE	**6,215.9**	**6,557.0**	**5.5**	**2,421.4**	**8.1**	**96,579,431**	**70.1**	**25,343**	**39,886**	**49,809,459**	**55.6**	**14,289**	**20,571**	**2.3644**	**2.4134**
NORTH DAKOTA															
BISMARCK	**90.1**	**100.6**	**11.7**	**35.1**	**11.1**	**1,740,521**	**64.0**	**33,589**	**49,587**	**896,779**	**55.4**	**18,268**	**25,549**	**.0415**	**.0421**
Burleigh	62.0	69.5	12.1	24.5	11.4	1,407,857	72.3	37,148	57,464	726,865	59.3	20,743	29,668	.0317	.0331
Morton	28.1	31.1	10.7	10.6	10.4	332,664	36.2	25,435	31,383	169,914	40.5	12,595	16,030	.0098	.0090
FARGO - MOORHEAD	**145.9**	**154.5**	**5.9**	**57.2**	**7.7**	**2,677,206**	**60.5**	**31,416**	**46,804**	**1,458,942**	**49.8**	**18,336**	**25,506**	**.0670**	**.0660**
Cass	96.6	105.3	9.0	39.7	10.3	2,041,614	67.2	33,924	51,426	1,131,039	53.3	20,494	28,490	.0489	.0495
Clay, Minn.	*49.3*	*49.2*	*–.2*	*17.5*	*2.3*	*635,592*	*42.2*	*26,135*	*36,320*	*327,903*	*39.0*	*13,792*	*18,737*	*.0181*	*.0165*
GRAND FORKS	**70.0**	**73.7**	**5.3**	**24.9**	**6.4**	**1,707,122**	**79.7**	**40,596**	**68,559**	**713,126**	**59.1**	**19,156**	**28,640**	**.0347**	**.0368**
Grand Forks	70.0	73.7	5.3	24.9	6.4	1,707,122	79.7	40,596	68,559	713,126	59.1	19,156	28,640	.0347	.0368
TOTAL METRO COUNTIES	**256.7**	**279.6**	**8.9**	**99.7**	**9.6**	**5,489,257**	**69.8**	**35,523**	**55,058**	**2,740,944**	**55.4**	**19,377**	**27,492**	**.1251**	**.1284**
TOTAL STATE	**692.4**	**730.5**	**5.5**	**258.3**	**6.2**	**12,801,859**	**64.7**	**31,957**	**49,562**	**6,098,881**	**52.1**	**16,482**	**23,612**	**.3017**	**.3012**

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
OHIO															
AKRON	**649.6**	**635.8**	**-2.1**	**241.2**	**.1**	**10,670,413**	**55.1**	**28,548**	**44,239**	**4,810,164**	**42.6**	**13,998**	**19,943**	**.2659**	**.2489**
Portage	139.4	142.7	2.4	49.9	4.8	2,443,857	71.0	30,021	48,975	798,539	54.0	10,895	16,003	.0514	.0522
Summit	510.2	493.1	-3.4	191.3	-1.1	8,226,556	50.9	28,186	43,003	4,011,625	40.5	14,761	20,970	.2145	.1967
CANTON	**407.7**	**409.2**	**.4**	**151.3**	**2.7**	**6,401,522**	**57.6**	**27,571**	**42,310**	**3,018,437**	**45.8**	**14,053**	**19,951**	**.1610**	**.1539**
Carroll	27.3	29.1	6.6	10.4	10.6	395,349	70.2	24,709	38,014	119,535	51.7	8,381	11,494	.0087	.0089
Stark	380.4	380.1	-.1	140.9	2.2	6,006,173	56.9	27,766	42,627	2,899,102	45.6	14,439	20,576	.1523	.1450
CINCINNATI	**1,403.5**	**1,404.4**	**.1**	**529.8**	**2.1**	**26,139,201**	**68.1**	**29,970**	**49,338**	**11,813,277**	**51.2**	**15,058**	**22,298**	**.6007**	**.5983**
Clermont	137.8	147.4	7.0	51.8	9.5	2,144,439	61.1	28,134	41,398	905,065	52.9	12,517	17,472	.0512	.0507
Hamilton	853.5	830.3	-2.7	327.1	-.5	16,553,766	66.5	30,243	50,608	7,880,943	48.0	16,192	24,093	.3878	.3802
Warren	104.7	110.0	5.1	37.8	7.7	2,131,186	82.7	33,227	56,381	584,383	58.8	10,482	15,460	.0399	.0427
Dearborn, Ind.	*37.0*	*39.8*	*7.6*	*13.6*	*7.9*	*595,925*	*74.9*	*27,046*	*43,818*	*210,618*	*58.0*	*10,580*	*15,487*	*.0128*	*.0134*
Boone, Ky.	*50.8*	*56.0*	*10.2*	*19.3*	*12.9*	*870,197*	*69.1*	*30,093*	*45,088*	*786,972*	*76.0*	*26,147*	*40,776*	*.0247*	*.0266*
Campbell, Ky.	*81.2*	*81.2*	*.0*	*29.0*	*2.1*	*1,449,796*	*73.2*	*29,479*	*49,993*	*501,743*	*53.0*	*11,548*	*17,301*	*.0307*	*.0312*
Kenton, Ky.	*138.5*	*139.7*	*.9*	*51.2*	*3.0*	*2,393,892*	*68.5*	*28,586*	*46,756*	*943,553*	*51.5*	*12,530*	*18,429*	*.0536*	*.0535*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,675.4***	***1,688.9***	***.8***	***632.7***	***2.9***	***30,681,530***	***67.4***	***29,908***	***48,493***	***13,460,772***	***51.3***	***14,467***	***21,275***	***.7024***	***.6992***
CLEVELAND	**1,859.1**	**1,814.2**	**-2.4**	**703.9**	**-.4**	**32,436,747**	**54.4**	**29,718**	**46,081**	**15,135,663**	**41.5**	**15,128**	**21,503**	**.8111**	**.7553**
Cuyahoga	1,439.6	1,375.6	-4.4	551.3	-2.3	24,499,254	51.0	28,744	44,439	12,050,223	39.7	15,286	21,858	.6350	.5803
Geauga	78.1	81.9	4.9	27.0	7.6	1,514,170	64.6	36,649	56,080	377,046	47.5	10,183	13,965	.0303	.0300
Lake	218.0	222.8	2.2	80.9	4.5	4,124,088	62.6	32,772	50,978	1,999,345	49.9	17,232	24,714	.0984	.0966
Medina	123.4	133.9	8.5	44.7	11.2	2,299,235	72.3	33,194	51,437	709,049	47.7	11,939	15,862	.0474	.0484
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,783.1***	***2,722.2***	***-2.2***	***1,041.8***	***-.1***	***47,695,819***	***55.1***	***29,481***	***45,782***	***21,647,661***	***42.0***	***14,609***	***20,779***	***1.1828***	***1.1056***
COLUMBUS	**1,281.2**	**1,316.6**	**2.8**	**508.5**	**5.1**	**23,496,373**	**69.9**	**28,573**	**46,208**	**11,664,176**	**52.3**	**15,010**	**21,758**	**.5438**	**.5490**
Delaware	58.9	64.6	9.7	22.5	12.5	1,220,064	89.2	32,241	54,225	322,559	62.4	9,934	14,336	.0221	.0244
Fairfield	100.7	107.6	6.9	38.1	9.2	1,582,121	64.8	27,513	41,525	545,035	50.0	10,413	14,305	.0355	.0355
Franklin	886.0	902.4	1.9	361.6	4.3	16,940,030	70.1	28,733	46,847	8,900,946	53.2	16,763	24,615	.4022	.4061
Licking	125.0	128.9	3.1	48.1	5.5	2,235,100	72.3	28,446	46,468	737,608	47.6	10,957	15,335	.0472	.0476

RALEIGH DURHAM WINS BIG

"Hottest retail market in the Southeast; 8th top retail growth market in the entire nation," says ADWEEK magazine of the Raleigh/Durham Metro.

Reach this *quality people-quality products* market with the largest daily newspaper buy in the Carolinas...

The News and Observer
The Raleigh Times
Durham Morning Herald
THE DURHAM SUN

With one rate, one bill via
Bradham
NEWSPAPER SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
OH (cont.)														
Madison	34.4	35.5	3.2	12.0	5.3	388,444	42.5	23,906	32,370	182,504	41.3	11,330	15,209	.0111	.0101
Pickaway	44.7	44.5	-.4	14.9	2.1	644,077	62.6	27,138	43,227	258,115	48.1	11,937	17,323	.0154	.0152
Union	31.5	33.1	5.1	11.3	5.6	486,737	65.6	27,463	43,074	117,409	36.4	8,043	10,390	.0103	.0101
DAYTON - SPRINGFIELD	**926.9**	**906.9**	**-2.2**	**351.9**	**.1**	**16,725,188**	**63.3**	**29,138**	**47,529**	**7,178,560**	**46.1**	**13,973**	**20,399**	**.3981**	**.3778**
Clark	145.7	140.7	-3.4	53.7	-.9	2,421,691	63.1	27,394	45,097	917,405	42.8	11,850	17,084	.0532	.0536
Greene	130.1	128.9	-.9	45.7	1.1	2,611,827	72.0	33,600	57,152	826,417	51.7	12,051	18,084	.0529	.0535
Miami	91.0	90.9	-.1	34.1	2.4	1,594,294	67.6	28,572	46,753	613,264	48.6	12,397	17,984	.0357	.0353
Montgomery	560.1	546.4	-2.4	218.4	-.2	10,097,376	60.5	28,735	46,233	4,821,474	45.5	13,135	22,076	.2457	.2354
HAMILTON - MIDDLETOWN	**271.9**	**284.5**	**4.6**	**102.9**	**7.3**	**4,542,329**	**63.7**	**28,931**	**44,143**	**1,647,495**	**52.4**	**11,270**	**16,011**	**.1017**	**.1009**
Butler	271.9	284.5	4.6	102.9	7.3	4,542,329	63.7	28,931	44,143	1,647,495	52.4	11,270	16,011	.1017	.1009
LIMA	**157.9**	**158.7**	**.5**	**58.0**	**3.0**	**2,356,102**	**57.5**	**26,570**	**40,622**	**1,238,503**	**45.2**	**15,152**	**21,354**	**.0620**	**.0592**
Allen	113.9	113.4	-.4	41.7	2.2	1,748,363	58.7	26,994	41,927	989,925	46.5	16,564	23,739	.0465	.0446
Auglaize	44.0	45.3	3.0	16.3	5.2	607,739	54.0	25,432	37,285	248,578	40.2	11,435	15,250	.0155	.0146
LORAIN - ELYRIA	**274.4**	**272.2**	**-.8**	**96.7**	**1.6**	**4,588,659**	**60.2**	**30,082**	**47,453**	**1,701,834**	**45.3**	**12,306**	**17,599**	**.1058**	**.1014**
Lorain	274.4	272.2	-.8	96.7	1.6	4,588,659	60.2	30,082	47,453	1,701,834	45.3	12,306	17,599	.1058	.1014
MANSFIELD	**130.2**	**128.4**	**-1.4**	**48.6**	**1.0**	**2,039,243**	**59.1**	**26,645**	**41,960**	**1,047,149**	**45.8**	**14,931**	**21,546**	**.0524**	**.0500**
Richland	130.2	128.4	-1.4	48.6	1.0	2,039,243	59.1	26,645	41,960	1,047,149	45.8	14,931	21,546	.0524	.0500
PARKERSBURG - MARIETTA	**159.9**	**159.7**	**.4**	**60.2**	**2.7**	**2,493,646**	**67.1**	**25,460**	**41,423**	**1,259,597**	**48.6**	**14,468**	**20,924**	**.0619**	**.0611**
Washington	66.1	67.9	2.7	24.7	5.1	956,213	62.1	25,100	38,713	457,183	50.1	12,960	18,509	.0240	.0236
Wood, W. Va.	*92.9*	*91.8*	*-1.2*	*35.5*	*1.1*	*1,537,433*	*70.4*	*25,701*	*43,308*	*802,414*	*47.7*	*15,477*	*22,603*	*.0379*	*.0375*
STEUBENVILLE - WEIRTON	**156.4**	**153.2**	**-2.0**	**57.7**	**.0**	**2,065,912**	**41.4**	**25,330**	**35,804**	**820,117**	**31.3**	**10,836**	**14,213**	**.0557**	**.0490**
Jefferson	87.5	86.9	-.5	33.0	1.5	1,179,505	43.2	25,336	35,743	476,976	29.0	11,373	14,454	.0318	.0280
Brooke, W. Va.	*29.8*	*28.4*	*-4.7*	*10.2*	*-3.8*	*363,044*	*38.5*	*24,727*	*35,593*	*124,271*	*32.9*	*8,821*	*12,183*	*.0096*	*.0085*
Hancock, W. Va.	*39.3*	*37.9*	*-3.6*	*14.5*	*-.7*	*523,363*	*39.2*	*25,753*	*36,094*	*218,870*	*35.5*	*11,067*	*15,094*	*.0143*	*.0125*
TOLEDO	**618.4**	**618.3**	**.0**	**233.9**	**2.1**	**10,575,392**	**61.1**	**28,659**	**45,213**	**5,729,193**	**47.1**	**17,026**	**24,537**	**.2694**	**.2607**
Fulton	39.5	41.3	4.6	14.5	6.6	720,385	77.6	29,823	49,682	280,775	58.3	13,043	19,364	.0152	.0160
Lucas	464.5	455.8	-1.9	177.1	.3	7,857,189	57.3	28,276	44,366	4,487,145	44.4	17,590	25,337	.2078	.1968
Wood	114.4	121.2	5.9	42.3	9.0	1,997,818	71.7	29,995	47,230	971,273	57.3	15,913	22,962	.0464	.0479
YOUNGSTOWN - WARREN	**518.5**	**502.4**	**-3.1**	**189.1**	**-.8**	**8,520,457**	**56.8**	**28,499**	**45,058**	**3,602,134**	**41.9**	**13,313**	**19,049**	**.2079**	**.1949**
Mahoning	278.2	265.1	-4.7	100.4	-2.5	3,523,798	38.0	24,785	35,098	1,881,437	33.6	13,672	18,739	.1055	.0912
Trumbull	240.3	237.3	-1.2	88.7	1.1	4,996,659	73.4	32,861	56,332	1,720,697	52.2	12,890	19,399	.1024	.1037
TOTAL METRO COUNTIES	**8,492.8**	**8,438.9**	**-.6**	**3,217.2**	**1.5**	**147,479,251**	**60.9**	**28,922**	**45,841**	**67,365,907**	**46.0**	**14,567**	**20,939**	**3.5584**	**3.4278**
TOTAL STATE	**10,813.8**	**10,796.4**	**-.2**	**4,077.3**	**2.8**	**181,226,477**	**61.0**	**28,163**	**44,448**	**79,971,138**	**45.5**	**13,755**	**19,614**	**4.3635**	**4.2922**
OKLAHOMA														
ENID	**66.1**	**69.7**	**5.4**	**27.5**	**7.8**	**1,215,904**	**63.3**	**29,191**	**44,215**	**566,071**	**39.4**	**15,926**	**20,584**	**.0295**	**.0284**
Garfield	66.1	69.7	5.4	27.5	7.8	1,215,904	63.3	29,191	44,215	566,071	39.4	15,926	20,584	.0295	.0284
LAWTON	**116.9**	**121.6**	**4.0**	**39.8**	**6.7**	**1,933,048**	**70.7**	**30,358**	**48,569**	**896,352**	**55.2**	**15,484**	**22,521**	**.0450**	**.0460**
Comanche	116.9	121.6	4.0	39.8	6.7	1,933,048	70.7	30,358	48,569	896,352	55.2	15,484	22,521	.0450	.0460
OKLAHOMA CITY	**971.8**	**1,093.6**	**12.5**	**423.6**	**14.6**	**19,832,201**	**76.3**	**30,423**	**46,818**	**11,426,089**	**61.0**	**19,193**	**26,974**	**.4642**	**.4936**
Canadian	72.9	90.8	24.6	31.0	27.0	1,598,005	94.6	33,663	51,549	532,461	62.2	14,715	18,789	.0303	.0348
Cleveland	160.2	190.4	18.9	69.7	22.5	3,275,486	85.4	31,054	46,994	1,805,581	73.3	18,308	25,905	.0719	.0810
Logan	31.7	36.9	16.4	12.5	13.6	530,654	76.9	27,266	42,452	144,739	52.5	8,631	11,579	.0107	.0113
McClain	25.1	30.3	20.7	10.4	20.9	428,869	85.6	26,569	41,237	162,536	62.0	11,668	15,628	.0089	.0099
Oklahoma	617.9	671.7	8.7	273.0	11.2	12,885,301	71.5	30,614	47,199	8,227,076	58.9	21,104	30,136	.3175	.3300
Pottawatomie	64.0	73.5	14.8	27.0	15.4	1,113,886	81.0	26,304	41,255	503,696	57.1	13,705	18,655	.0249	.0266
TULSA	**738.4**	**822.7**	**11.4**	**318.0**	**13.2**	**14,053,623**	**68.7**	**29,645**	**44,194**	**6,147,992**	**45.6**	**15,030**	**19,333**	**.3213**	**.3238**
Creek	71.8	81.5	13.5	28.7	13.4	1,210,907	75.9	27,215	42,192	393,944	49.2	10,434	13,726	.0254	.0267
Osage	44.8	50.7	13.2	18.3	12.3	661,081	59.1	25,496	36,125	99,924	36.6	4,488	5,460	.0135	.0133
Rogers	57.2	69.1	20.8	23.8	22.7	1,065,259	84.9	29,695	44,759	246,359	54.3	8,228	10,351	.0197	.0216
Tulsa	509.7	552.5	8.4	224.4	11.1	10,069,243	64.8	30,265	44,872	5,292,736	44.8	18,104	23,586	.2460	.2427
Wagoner	54.9	68.9	25.5	22.8	26.0	1,047,133	94.1	29,804	45,927	114,929	60.4	3,959	5,041	.0167	.0195
TOTAL METRO COUNTIES	**1,928.3**	**2,147.6**	**11.4**	**822.3**	**13.4**	**37,280,683**	**72.4**	**29,888**	**45,459**	**19,153,387**	**54.6**	**17,081**	**23,292**	**.8694**	**.9056**
TOTAL STATE	**3,348.6**	**3,692.6**	**10.3**	**1,403.8**	**11.8**	**58,098,636**	**69.7**	**27,270**	**41,387**	**28,302,771**	**52.0**	**14,839**	**20,162**	**1.3761**	**1.4063**
OREGON														
EUGENE - SPRINGFIELD	**269.1**	**261.7**	**-2.7**	**103.7**	**-.5**	**4,024,081**	**58.8**	**24,317**	**38,805**	**1,928,735**	**42.8**	**12,960**	**18,599**	**.1028**	**.0973**
Lane	269.1	261.7	-2.7	103.7	-.5	4,024,081	58.8	24,317	38,805	1,928,735	42.8	12,960	18,599	.1028	.0973
MEDFORD	**137.5**	**143.9**	**4.7**	**54.1**	**4.8**	**1,930,285**	**62.4**	**23,035**	**35,680**	**1,068,967**	**47.7**	**14,025**	**19,759**	**.0513**	**.0505**
Jackson	137.5	143.9	4.7	54.1	4.8	1,930,285	62.4	23,035	35,680	1,068,967	47.7	14,025	19,759	.0513	.0505
PORTLAND	**1,140.6**	**1,174.8**	**3.0**	**462.5**	**3.9**	**23,116,708**	**77.9**	**29,204**	**49,982**	**10,912,488**	**56.2**	**15,700**	**23,595**	**.5094**	**.5287**
Clackamas	251.9	261.8	3.9	93.3	4.9	4,933,646	77.2	31,323	52,879	1,783,317	56.9	12,787	19,114	.1014	.1058
Multnomah	560.9	557.4	-.6	233.6	.0	10,528,563	70.4	26,446	45,071	5,728,501	50.1	16,326	24,523	.2552	.2551
Washington	268.6	292.6	8.9	113.5	11.5	6,724,761	92.0	34,413	59,249	3,022,017	68.4	17,632	26,626	.1320	.1480
Yamhill	59.2	63.0	6.4	22.1	7.3	929,738	76.2	25,615	42,070	378,653	58.1	11,625	17,134	.0208	.0218
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,348.8***	***1,399.3***	***3.7***	***547.5***	***4.9***	***26,881,462***	***76.9***	***29,110***	***49,099***	***12,180,492***	***56.4***	***14,929***	***22,247***	***.5983***	***.6119***

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total Households (Thous.)	% Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
OR (cont.)															
SALEM	255.6	261.0	2.1	95.9	2.6	3,431,218	56.4	23,604	35,988	1,586,653	41.8	11,970	16,545	.0983	.0855
Marion	209.3	213.9	2.2	78.5	2.5	2,802,746	55.5	23,533	35,704	1,459,949	42.2	13,405	18,598	.0763	.0722
Polk	46.3	47.1	1.7	17.4	3.0	648,472	60.4	23,926	37,269	126,704	37.2	5,465	7,282	.0140	.0133
TOTAL METRO COUNTIES	1,802.8	1,841.6	2.1	716.2	3.2	32,522,293	71.8	27,258	45,410	15,496,843	52.2	14,662	21,638	.7538	.7640
TOTAL STATE	2,693.3	2,750.9	2.1	1,054.9	3.0	44,642,434	68.4	25,879	42,319	21,431,232	50.2	13,925	20,316	1.0708	1.0690
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	654.6	674.4	3.0	261.3	5.5	12,180,927	63.7	30,033	46,617	5,293,352	49.0	14,344	20,258	.3816	.3774
Carbon	54.4	55.6	2.2	22.1	4.7	797,241	55.2	24,351	36,074	222,783	33.1	7,935	10,081	.0185	.0172
Lehigh	279.1	285.9	2.4	113.5	4.9	5,964,573	73.5	31,777	52,551	3,091,524	55.1	18,416	27,238	.1362	.1399
Northampton	231.9	238.5	2.8	90.8	5.3	3,612,006	50.1	27,911	39,780	1,239,181	36.0	10,572	13,647	.0873	.0804
Warren, N. J.	*89.2*	*94.4*	*5.8*	*34.9*	*8.4*	*1,807,107*	*67.1*	*33,577*	*51,780*	*739,864*	*53.6*	*14,961*	*21,200*	*.0396*	*.0399*
ALTOONA	136.4	135.5	-.7	51.9	2.0	1,788,444	49.1	23,563	34,459	1,002,329	41.9	13,877	19,313	.0511	.0472
Blair	136.4	135.5	-.7	51.9	2.0	1,788,444	49.	23,563	34,459	1,002,329	41.9	13,877	19,313	.0511	.0472
BEAVER COUNTY	201.5	197.4	-2.0	73.7	.1	3,376,265	52.5	30,088	45,811	1,052,893	30.7	10,943	14,286	.0784	.0714
Beaver	201.5	197.4	-2.0	73.7	.1	3,376,265	52.5	30,088	45,811	1,052,893	30.7	10,943	14,286	.0784	.0714
ERIE	285.6	290.7	1.8	107.4	4.4	4,818,363	65.7	28,258	44,864	2,066,525	50.7	13,330	19,241	.1121	.1111
Erie	285.6	290.7	1.8	107.4	4.4	4,818,363	65.7	28,258	44,864	2,066,525	50.7	13,330	19,241	.1121	.1111
HARRISBURG - LEBANON - CARLISLE	575.6	597.0	3.7	232.3	6.3	11,219,177	70.4	30,115	48,296	5,524,741	54.6	16,345	23,783	.2587	.2632
Cumberland	187.9	197.6	5.2	75.3	7.9	3,965,012	74.6	32,534	52,656	2,256,761	57.8	20,486	29,970	.0928	.0967
Dauphin	236.8	241.7	2.1	98.3	4.5	5,081,633	76.1	30,674	51,695	2,223,415	56.0	15,145	22,619	.1089	.1127
Lebanon	112.1	115.7	3.2	43.2	6.1	1,643,729	51.1	26,732	38,049	882,735	45.8	14,873	20,434	.0445	.0418
Perry	38.8	42.0	8.2	15.5	10.7	528,803	56.5	24,137	34,116	161,830	43.6	8,048	10,441	.0125	.0120
JOHNSTOWN	263.9	252.6	-.5	97.3	1.6	2,893,680	33.1	22,668	29,758	1,185,402	19.3	10,374	12,183	.0874	.0730
Cambria	180.4	176.8	-2.0	65.3	.0	1,948,901	30.0	22,952	29,845	832,114	16.4	10,951	12,743	.0609	.0496
Somerset	83.5	85.8	2.8	32.0	4.9	944,579	40.0	22,125	29,518	353 288	26.8	9,138	11,040	.0265	.0234
LANCASTER	382.8	404.4	5.6	148.0	8.3	6,786,236	67.4	29,663	45,853	3,204,478	54.8	15,143	21,652	.1587	.1605
Lancaster	382.8	404.4	5.6	148.0	8.3	6,786,236	67.4	29,663	45,853	3,204,478	54.8	15,143	21,652	.1587	.1605
PHILADELPHIA	4,770.0	4,824.0	1.1	1,791.5	3.3	90,161,962	64.0	31,706	50,328	39,194,119	49.7	15,697	21,878	2.0726	2.0376
Bucks	511.3	545.4	6.7	192.8	9.2	10,076,116	66.6	34,267	52,262	5,000,506	55.2	18,260	25,936	.2347	.2376
Chester	336.7	358.4	6.4	128.8	9.2	7,707,402	74.0	37,536	59,840	2,463,692	58.5	13,175	19,128	.1503	.1564
Delaware	549.9	545.1	-.9	202.8	1.5	10,426,095	58.5	32,921	51,411	4,817,296	45.9	16,530	23,754	.2502	.2389
Montgomery	659.8	677.0	2.6	253.4	5.1	15,786,178	67.7	39,041	62,297	7,779,099	52.7	21,134	30,699	.3560	.3574
Philadelphia	1,625.9	1,557.1	-4.2	608.8	-2.1	25,113,493	60.9	25,096	41,251	10,129,699	44.3	11,285	16,639	.5018	.5726
Burlington, N. J.	*387.7*	*413.1*	*6.6*	*141.0*	*9.4*	*7,922,164*	*65.3*	*37,172*	*56,186*	*2,979,904*	*49.8*	*15,435*	*21,134*	*.1715*	*.1712*
Camden, N. J.	*484.4*	*498.2*	*2.8*	*183.8*	*5.3*	*9,079,683*	*59.9*	*32,550*	*49,400*	*4,178,186*	*49.2*	*16,043*	*22,732*	*.2157*	*.2096*
Gloucester, N. J.	*214.3*	*229.7*	*7.2*	*80.1*	*9.7*	*4,050,831*	*66.9*	*33,244*	*50,572*	*1,845,737*	*55.0*	*16,310*	*23,043*	*.0926*	*.0939*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,755.6*	*5,831.7*	*1.3*	*2,154.9*	*3.5*	*109,692,726*	*64.2*	*32,102*	*50,904*	*47,811,420*	*49.8*	*15,334*	*22,187*	*2.5180*	*2.4783*
PITTSBURGH	2,175.0	2,127.1	-2.2	838.7	-.1	36,342,479	50.5	28,759	43,332	15,197,371	36.3	13,285	18,120	.9091	.8270
Allegheny	1,397.4	1,342.2	-4.0	540.8	-1.8	24,567,332	49.6	29,814	45,428	10,839,828	38.3	14,233	20,044	.6172	.5599
Fayette	162.7	165.9	2.0	62.8	4.3	1,879,470	42.5	21,909	29,928	807,117	24.5	10,768	12,852	.0542	.0477
Washington	219.2	221.2	.9	83.9	3.1	3,534,098	54.9	28,020	42,123	1,146,105	31.0	10,751	13,660	.0830	.0765
Westmoreland	395.7	397.8	.5	151.2	2.8	6,361,579	54.3	28,026	42,074	2,404,321	34.3	12,171	15,902	.1547	.1429
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	*2,376.5*	*2,324.5*	*-2.2*	*912.4*	*-.1*	*39,718,744*	*50.7*	*28,867*	*43,532*	*16,250,364*	*35.9*	*13,097*	*17,810*	*.9875*	*.8984*
READING	321.8	331.5	3.0	130.0	5.5	5,677,365	61.4	28,543	43,672	2,844,720	50.1	15,382	21,882	.1391	.1362
Berks	321.8	331.5	3.0	130.0	5.5	5,677,365	61.4	28,543	43,672	2,844,720	50.1	15,382	21,882	.1391	.1362
SCRANTON - WILKES-BARRE	737.1	746.6	1.2	288.4	3.6	11,428,113	64.0	25,037	39,626	5,264,109	48.1	12,775	18,253	.2791	.2734
Columbia	63.9	65.9	3.1	24.6	6.0	1,063,174	78.5	25,676	43,218	375,629	50.9	10,729	15,269	.0226	.0235
Lackawanna	224.8	221.6	-1.4	85.5	.9	3,424,099	60.3	25,216	40,048	1,675,193	46.3	13,521	19,593	.0868	.0833
Luzerne	342.0	340.5	-.4	133.3	1.9	5,187,112	61.7	24,532	38,913	2,391,531	47.6	12,388	17,941	.1285	.1243
Monroe	77.9	87.2	11.9	34.1	14.8	1,383,566	74.8	26,653	40,574	674,713	53.4	14,808	19,786	.0320	.0334
Wyoming	28.5	30.8	8.1	10.9	10.1	370,162	57.0	23,821	33,960	147,043	45.5	10,209	13,490	.0092	.0089
SHARON	128.7	128.4	-.2	47.8	2.1	1,726,481	42.7	25,859	36,119	692,446	26.7	11,681	14,486	.0470	.0409
Mercer	128.7	128.4	-.2	47.8	2.1	1,726,481	42.7	25,859	36,119	692,446	26.7	11,681	14,486	.0470	.0409
STATE COLLEGE	116.0	119.2	2.8	41.1	5.7	1,707,105	63.3	26,873	41,535	788,668	43.8	14,102	19,189	.0427	.0414
Centre	116.0	119.2	2.8	41.1	5.7	1,707,105	63.3	26,873	41,535	788,668	43.8	14,102	19,189	.0427	.0414
WILLIAMSPORT	119.9	120.2	.3	45.1	2.3	1,713,160	55.5	24,988	37,986	829,643	41.8	13,271	18,396	.0451	.0423
Lycoming	119.9	120.2	.3	45.1	2.3	1,713,160	55.5	24,988	37,986	829,643	41.8	13,271	18,396	.0451	.0423
YORK	397.6	413.9	4.1	157.0	6.6	6,943,262	63.8	28,780	44,225	2,663,631	47.5	12,259	16,966	.1574	.1550
Adams	70.5	*72.4*	2.7	26.0	5.3	1,043,074	57.8	26,758	40,118	314,167	46.5	8,680	12,083	.0237	.0228
York	327.1	341.5	4.4	131.0	6.9	5,900,188	64.9	29,187	45,040	2,349,464	47.6	12,980	17,935	.1337	.1322
TOTAL METRO COUNTIES	10,090.9	10,136.9	.5	3,871.7	2.7	175,903,034	60.2	29,127	45,433	77,060,736	45.7	14,027	19,904	4.2009	4.0430
TOTAL STATE	11,965.4	12,059.4	.8	4,588.2	3.1	201,820,506	59.5	28,415	43,987	87,611,983	44.9	13,586	19,095	4.8585	4.6606

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					$$ EFFECTIVE BUYING INCOME					RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**878.7**	**892.7**	**1.6**	**327.9**	**3.0**	**15,669,711**	**63.6**	**30,074**	**47,788**	**6,927,118**	**49.8**	**14,524**	**21,126**	**.3668**	**.3601**
Bristol	46.6	46.2	-.9	15.4	.0	783,702	52.3	33,409	50,890	233,455	41.9	10,679	15,159	.0177	.0164
Kent	159.8	166.1	3.9	59.5	4.9	3,140,184	67.5	33,069	52,776	1,643,348	52.4	19,013	27,619	.0749	.0750
Providence	572.8	574.2	.2	215.8	1.6	9,838,045	61.9	28,627	45,589	4,104,031	47.5	13,106	19,018	.2304	.2234
Washington	99.5	106.2	6.7	37.2	9.4	1,907,780	72.1	32,602	51,284	946,284	57.8	17,638	25,438	.0438	.0453
TOTAL METRO COUNTIES	**878.7**	**892.7**	**1.6**	**327.9**	**3.0**	**15,669,711**	**63.6**	**30,074**	**47,788**	**6,927,118**	**49.8**	**14,524**	**21,126**	**.3668**	**.3601**
TOTAL STATE	**963.0**	**978.3**	**1.6**	**358.3**	**3.0**	**17,237,709**	**64.0**	**30,391**	**48,389**	**7,684,119**	**50.0**	**14,734**	**21,446**	**.4046**	**.3982**
SOUTH CAROLINA															
ANDERSON	**144.2**	**154.5**	**7.1**	**58.3**	**9.8**	**2,163,922**	**71.1**	**23,823**	**37,117**	**980,949**	**54.2**	**11,983**	**16,826**	**.0514**	**.0525**
Anderson	144.2	154.5	7.1	58.3	9.8	2,163,922	71.1	23,823	37,117	980,949	54.2	11,983	16,826	.0514	.0525
CHARLESTON	**484.0**	**535.6**	**10.7**	**183.7**	**13.4**	**7,191,609**	**73.4**	**25,605**	**39,149**	**3,666,203**	**55.9**	**14,515**	**19,958**	**.1755**	**.1829**
Berkeley	118.3	144.1	21.8	48.2	24.5	1,755,016	87.7	24,163	36,411	393,732	73.8	5,855	8,169	.0332	.0381
Charleston	292.6	302.7	3.5	105.2	6.3	4,371,590	66.9	26,455	41,555	2,882,502	53.1	19,012	27,400	.1191	.1193
Dorchester	73.1	88.8	21.5	30.3	24.7	1,065,003	79.3	24,442	35,149	389,969	60.7	9,988	12,870	.0232	.0255
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**1,094.5**	**6.1**	**408.7**	**8.5**	**18,378,707**	**72.8**	**28,241**	**44,969**	**9,605,803**	**57.0**	**16,245**	**23,503**	**.4348**	**.4489**
York	116.7	127.2	9.0	44.9	12.0	2,083,310	87.1	27,762	46,399	914,511	66.5	13,697	20,368	.0441	.0485
Cabarrus, N. C.	*91.5*	*97.3*	*6.3*	*36.0*	*8.4*	*1,701,477*	*82.5*	*28,077*	*47,263*	*812,147*	*61.8*	*15,115*	*22,560*	*.0375*	*.0401*
Gaston, N. C.	*167.5*	*172.2*	*2.8*	*62.4*	*5.1*	*2,875,380*	*75.2*	*27,624*	*46,080*	*1,295,059*	*56.1*	*13,970*	*20,754*	*.0652*	*.0670*
Lincoln, N. C.	*46.8*	*51.6*	*10.3*	*19.0*	*13.1*	*850,207*	*88.5*	*26,849*	*44,748*	*255,752*	*67.9*	*9,065*	*13,461*	*.0163*	*.0180*
Mecklenburg, N. C.	*439.6*	*456.3*	*3.8*	*177.5*	*8.8*	*8,057,885*	*66.7*	*29,620*	*45,397*	*4,983,649*	*54.9*	*19,720*	*28,077*	*.2043*	*.2067*
Rowan, N. C.	*102.1*	*105.0*	*2.8*	*40.2*	*5.2*	*1,735,683*	*73.7*	*26,157*	*43,176*	*867,519*	*55.5*	*14,605*	*21,580*	*.0409*	*.0421*
Union, N. C.	*77.4*	*84.9*	*9.7*	*28.7*	*11.7*	*1,074,765*	*61.6*	*25,884*	*37,448*	*477,166*	*54.6*	*12,608*	*16,626*	*.0265*	*.0265*
COLUMBIA	**[illegible]**	**471.7**	**7.1**	**169.9**	**10.2**	**8,389,227**	**82.6**	**29,432**	**48,789**	**3,635,869**	**62.2**	**14,537**	**21,400**	**.1769**	**.1901**
Lexington	160.2	181.6	13.4	67.2	16.1	3,058,068	87.2	28,219	45,507	1,043,981	69.5	10,639	15,535	.0593	.0662
Richland	280.1	290.1	3.6	102.7	6.6	5,231,159	80.1	30,162	50,936	2,591,888	59.4	16,881	25,237	.1176	.1239
FLORENCE	**117.2**	**123.9**	**5.7**	**43.6**	**8.2**	**1,413,254**	**59.3**	**22,010**	**32,414**	**935,338**	**51.1**	**15,363**	**21,453**	**.0413**	**.0407**
Florence	117.2	123.9	5.7	43.6	8.2	1,413,254	59.3	22,010	32,414	935,338	51.1	15,363	21,453	.0413	.0407
GREENVILLE - SPARTANBURG	**605.0**	**640.9**	**5.9**	**241.1**	**8.5**	**8,896,355**	**63.7**	**24,469**	**36,899**	**4,743,203**	**52.2**	**14,036**	**19,673**	**.2283**	**.2275**
Greenville	305.4	323.5	5.9	123.8	8.6	4,089,352	51.9	23,609	33,032	2,634,781	48.0	15,616	21,283	.1191	.1139
Pickens	86.1	92.8	7.8	33.0	10.7	1,490,979	86.5	26,833	45,181	525,800	63.5	10,793	15,933	.0301	.0328
Spartanburg	213.5	224.6	5.2	84.3	7.7	3,316,024	70.6	24,820	39,336	1,582,622	55.9	12,969	18,774	.0791	.0808
TOTAL METRO COUNTIES	**2,020.0**	**2,173.6**	**7.6**	**786.9**	**10.3**	**31,966,646**	**73.1**	**25,866**	**40,624**	**15,599,812**	**56.5**	**13,969**	**19,824**	**.7585**	**.7854**
TOTAL STATE	**3,353.4**	**3,582.9**	**6.8**	**1,284.1**	**9.6**	**48,983,045**	**71.6**	**24,360**	**38,146**	**24,259,383**	**56.7**	**13,212**	**18,892**	**1.1936**	**1.2292**
SOUTH DAKOTA															
RAPID CITY	**75.3**	**80.7**	**7.2**	**31.1**	**10.3**	**1,526,539**	**76.1**	**30,738**	**49,085**	**904,259**	**60.3**	**20,010**	**29,076**	**.0361**	**.0381**
Pennington	75.3	80.7	7.2	31.1	10.3	1,526,539	76.1	30,738	49,085	904,259	60.3	20,010	29,076	.0361	.0381
SIOUX FALLS	**119.6**	**129.3**	**8.1**	**51.2**	**11.1**	**2,738,891**	**79.7**	**33,960**	**53,494**	**1,298,473**	**57.5**	**17,882**	**25,361**	**.0588**	**.0621**
Minnehaha	119.6	129.3	8.1	51.2	11.1	2,738,891	79.7	33,060	53,494	1,298,473	57.5	17,882	25,361	.0588	.0621
TOTAL METRO COUNTIES	**194.9**	**210.0**	**7.7**	**82.3**	**10.8**	**4,265,430**	**78.4**	**32,179**	**51,828**	**2,202,732**	**58.6**	**18,690**	**26,765**	**.0949**	**.1002**
TOTAL STATE	**713.7**	**737.6**	**3.3**	**275.8**	**5.4**	**11,455,799**	**64.1**	**26,667**	**41,537**	**5,373,074**	**50.4**	**13,655**	**19,482**	**.2781**	**.2749**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
TENNESSEE															
CHATTANOOGA	433.6	440.1	1.5	164.8	3.8	6,467,168	60.6	25,363	39,243	2,495,194	48.4	14,828	21,209	.1691	.1641
Hamilton	289.9	291.5	.6	111.9	2.9	4,643,381	61.2	26,503	41,496	2,701,627	48.1	16,779	24,143	.1225	.1188
Marion	25.3	26.1	3.2	9.5	5.6	213,415	61.1	21,622	32,991	128,943	50.0	9,554	13,573	.0080	.0078
Sequatchie	9.1	9.5	4.4	3.6	12.5	110,807	76.6	19,604	30,780	47,551	62.1	9,167	13,209	.0025	.0027
Catoosa, Ga.	*39.8*	*42.9*	*7.8*	*15.2*	*10.1*	*555,856*	*64.9*	*24,426*	*36,569*	*294,970*	*55.0*	*13,787*	*19,406*	*.0143*	*.0145*
Dade, Ga.	*12.8*	*13.3*	*3.9*	*4.2*	*2.4*	*126,547*	*46.4*	*21,083*	*30,130*	*50,047*	*37.2*	*8,894*	*11,916*	*.0037*	*.0034*
Walker, Ga.	*56.7*	*56.8*	*.2*	*20.4*	*2.0*	*717,162*	*53.9*	*23,299*	*35,155*	*272,056*	*44.1*	*9,439*	*13,336*	*.0181*	*.0169*
CLARKSVILLE - HOPKINSVILLE	155.5	161.6	3.9	53.6	6.8	2,277,090	74.1	26,050	42,483	1,099,752	56.8	13,971	20,518	.0546	.0565
Montgomery	87.6	92.4	5.5	32.1	8.4	1,287,165	73.1	25,127	40,099	663,752	57.5	14,235	20,678	.0314	.0326
Christian, Ky.	*67.9*	*69.2*	*1.9*	*21.5*	*4.4*	*989,925*	*75.5*	*27,376*	*46,043*	*436,000*	*55.7*	*13,593*	*20,279*	*.0232*	*.0239*
JACKSON	76.3	78.0	2.2	29.6	5.0	1,189,280	72.2	24,497	40,178	823,045	54.6	18,879	27,806	.0321	.0326
Madison	76.3	78.0	2.2	29.6	5.0	1,189,280	72.2	24,497	40,178	823,045	54.6	18,879	27,806	.0321	.0326
JOHNSON CITY - KINGSPORT - BRISTOL	446.7	459.1	2.8	170.6	4.4	6,545,593	66.2	24,101	38,368	3,367,096	51.4	13,186	19,115	.1639	.1630
Carter	51.3	51.6	.6	19.8	2.6	683,398	69.3	20,909	34,515	199,608	50.9	6,852	10,081	.0153	.0152
Hawkins	46.2	48.9	5.8	17.9	8.5	720,294	85.1	23,837	40,240	193,531	52.2	7,233	10,812	.0143	.0153
Sullivan	147.5	150.8	2.3	58.3	4.5	2,362,182	66.0	25,416	40,379	1,401,021	51.4	16,524	23,949	.0614	.0611
Unicoi	16.7	17.1	2.4	6.5	4.8	248,220	76.5	22,688	38,188	57,231	54.6	5,969	8,805	.0050	.0052
Washington	92.6	96.5	4.2	35.8	7.2	1,331,939	63.2	24,440	37,205	807,814	52.1	15,901	22,565	.0359	.0355
Bristol city, Va.	*18.3*	*17.5*	*-4.4*	*7.1*	*-1.4*	*243,376*	*47.8*	*22,868*	*34,278*	*289,536*	*48.1*	*27,146*	*40,780*	*.0094*	*.0086*
Scott, Va.	*24.9*	*24.6*	*-1.2*	*8.2*	*-3.5*	*338,683*	*63.2*	*24,416*	*41,303*	*137,355*	*44.4*	*11,194*	*16,751*	*.0082*	*.0080*
Washington, Va.	*49.2*	*52.0*	*5.7*	*16.8*	*3.1*	*617,501*	*58.8*	*23,856*	*36,756*	*175,000*	*47.1*	*7,297*	*10,417*	*.0144*	*.0141*
KNOXVILLE	591.3	618.1	4.5	239.6	7.0	9,965,880	72.5	25,787	41,593	5,948,072	55.8	17,041	24,825	.2505	.2567
Anderson	69.8	72.3	3.6	27.9	5.7	1,394,742	78.1	29,658	49,991	610,790	57.8	14,658	21,892	.0300	.0314
Blount	82.5	87.3	5.8	33.0	8.2	1,344,259	73.1	25,465	40,735	761,375	57.4	15,864	23,072	.0333	.0343
Grainger	17.3	17.8	2.9	6.5	6.6	165,422	54.8	17,523	25,450	30,508	46.5	3,413	4,694	.0041	.0038
Jefferson	34.1	36.9	8.2	13.2	10.0	545,800	86.1	24,434	41,348	138,043	61.6	7,119	10,458	.0105	.0115
Knox	327.3	335.9	2.6	133.5	5.1	5,740,409	70.7	26,477	42,999	3,865,233	54.0	19,757	28,953	.1508	.1528
Sevier	47.7	54.4	14.0	20.4	17.2	656,729	74.6	21,612	32,193	515,548	64.6	17,998	25,272	.0187	.0200
Union	12.6	13.5	7.1	5.1	10.9	118,319	52.1	16,912	23,200	26,575	49.7	3,859	5,211	.0031	.0029
MEMPHIS	927.2	937.7	1.1	337.1	3.5	14,963,921	69.0	27,221	44,449	8,345,370	51.3	16,927	24,756	.3774	.3775
Shelby	783.7	787.1	.4	296.8	2.8	13,104,987	69.2	27,769	45,694	7,446,005	51.7	17,598	25,962	.3295	.3297
Tipton	34.6	36.3	4.9	12.4	7.8	426,401	66.2	22,309	34,387	149,388	51.6	8,568	12,047	.0102	.0102
Crittenden, Ark.	*48.8*	*47.9*	*-1.8*	*16.0*	*.0*	*497,060*	*46.4*	*21,214*	*31,066*	*472,571*	*39.3*	*21,208*	*29,536*	*.0185*	*.0168*
De Soto, Miss.	*60.1*	*66.4*	*10.5*	*21.9*	*12.9*	*955,473*	*81.0*	*27,216*	*43,629*	*277,406*	*64.4*	*8,700*	*12,667*	*.0192*	*.0208*
NASHVILLE	899.8	951.4	5.7	352.9	7.4	17,434,288	77.2	29,930	49,375	8,193,549	56.5	15,940	23,218	.3875	.4047
Cheatham	25.6	29.8	16.4	9.9	17.9	347,671	68.3	24,597	35,118	93,482	62.2	6,863	9,443	.0075	.0078
Davidson	480.5	482.5	.4	191.6	2.7	9,620,987	71.4	30,104	50,214	5,617,433	52.6	19,736	29,319	.2345	.2367
Dickson	32.8	35.8	9.1	13.2	12.8	557,717	87.1	25,482	42,251	231,329	67.1	11,833	17,525	.0117	.0130
Robertson	39.5	42.1	6.6	14.5	7.4	617,440	77.8	25,726	42,582	202,682	58.9	9,447	13,978	.0130	.0137
Rutherford	94.5	105.5	11.6	36.8	13.9	1,934,731	93.1	31,021	52,574	721,282	70.6	13,086	19,600	.0371	.0420
Sumner	95.4	105.7	10.8	36.1	12.5	1,791,619	86.0	30,012	49,629	553,059	66.3	10,359	15,320	.0344	.0378
Williamson	68.2	79.0	15.8	26.1	17.0	1,404,809	80.8	34,840	53,824	428,251	59.2	12,061	16,408	.0271	.0293
Wilson	63.3	71.0	12.2	24.7	13.8	1,149,314	84.3	28,730	46,531	346,031	66.6	9,573	14,009	.0222	.0244
TOTAL METRO COUNTIES	3,151.9	3,255.4	3.3	1,216.9	5.5	53,811,437	71.6	27,198	44,220	28,761,137	53.8	16,217	23,635	1.3061	1.3281
TOTAL STATE	4,759.9	4,925.9	3.5	1,826.7	5.6	74,974,595	70.6	25,416	41,044	37,772,143	53.7	14,211	20,678	1.8211	1.8467
TEXAS															
ABILENE	120.7	131.7	9.1	46.7	10.4	2,005,890	67.5	28,305	42,953	1,581,363	56.4	23,899	33,862	.0567	.0581
Taylor	120.7	131.7	9.1	46.7	10.4	2,005,890	67.5	28,305	42,953	1,581,363	56.4	23,899	33,862	.0567	.0581
AMARILLO	193.3	214.5	11.0	81.3	12.3	3,702,164	70.2	30,037	45,537	2,052,430	53.0	18,527	25,245	.0895	.0917
Potter	105.8	113.7	7.5	43.6	7.7	1,487,659	51.9	24,189	34,121	1,470,925	53.4	23,671	33,737	.0501	.0489
Randall	87.5	100.8	15.2	37.7	18.2	2,214,505	85.3	37,462	58,740	581,505	51.9	11,997	15,425	.0394	.0428
AUSTIN	657.0	790.7	20.4	302.4	23.0	15,044,930	95.6	31,287	49,752	7,091,169	71.4	16,834	23,450	.3002	.3474
Hays	49.7	58.9	18.5	18.9	21.9	884,339	97.3	28,925	46,791	348,218	71.8	13,079	18,424	.0176	.0204
Travis	503.8	598.4	18.8	240.6	22.3	11,989,652	94.9	31,280	49,832	6,070,065	70.7	18,081	25,229	.2440	.2806
Williamson	103.5	133.4	28.9	42.9	27.7	2,170,919	99.3	32,420	50,604	672,886	77.7	11,267	15,685	.0386	.0464
BEAUMONT - PORT ARTHUR	397.4	419.8	5.6	148.0	5.9	7,218,560	64.0	31,482	48,774	3,441,570	47.3	16,716	23,254	.1728	.1703
Hardin	46.6	52.8	13.3	17.2	11.0	723,539	62.2	28,777	42,066	237,575	37.3	11,164	13,813	.0166	.0162
Jefferson	258.8	266.5	3.0	96.5	3.4	4,746,442	61.2	31,554	49,186	2,477,094	45.1	18,294	25,669	.1183	.1145
Orange	92.0	100.5	9.2	34.3	10.6	1,748,579	72.9	32,616	50,979	726,901	59.1	14,741	21,192	.0379	.0396
BRAZORIA	203.1	240.2	18.3	77.5	18.9	4,525,803	85.3	37,461	58,397	1,388,741	56.9	13,578	17,919	.0849	.0932
Brazoria	203.1	240.2	18.3	77.5	18.9	4,525,803	85.3	37,461	58,397	1,388,741	56.9	13,578	17,919	.0849	.0932
BROWNSVILLE - HARLINGEN	241.5	275.8	14.2	77.4	14.2	2,658,789	72.2	22,773	34,351	1,944,658	61.3	17,784	25,125	.0781	.0828
Cameron	241.5	275.8	14.2	77.4	14.2	2,658,789	72.2	22,773	34,351	1,944,658	61.3	17,784	25,125	.0781	.0828
BRYAN - COLLEGE STATION	111.3	131.1	17.8	48.2	21.1	2,423,421	102.6	30,052	50,278	1,282,574	80.2	17,885	26,609	.0491	.0584
Brazos	111.3	131.1	17.8	48.2	21.1	2,423,421	102.6	30,052	50,278	1,282,574	80.2	17,885	26,609	.0491	.0584
CORPUS CHRISTI	358.0	392.4	9.6	127.5	10.3	5,589,920	66.1	29,104	43,843	3,280,094	53.3	18,507	25,726	.1449	.1466
Nueces	293.3	320.2	9.2	105.2	9.8	4,729,909	67.6	29,466	44,961	2,878,667	53.9	19,523	27,364	.1228	.1247
San Patricio	64.7	72.2	11.6	22.3	12.6	860,011	58.8	27,353	38,566	401,427	49.2	13,588	18,001	.0221	.0219

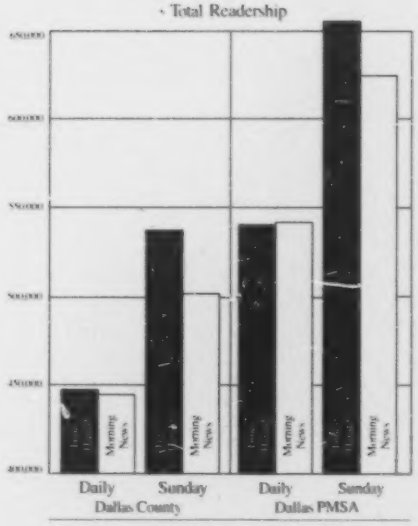
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
TX (cont.)															
DALLAS	**2,238.4**	**2,547.0**	**13.8**	**954.3**	**13.6**	**51,944,837**	**81.4**	**34,673**	**54,432**	**24,835,179**	**61.1**	**18,669**	**26,024**	**1.1000**	**1.1899**
Collin	190.5	241.0	26.5	77.0	26.0	5,109,565	102.4	41,318	66,358	1,905,555	83.6	16,982	24,747	.0690	.1081
Dallas	1,726.6	1,913.3	10.8	743.5	13.4	39,212,107	76.2	33,942	52,740	20,582,319	58.7	19,780	27,683	.8767	.9256
Denton	185.1	231.5	25.1	80.3	25.9	5,068,984	105.4	38,690	63,126	1,430,180	69.8	13,199	17,810	.0828	.0996
Ellis	69.5	80.3	15.5	26.3	14.8	1,188,264	78.1	29,129	45,181	432,286	59.6	11,831	16,437	.0250	.0269
Kaufman	46.4	54.3	17.0	17.9	15.5	788,168	78.6	28,468	44,032	343,038	56.6	14,129	19,162	.0175	.0187
Rockwall	20.3	26.6	31.0	9.3	32.9	577,749	104.4	40,389	62,124	141,831	73.5	11,681	15,251	.0090	.0110
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,379.4*	*3,871.8*	*14.6*	*1,439.6*	*16.2*	*77,526,620*	*82.6*	*34,257*	*53,853*	*37,073,645*	*62.5*	*18,407*	*25,753*	*1.6350*	*1.7817*
EL PASO	**538.3**	**601.6**	**11.8**	**177.0**	**12.0**	**7,057,740**	**69.4**	**26,372**	**39,874**	**3,558,665**	**51.3**	**14,889**	**20,105**	**.1805**	**.1848**
El Paso	538.3	601.6	11.8	177.0	12.0	7,057,740	69.4	26,372	39,874	3,558,665	51.3	14,889	20,105	.1805	.1848
FORT WORTH - ARLINGTON	**1,141.0**	**1,324.8**	**16.1**	**485.3**	**17.4**	**25,581,791**	**85.1**	**33,427**	**52,713**	**12,238,466**	**65.5**	**17,884**	**25,218**	**.5350**	**.5918**
Johnson	85.6	105.2	22.9	35.7	22.5	1,692,066	89.8	30,527	47,397	641,234	74.1	12,615	17,962	.0330	.0380
Parker	53.7	63.3	17.9	22.4	18.5	1,024,137	83.0	29,607	45,720	328,028	51.1	11,486	14,644	.0204	.0221
Tarrant	1,001.7	1,156.3	15.4	427.2	16.9	22,865,588	84.9	33,856	53,524	11,269,204	65.5	18,636	26,379	.4816	.5317
GALVESTON - TEXAS CITY	**214.8**	**235.7**	**9.7**	**84.6**	**10.4**	**4,256,768**	**70.5**	**32,586**	**50,316**	**1,915,740**	**57.3**	**15,899**	**22,645**	**.0947**	**.0979**
Galveston	214.8	235.7	9.7	84.6	10.4	4,256,768	70.5	32,586	50,316	1,915,740	57.3	15,899	22,645	.0947	.0979
HOUSTON	**3,176.8**	**3,529.0**	**11.1**	**1,277.2**	**11.9**	**66,083,163**	**65.8**	**34,910**	**51,741**	**30,564,765**	**46.3**	**18,300**	**23,931**	**1.5233**	**1.5212**
Fort Bend	186.0	248.1	33.4	78.0	35.2	4,741,933	102.4	40,611	60,794	954,864	69.4	9,767	12,242	.0742	.0898
Harris	2,736.4	2,961.0	8.2	1,096.2	9.5	56,596,290	62.4	34,807	51,630	27,783,093	44.8	19,167	25,345	1.3500	1.3224
Liberty	56.5	66.8	18.2	22.9	18.0	997,384	81.2	28,378	43,554	462,381	58.8	15,006	20,191	.0221	.0242
Montgomery	174.4	225.6	29.4	72.3	28.2	3,393,751	78.3	33,740	46,940	939,486	54.5	10,783	12,994	.0656	.0720
Waller	23.5	27.5	17.0	7.8	14.7	353,804	73.0	30,083	45,359	424,941	79.5	34,816	54,480	.0114	.0128
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,594.7*	*4,004.9*	*11.4*	*1,439.3*	*12.1*	*74,865,739*	*67.1*	*34,901*	*52,015*	*33,869,246*	*47.3*	*17,917*	*23,532*	*1.7029*	*1.7123*
KILLEEN - TEMPLE	**237.1**	**261.6**	**10.3**	**82.6**	**10.7**	**3,807,636**	**76.5**	**28,926**	**46,097**	**1,619,292**	**56.7**	**13,853**	**19,604**	**.0856**	**.0901**
Bell	171.8	188.4	9.7	63.7	9.6	2,617,307	69.9	26,515	41,088	1,444,207	57.0	15,838	22,672	.0655	.0677
Coryell	65.3	73.2	12.1	18.9	14.5	1,190,329	92.8	37,415	62,980	175,085	54.6	6,865	9,264	.0201	.0224
LAREDO	**117.1**	**136.2**	**16.3**	**35.5**	**16.0**	**1,095,078**	**66.4**	**21,501**	**30,847**	**1,552,143**	**76.8**	**28,688**	**43,722**	**.0430**	**.0474**
Webb	117.1	136.2	16.3	35.5	16.0	1,095,078	66.4	21,501	30,847	1,552,143	76.8	28,688	43,722	.0430	.0474
LONGVIEW - MARSHALL	**169.7**	**189.1**	**11.4**	**66.9**	**10.8**	**3,063,394**	**73.9**	**29,165**	**45,791**	**1,865,896**	**55.0**	**19,925**	**27,891**	**.0763**	**.0795**
Gregg	112.5	126.7	12.6	45.7	12.3	2,157,091	75.9	30,129	47,201	1,481,671	56.3	23,289	32,422	.0552	.0580
Harrison	57.2	62.4	9.1	21.2	7.6	906,303	69.3	27,172	42,750	384,225	50.3	12,975	18,124	.0211	.0215
LUBBOCK	**225.0**	**240.7**	**7.0**	**85.5**	**8.6**	**3,350,165**	**54.2**	**27,610**	**39,183**	**2,060,747**	**41.1**	**18,564**	**24,102**	**.0949**	**.0899**
Lubbock	225.0	240.7	7.0	85.5	8.6	3,350,165	54.2	27,610	39,183	2,060,747	41.1	18,564	24,102	.0949	.0899
McALLEN - EDINBURG - MISSION	**340.8**	**404.1**	**18.6**	**108.6**	**18.6**	**3,495,654**	**75.3**	**21,771**	**32,188**	**2,442,991**	**57.8**	**16,897**	**22,495**	**.1031**	**.1105**
Hidalgo	340.8	404.1	18.6	108.6	18.6	3,495,654	75.3	21,771	32,188	2,442,991	57.8	16,897	22,495	.1031	.1105
MIDLAND	**104.8**	**130.5**	**24.5**	**47.6**	**25.9**	**2,960,289**	**97.4**	**39,680**	**62,191**	**1,776,389**	**81.3**	**25,923**	**37,319**	**.0606**	**.0723**
Midland	104.8	130.5	24.5	47.6	25.9	2,960,289	97.4	39,680	62,191	1,776,389	81.3	25,923	37,319	.0606	.0723
ODESSA	**137.5**	**161.9**	**17.7**	**58.8**	**19.5**	**3,005,379**	**86.4**	**32,772**	**51,112**	**2,133,440**	**71.6**	**25,265**	**36,283**	**.0716**	**.0807**
Ector	137.5	161.9	17.7	58.8	19.5	3,005,379	86.4	32,772	51,112	2,133,440	71.6	25,265	36,283	.0716	.0807
SAN ANGELO	**95.5**	**107.6**	**12.7**	**39.0**	**13.7**	**1,866,714**	**81.9**	**29,923**	**47,864**	**1,126,344**	**65.4**	**19,858**	**28,881**	**.0437**	**.0476**
Tom Green	95.5	107.6	12.7	39.0	13.7	1,866,714	81.9	29,923	47,864	1,126,344	65.4	19,858	28,881	.0437	.0476
SAN ANTONIO	**1,190.7**	**1,320.3**	**10.9**	**446.6**	**13.1**	**20,627,937**	**78.6**	**29,255**	**46,189**	**10,294,950**	**60.1**	**16,287**	**23,052**	**.4729**	**.5038**
Bexar	1,091.7	1,204.3	10.3	405.6	12.5	18,664,130	77.4	29,187	46,016	9,740,528	60.4	16,852	24,015	.4363	.4631
Comal	44.7	53.7	20.1	19.5	21.9	1,015,420	96.5	32,301	52,073	291,939	59.2	11,465	14,971	.0179	.0206
Guadalupe	54.3	62.3	14.7	21.5	16.2	948,387	83.4	27,958	44,111	262,483	49.9	9,463	12,209	.0187	.0201
SHERMAN - DENISON	**95.7**	**101.6**	**6.2**	**38.6**	**6.6**	**1,715,513**	**67.6**	**28,272**	**44,443**	**808,539**	**47.9**	**15,103**	**20,947**	**.0405**	**.0404**
Grayson	95.7	101.6	6.2	38.6	6.6	1,715,513	67.6	28,272	44,443	808,539	47.9	15,103	20,947	.0405	.0404
TEXARKANA	**119.5**	**126.0**	**5.4**	**45.8**	**5.8**	**1,665,911**	**59.7**	**24,089**	**36,374**	**1,028,511**	**49.0**	**15,939**	**22,457**	**.0461**	**.0455**
Bowie	80.7	86.2	6.8	31.4	6.8	1,078,546	52.7	24,031	34,349	750,429	47.0	17,360	23,899	.0323	.0311
Miller, Ark.	*38.8*	*39.8*	*2.6*	*14.4*	*3.6*	*587,365*	*74.5*	*24,212*	*40,789*	*278,082*	*54.7*	*12,933*	*19,311*	*.0138*	*.0144*
TYLER	**149.0**	**171.3**	**15.0**	**61.9**	**15.5**	**3,139,145**	**85.5**	**31,576**	**50,713**	**1,453,892**	**58.8**	**17,079**	**23,488**	**.0664**	**.0726**
Smith	149.0	171.3	15.0	61.9	15.5	3,139,145	85.5	31,576	50,713	1,453,892	58.8	17,079	23,488	.0664	.0726
VICTORIA	**77.6**	**87.3**	**12.5**	**29.8**	**14.2**	**1,401,087**	**74.5**	**30,762**	**47,016**	**848,118**	**54.1**	**21,091**	**28,460**	**.0349**	**.0363**
Victoria	77.6	87.3	12.5	29.8	14.2	1,401,087	74.5	30,762	47,016	848,118	54.1	21,091	28,460	.0349	.0363
WACO	**185.9**	**202.4**	**8.9**	**73.3**	**8.9**	**3,050,168**	**70.7**	**26,553**	**41,612**	**1,540,558**	**47.5**	**15,517**	**21,017**	**.0744**	**.0753**
McLennan	185.9	202.4	8.9	73.3	8.9	3,050,168	70.7	26,553	41,612	1,540,558	47.5	15,517	21,017	.0744	.0753
WICHITA FALLS	**124.3**	**126.7**	**1.9**	**45.4**	**2.5**	**2,023,626**	**57.4**	**29,014**	**44,573**	**1,260,444**	**46.1**	**19,477**	**27,763**	**.0553**	**.0529**
Wichita	124.3	126.7	1.9	45.4	2.5	2,023,626	57.4	29,014	44,573	1,260,444	46.1	19,477	27,763	.0553	.0529
TOTAL METRO COUNTIES	**12,923.0**	**14,561.8**	**12.7**	**5,138.9**	**13.9**	**253,774,106**	**75.4**	**32,065**	**49,383**	**136,709,586**	**56.6**	**17,932**	**24,657**	**5.7652**	**6.0645**
TOTAL STATE	**16,167.6**	**18,143.8**	**12.2**	**6,389.6**	**13.1**	**300,598,035**	**73.9**	**30,610**	**47,045**	**147,106,376**	**55.2**	**16,785**	**23,023**	**6.9050**	**7.2098**

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

The latest figures are out. In Dallas, more people read the Times Herald than any other newspaper.



And in the vital six-county Dallas PMSA, we're the winner on Sunday and are in a virtual dead-heat daily.

The proof is in brand new research conducted in the first quarter of 1985 for The Dallas Morning News, the Dallas Times Herald, and the Fort Worth Star-Telegram.

Among adults ages 25-49 in the PMSA, we've maintained a healthy lead both daily and Sunday.

And as always, we hold commanding leads among all-important women readers. Including women ages 25-49 and working women.

The research also pinpoints the Times Herald's exclusive daily readership at nearly 400,000 and our exclusive Sunday readership at almost a half million in the Dallas PMSA. Readers who can't be reached by any other newspaper.

It all goes to show some things never change. Readers who want to follow what's happening in Dallas follow the leader. The Dallas Times Herald.

Dallas Times Herald

Source: Simmons-Scarborough 1985 Newspaper Rating Study.
Represented nationally by Times Mirror National Marketing

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
UTAH															
PROVO - OREM	**255.7**	**295.4**	**15.5**	**80.2**	**16.2**	**2,661,352**	**62.8**	**23,699**	**33,184**	**1,172,759**	**40.5**	**12,093**	**14,623**	**.0725**	**.0726**
Utah	255.7	295.4	15.5	80.2	16.2	2,661,352	62.8	23,699	33,184	1,172,759	40.5	12,093	14,623	.0725	.0726
SALT LAKE CITY - OGDEN	**1,032.7**	**1,163.4**	**12.7**	**382.8**	**14.5**	**17,091,469**	**80.8**	**28,272**	**44,649**	**7,975,470**	**60.3**	**14,886**	**20,835**	**.3851**	**.4148**
Davis	171.9	200.3	16.5	57.1	19.0	2,317,723	70.7	28,294	40,591	1,022,173	64.0	12,981	17,901	.0553	.0588
Salt Lake	703.1	792.3	12.7	266.8	14.5	12,460,510	85.6	28,816	46,704	5,733,317	61.4	15,249	21,489	.2714	.2966
Weber	157.7	170.8	8.3	58.9	10.5	2,313,236	67.7	25,874	39,274	1,219,980	52.5	15,014	20,713	.0584	.0594
TOTAL METRO COUNTIES	**1,288.4**	**1,458.8**	**13.2**	**463.0**	**14.8**	**19,752,821**	**78.2**	**27,489**	**42,663**	**9,148,229**	**57.4**	**14,408**	**19,759**	**.4576**	**.4674**
TOTAL STATE	**1,680.5**	**1,915.3**	**14.0**	**600.1**	**15.0**	**25,034,037**	**78.4**	**26,988**	**41,716**	**11,734,174**	**58.0**	**14,219**	**19,537**	**.5861**	**.6347**
VERMONT															
BURLINGTON	**126.0**	**132.7**	**5.3**	**48.0**	**8.1**	**2,422,244**	**76.6**	**30,885**	**50,463**	**1,419,068**	**58.9**	**20,108**	**29,564**	**.0577**	**.0606**
Chittenden	121.0	127.3	5.2	46.2	8.2	2,356,551	77.1	31,158	51,008	1,405,097	59.2	20,669	30,413	.0563	.0593
Grand Isle	5.0	5.4	8.0	1.8	5.9	65,693	60.8	24,034	36,496	13,971	36.7	6,013	7,762	.0014	.0013
TOTAL METRO COUNTIES	**126.0**	**132.7**	**5.3**	**48.0**	**8.1**	**2,422,244**	**76.6**	**30,885**	**50,463**	**1,419,068**	**58.9**	**20,108**	**29,564**	**.0577**	**.0606**
TOTAL STATE	**533.4**	**556.4**	**4.3**	**207.8**	**6.9**	**8,353,552**	**67.4**	**25,675**	**40,200**	**5,060,778**	**53.8**	**16,929**	**24,354**	**.2179**	**.2193**
VIRGINIA															
CHARLOTTESVILLE	**130.7**	**139.9**	**6.8**	**45.8**	**8.3**	**2,211,983**	**72.7**	**30,282**	**48,297**	**1,244,483**	**59.6**	**18,432**	**27,172**	**.0530**	**.0553**
Albemarle	60.4	65.6	8.6	24.9	12.2	1,380,501	80.0	34,556	55,442	393,562	63.4	10,852	15,806	.0255	.0274
Charlottesville city	40.5	41.6	2.7	13.4	.0	516,779	52.9	25,215	38,566	787,669	57.7	37,277	58,781	.0216	.0215
Fluvanna	11.0	11.7	6.4	4.1	7.9	164,990	71.1	25,381	40,241	33,687	56.2	5,674	8,216	.0033	.0033
Greene	8.8	10.0	13.6	3.4	17.2	149,713	88.4	27,401	44,033	29,565	67.1	6,100	8,696	.0026	.0030
DANVILLE	**112.5**	**113.0**	**.4**	**48.2**	**.5**	**1,597,854**	**58.5**	**25,245**	**39,748**	**823,529**	**61.6**	**11,184**	**15,759**	**.0393**	**.0375**
Danville city	44.5	43.3	-2.7	16.6	-2.9	636,887	50.8	24,697	38,367	470,798	39.1	19,787	28,361	.0197	.0182
Pittsylvania	68.0	69.7	2.5	23.6	3.1	960,967	63.6	25,655	40,719	162,731	49.3	4,760	6,895	.0196	.0193
LYNCHBURG	**145.0**	**148.4**	**2.3**	**58.6**	**2.8**	**2,282,784**	**62.3**	**28,584**	**45,114**	**1,141,517**	**47.8**	**15,695**	**22,560**	**.0572**	**.0559**
Amherst	30.3	31.5	4.0	10.0	5.3	427,647	64.0	27,452	42,765	161,999	51.1	11,287	16,200	.0100	.0099
Campbell	48.1	50.9	5.8	15.8	3.3	733,605	64.5	29,139	46,431	168,858	49.9	7,363	10,687	.0153	.0153
Lynchburg city	66.6	66.0	-.9	24.8	1.6	1,121,532	60.3	28,676	45,223	810,660	46.8	22,636	32,688	.0320	.0307
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,360.9**	**1,340.8**	**6.3**	**451.5**	**7.3**	**21,246,737**	**68.3**	**29,995**	**47,058**	**9,845,768**	**52.0**	**15,389**	**21,807**	**.5086**	**.5068**
Chesapeake city	128.0	142.6	11.4	46.9	13.3	2,162,044	75.0	29,846	46,099	821,616	61.9	12,257	17,518	.0464	.0492
Gloucester	24.7	29.6	19.8	10.2	17.2	372,755	70.0	25,204	36,545	148,182	53.5	11,093	14,528	.0085	.0091
Hampton city	125.8	129.0	2.5	45.1	4.2	2,176,584	65.3	30,409	48,261	1,357,234	50.9	20,774	30,094	.0569	.0564
James City	24.7	27.0	9.3	9.5	11.8	472,740	74.1	31,946	49,762	166,803	60.4	12,234	17,558	.0098	.0102
Newport News city	150.8	154.9	2.7	55.5	3.7	2,103,992	50.4	26,154	37,910	1,127,773	43.8	14,663	20,320	.0580	.0542
Norfolk city	279.0	266.9	-4.3	88.5	-3.3	3,759,793	50.1	27,369	42,484	2,063,269	38.6	16,272	23,314	.1065	.0968
Poquoson city	10.2	11.7	14.7	3.7	15.6	183,954	72.4	33,336	49,717	40,038	62.4	7,702	10,821	.0035	.0037
Portsmouth city	103.1	101.4	-1.6	35.5	-1.9	1,505,877	55.9	26,680	42,419	683,284	42.2	13,275	19,247	.0385	.0360
Suffolk city	48.6	49.7	2.3	16.1	.6	714,430	60.5	27,819	44,375	415,275	46.1	17,761	25,793	.0193	.0188
Virginia Beach city	315.6	371.9	17.8	123.7	19.6	6,821,380	88.8	34,933	55,145	2,399,376	64.7	14,086	19,397	.1303	.1461
Williamsburg city	10.6	11.3	6.6	3.6	16.1	189,222	82.4	33,465	52,562	459,083	85.8	79,711	127,523	.0086	.0101
York	39.8	44.8	12.6	13.2	10.0	783,966	77.4	36,824	59,391	163,835	60.6	8,499	12,412	.0143	.0152

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 22% of Virginia's total population. 29% of total retail sales in the state, and 33% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
VA (cont.)															
RICHMOND - PETERSBURG	799.9	841.0	5.1	298.7	5.3	14,537,985	65.5	30,978	48,671	6,894,704	50.2	16,191	23,082	.3440	.3402
Charles City	6.9	7.1	2.9	2.0	.0	78,070	47.2	26,524	39,035	2,292	24.2	923	1,146	.0016	.0014
Chesterfield	166.9	195.3	17.0	62.9	16.7	3,680,458	82.8	37,358	58,513	1,366,380	67.9	15,095	21,723	.0718	.0794
Colonial Heights city	17.1	17.7	3.5	5.9	.0	226,097	34.4	28,503	38,322	111,352	33.8	14,106	18,873	.0065	.0058
Dinwiddie	22.4	22.1	-1.3	5.7	-5.0	260,866	49.9	29,005	45,766	38,672	37.2	4,697	6,785	.0060	.0053
Goochland	12.6	13.4	6.3	4.5	12.5	256,862	83.0	35,092	57,080	45,263	65.0	6,858	10,058	.0045	.0047
Hanover	53.4	60.8	9.7	19.4	9.0	1,096,036	73.9	35,409	56,497	415,717	58.3	14,753	21,429	.0230	.0241
Henrico	192.3	204.8	6.5	77.7	7.6	4,076,814	68.8	33,453	52,469	1,998,977	55.0	17,865	25,727	.0928	.0945
Hopewell city	23.4	23.1	-1.3	8.6	.0	395,618	61.4	28,493	46,002	164,762	46.1	13,112	19,158	.0094	.0090
New Kent	10.4	12.2	17.3	4.4	22.2	196,703	88.4	28,998	44,705	28,461	55.7	5,078	6,468	.0033	.0037
Petersburg city	40.7	40.4	-.7	15.1	.0	464,206	37.6	22,344	30,742	401,924	39.9	19,030	26,617	.0167	.0148
Powhatan	14.9	17.0	14.1	4.6	12.2	235,053	78.2	32,175	51,098	36,635	62.6	5,496	7,964	.0043	.0046
Prince George	26.6	26.8	.8	6.3	.0	334,194	56.4	33,914	53,047	98,594	43.8	10,882	15,650	.0090	.0076
Richmond city	210.3	200.3	-4.8	81.6	-3.0	3,237,008	50.0	25,660	39,669	2,185,675	38.7	18,733	26,785	.0961	.0873
ROANOKE	224.3	238.8	1.6	84.6	1.6	3,545,706	55.0	27,489	41,911	1,769,316	41.5	15,010	20,914	.0921	.0868
Botetourt	24.9	26.6	6.8	9.0	5.9	311,016	44.3	25,350	34,557	73,035	35.6	6,338	8,115	.0076	.0070
Roanoke	77.6	82.1	5.8	26.5	3.9	1,369,860	61.7	33,229	51,697	409,220	49.1	10,767	15,442	.0292	.0289
Roanoke city	97.5	94.7	-2.9	40.4	-.7	1,471,530	51.3	23,894	36,424	1,049,799	41.0	18,299	25,985	.0443	.0408
Salem city	24.3	24.6	1.2	8.7	1.2	393,300	56.0	29,506	45,207	237,262	34.0	20,594	27,271	.0110	.0101
TOTAL METRO COUNTIES	4,022.2	4,289.6	6.6	1,521.0	7.3	83,102,377	78.8	34,342	54,637	36,548,730	53.0	16,627	24,899	1.8371	1.8721
TOTAL STATE	5,692.4	6,034.5	5.8	2,105.9	6.2	105,344,794	68.8	31,633	50,804	46,070,685	53.1	15,158	21,877	2.3897	2.4164
WASHINGTON															
BELLINGHAM	113.9	121.5	6.7	47.5	9.4	1,785,786	61.1	25,530	37,583	945,148	51.7	14,358	19,890	.0455	.0450
Whatcom	113.9	121.5	6.7	47.5	9.4	1,785,786	61.1	25,530	37,583	945,148	51.7	14,358	19,890	.0455	.0450
BREMERTON	169.5	191.1	12.7	71.6	16.0	3,236,142	77.9	29,396	45,058	1,097,664	62.9	10,924	15,331	.0651	.0697
Kitsap	169.5	191.1	12.7	71.6	16.0	3,236,142	77.9	29,396	45,058	1,097,664	62.9	10,924	15,331	.0651	.0697
OLYMPIA	140.7	158.2	12.4	62.7	15.3	2,747,972	78.7	28,266	43,827	1,192,610	65.0	13,283	19,021	.0584	.0639
Thurston	140.7	158.2	12.4	62.7	15.3	2,747,972	78.7	28,266	43,827	1,192,610	65.0	13,283	19,021	.0584	.0629
RICHLAND - KENNEWICK - PASCO	153.0	163.4	6.1	61.8	8.3	3,451,280	79.0	34,251	56,575	1,123,681	48.9	13,404	19,418	.0677	.0705
Benton	115.8	122.9	6.1	46.8	8.6	2,794,349	80.4	35,930	59,708	754,883	45.3	12,057	16,130	.0518	.0540
Franklin	37.2	39.5	6.2	14.2	7.6	656,731	72.9	28,770	46,249	368,598	56.8	17,804	25,958	.0159	.0165
SEATTLE	1,699.9	1,799.8	5.9	733.2	8.4	40,809,753	77.6	34,039	55,769	17,546,570	59.4	16,272	23,922	.8448	.8898
King	1,329.5	1,393.9	4.8	577.3	7.4	32,802,882	76.7	34,550	56,821	14,372,787	58.4	16,981	24,897	.6817	.7144
Snohomish	370.4	405.9	9.6	155.9	12.2	8,006,870	81.6	32,062	51,872	2,173,791	64.2	13,918	20,358	.1633	.1754
SEATTLE - TACOMA CONSOLIDATED AREA	2,219.0	2,553.1	6.0	946.0	8.6	48,181,397	73.5	32,683	50,922	21,346,450	57.1	15,469	22,565	1.0439	1.0774
SPOKANE	354.4	366.9	3.5	146.3	6.1	4,914,639	48.2	24,049	33,593	2,839,634	44.5	14,253	19,410	.1394	.1301
Spokane	354.4	366.9	3.5	146.3	6.1	4,914,639	48.2	24,049	33,593	2,839,634	44.5	14,253	19,410	.1394	.1301
TACOMA	519.1	553.3	6.6	212.8	9.4	7,291,845	48.3	25,281	34,266	3,799,872	46.9	13,297	17,857	.1989	.1876
Pierce	519.1	553.3	6.6	212.8	9.4	7,291,845	48.3	25,281	34,266	3,799,872	46.9	13,297	17,857	.1989	.1876
VANCOUVER	208.2	224.5	7.8	85.0	10.2	3,764,754	70.9	28,565	44,291	1,268,004	57.9	10,418	14,910	.0709	.0812
Clark	208.2	224.5	7.8	85.0	10.2	3,764,754	70.9	28,565	44,291	1,268,004	57.9	10,418	14,910	.0709	.0812
YAKIMA	180.7	189.7	5.0	71.4	7.5	3,422,579	54.7	23,585	33,930	1,265,993	45.7	13,084	17,731	.0656	.0658
Yakima	180.7	189.7	5.0	71.4	7.5	2,422,579	54.7	23,585	33,930	1,265,993	45.7	13,084	17,731	.0656	.0628
TOTAL METRO COUNTIES	3,539.4	3,767.4	6.4	1,491.5	9.0	70,493,949	70.2	30,271	47,264	31,879,984	55.4	14,632	22,837	1.5625	1.5996
TOTAL STATE	4,386.4	4,651.3	6.0	1,838.4	8.6	83,731,882	68.8	29,312	43,546	36,538,399	54.0	14,022	19,870	1.8796	1.9082
WEST VIRGINIA															
CHARLESTON	269.3	267.9	-.5	105.9	1.6	4,890,190	70.9	27,485	46,177	2,219,372	47.2	14,489	20,957	.1132	.1123
Kanawha	226.8	221.0	-2.6	88.9	-.3	4,183,339	69.0	27,754	47,057	1,985,640	46.1	15,237	22,336	.0986	.0969
Putnam	42.5	46.9	10.4	17.0	13.3	706,851	83.5	25,680	41,579	233,732	57.3	9,903	13,749	.0146	.0154
HUNTINGTON - ASHLAND	341.0	344.6	1.1	128.5	3.2	4,613,349	58.9	23,317	35,902	2,288,297	43.0	12,853	17,808	.1210	.1164
Cabell	105.9	104.3	-1.5	41.9	1.0	1,506,719	57.8	23,014	35,960	1,183,458	45.1	19,650	28,245	.0464	.0440
Wayne	47.9	49.8	4.0	17.8	6.0	678,090	78.3	22,640	38,095	184,466	53.0	7,175	10,363	.0142	.0148
Boyd, Ky.	55.4	55.0	-.7	21.0	2.4	742,602	45.3	24,926	35,362	468,921	40.5	16,278	22,330	.0222	.0203
Carter, Ky.	26.3	27.4	4.2	9.2	5.7	297,145	69.4	20,163	32,298	121,090	43.0	9,730	13,162	.0075	.0074
Greenup, Ky.	40.4	41.5	2.7	14.1	4.4	413,140	33.0	23,003	29,301	101,575	27.9	5,884	7,204	.0112	.0097
Lawrence, Ohio	65.1	66.6	2.3	24.5	4.3	975,653	71.0	24,281	39,823	228,787	37.5	7,082	9,338	.0203	.0202
PARKERSBURG - MARIETTA	159.0	159.7	.4	60.2	2.7	2,493,646	67.1	25,460	41,433	1,259,597	48.6	14,668	20,934	.0619	.0611
Wood	92.9	91.8	-1.2	35.5	1.1	1,537,433	70.4	25,701	43,308	802,414	47.7	15,477	22,603	.0379	.0375
Washington, Ohio	66.1	67.9	2.7	24.7	5.1	956,213	62.1	25,100	38,713	457,183	50.1	12,960	18,509	.0240	.0236
STEUBENVILLE - WEIRTON	156.4	153.2	-2.0	57.7	.8	2,065,912	41.6	25,330	35,804	838,117	31.3	10,826	14,213	.0857	.0690
Brooke	29.8	28.4	-4.7	10.2	-3.8	363,044	38.5	24,727	35,593	124,271	32.9	8,821	12,183	.0096	.0085
Hancock	39.3	37.9	-3.6	14.5	-.7	523,363	39.2	25,753	36,094	218,870	35.5	11,067	15,094	.0143	.0125
Jefferson, Ohio	87.3	86.9	-.5	33.0	1.5	1,179,505	43.2	25,336	35,743	476,976	29.0	11,373	14,454	.0318	.0280
WHEELING	183.1	180.3	-1.5	70.0	.4	2,738,482	58.2	24,749	38,978	1,284,213	48.3	13,137	18,346	.0699	.0661
Marshall	41.4	41.0	-1.0	15.1	.7	648,828	68.5	25,677	42,969	193,139	36.0	9,469	12,791	.0142	.0139
Ohio	59.2	56.7	-4.2	22.6	-2.2	893,790	57.5	24,572	39,548	442,012	36.7	13,993	19,558	.0234	.0218
Belmont, Ohio	82.5	82.6	.1	32.3	2.2	1,185,864	53.6	24,436	36,714	649,062	44.1	14,252	20,095	.0323	.0304
TOTAL METRO COUNTIES	713.6	706.3	-1.0	274.1	1.1	11,392,220	66.0	25,670	41,562	5,647,815	44.8	13,886	19,875	.2810	.2729
TOTAL STATE	1,972.5	1,993.1	1.0	747.2	2.2	27,953,989	66.7	23,160	37,412	12,665,779	46.3	11,951	16,938	.6912	.6793

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	POPULATION % Change 1984-1989	POPULATION 12/31/89 Total Households (Thous.)	POPULATION % Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1984-1989	EFFECTIVE BUYING INCOME Average Household EBI 1984	EFFECTIVE BUYING INCOME Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	RETAIL SALES % Change 1984-1989	RETAIL SALES Retail Sales Per Household 1984	RETAIL SALES Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	395.4	385.3	2.3	113.4	4.9	5,466,341	69.3	29,875	48,204	2,142,817	47.0	13,469	18,896	.1312	.1211
Calumet	32.8	34.9	6.4	12.0	9.1	572,145	69.6	30,673	47,679	151,441	48.5	9,271	12,620	.0116	.0118
Outagamie	132.3	135.7	2.6	49.2	5.1	2,480,368	72.0	30,805	50,414	1,019,864	45.0	15,034	20,729	.0553	.0554
Winnebago	133.3	134.7	1.1	52.2	3.8	2,413,828	66.4	28,835	45,242	971,512	48.9	12,974	18,611	.0543	.0539
EAU CLAIRE	136.9	143.1	4.5	52.2	7.2	2,210,828	73.2	26,206	42,353	1,186,221	56.5	15,562	22,725	.0538	.0556
Chippewa	53.2	54.4	2.3	19.3	5.5	869,639	78.2	26,663	45,059	367,671	57.7	12,741	19,050	.0193	.0203
Eau Claire	83.7	88.7	6.0	32.9	8.2	1,341,189	70.1	25,932	40,766	818,550	56.0	17,261	24,830	.0345	.0353
GREEN BAY	182.0	189.8	3.8	70.8	6.3	3,273,901	69.0	29,089	46,242	1,507,832	49.4	15,156	21,297	.0762	.0764
Brown	182.0	189.0	3.8	70.8	6.3	3,273,901	69.0	29,089	46,242	1,507,832	49.4	15,156	21,297	.0762	.0764
JANESVILLE - BELOIT	139.5	138.1	-.3	52.5	1.9	2,473,936	64.0	29,292	47,123	1,068,503	48.7	13,954	20,352	.0576	.0564
Rock	139.5	139.1	-.3	52.5	1.9	2,473,936	64.0	29,292	47,123	1,068,503	48.7	13,954	20,352	.0576	.0564
KENOSHA	128.5	127.7	-.7	45.8	1.8	2,539,781	72.5	32,713	55,454	838,054	52.5	12,216	18,298	.0514	.0522
Kenosha	122.5	121.7	-.7	45.8	1.8	2,539,781	72.5	32,713	55,454	838,054	52.5	12,216	18,298	.0514	.0522
LA CROSSE	98.4	95.8	2.6	36.1	5.2	1,824,447	79.2	29,687	50,539	865,258	52.1	16,589	23,968	.0407	.0422
La Crosse	93.4	95.8	2.6	36.1	5.2	1,824,447	79.2	29,687	50,539	865,258	52.1	16,589	23,968	.0407	.0422
MADISON	304.7	345.4	3.2	139.4	5.7	6,875,059	71.6	30,373	49,319	3,347,375	54.9	16,387	24,013	.1558	.1591
Dane	334.7	345.4	3.2	139.4	5.7	6,875,059	71.6	30,373	49,319	3,347,375	54.9	16,387	24,013	.1558	.1591
MILWAUKEE	1,590.9	1,581.3	-.7	529.7	1.3	26,265,084	60.2	31,234	49,585	10,584,467	43.6	14,088	19,982	.6056	.5790
Milwaukee	934.9	900.7	-3.7	364.9	-1.5	16,393,827	53.9	28,755	44,927	7,309,190	41.0	13,988	20,031	.4053	.3752
Ozaukee	70.4	74.0	5.1	26.1	8.3	1,692,277	76.9	39,695	64,838	502,816	59.2	13,108	19,265	.0318	.0334
Washington	91.2	98.0	7.5	33.1	10.0	1,616,172	67.4	32,074	48,827	475,914	46.8	10,771	14,378	.0339	.0339
Waukesha	294.4	308.6	4.8	105.6	7.3	6,562,808	72.0	38,772	62,148	2,296,547	48.5	15,717	21,748	.1346	.1365
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,884.1*	*1,894.0*	*-.6*	*593.6*	*1.4*	*29,283,296*	*59.9*	*31,280*	*49,332*	*11,656,443*	*42.8*	*13,946*	*19,637*	*.6759*	*.6444*
RACINE	173.2	172.7	-.3	63.9	2.4	3,018,212	56.9	30,823	47,233	1,071,976	34.6	12,763	16,776	.0703	.0654
Racine	173.2	172.7	-.3	63.9	2.4	3,018,212	56.9	30,823	47,233	1,071,976	34.6	12,763	16,776	.0703	.0654
SHEBOYGAN	101.4	101.4	.0	37.9	2.4	1,897,998	70.5	30,088	50,079	624,804	45.9	11,577	16,486	.0400	.0399
Sheboygan	101.4	101.4	.0	37.9	2.4	1,897,998	70.5	30,088	50,079	624,804	45.9	11,577	16,486	.0400	.0399
WAUSAU	114.6	117.8	2.8	43.0	5.1	1,819,915	64.0	27,135	42,324	750,028	47.0	12,473	17,443	.0430	.0421
Marathon	114.6	117.8	2.8	43.0	5.1	1,819,915	64.0	27,135	42,324	750,028	47.0	12,473	17,443	.0430	.0421
TOTAL METRO COUNTIES	3,177.3	3,204.4	.9	1,218.4	3.1	59,303,807	65.1	30,386	48,674	24,548,276	47.0	14,133	20,148	1.3496	1.3246
TOTAL STATE	4,798.3	4,865.3	1.6	1,836.6	3.9	82,299,121	64.0	28,398	44,811	34,401,294	46.1	13,323	18,731	1.9207	1.8762
WYOMING															
CASPER	76.2	80.7	5.9	31.0	8.8	1,619,311	68.7	33,674	52,236	825,323	50.9	19,194	26,623	.0377	.0380
Natrona	76.2	80.7	5.9	31.0	8.8	1,619,311	68.7	33,674	52,236	825,323	50.9	19,194	26,623	.0377	.0380
CHEYENNE	72.8	76.9	5.6	30.1	7.9	1,420,206	76.1	28,912	47,183	804,447	58.5	18,192	26,726	.0335	.0350
Laramie	72.8	76.9	5.6	30.1	7.9	1,420,206	76.1	28,912	47,183	804,447	58.5	18,192	26,726	.0335	.0350
TOTAL METRO COUNTIES	149.0	157.6	5.8	61.1	8.3	3,039,517	72.1	31,319	49,747	1,629,770	54.5	18,699	26,674	.0712	.0730
TOTAL STATE	515.6	547.5	6.2	203.0	8.1	10,054,510	74.0	30,771	49,530	5,403,591	57.5	18,263	26,619	.2348	.2437

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

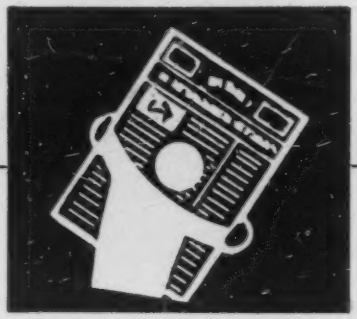
Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SECTION D

Sales and Marketing MANAGEMENT

23rd Annual Survey Of Newspaper Markets



Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984										
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)		
	1	2	3	4	5						6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area, or in the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which indentifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1985.

2 Population is the number of **persons** living in the newspaper market as of 12/31/84. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes inputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

4 Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1985 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,257.2	1
Los Angeles - Long Beach, Cal.	3,840.4	2
Chicago, Ill.	2,575.3	3
Detroit, Mich.	1,855.3	4
Philadelphia, Pa.	1,758.0	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,511.3	6
Houston, Tex.	1,370.3	7
Washington, D.C.	1,331.7	8
San Francisco, Cal.	1,037.9	9
Newark, N.J.	955.9	10
St. Louis, Mo.	937.0	11
Minneapolis - St. Paul, Minn.	929.0	12
Pittsburgh, Pa.	885.8	13
Denver, Colo.	862.4	14
Nassau - Suffolk, N.Y.	862.3	15
Baltimore, Md.	835.1	16
Dallas, Tex.	825.8	17
Tampa - St. Petersburg - Clearwater, Fla.	824.9	18
Atlanta, Ga.	787.6	19
San Diego, Cal.	766.5	20
Phoenix, Ariz.	753.0	21
Anaheim - Santa Ana, Cal.	749.3	22
Cleveland, Ohio	744.2	23
Oakland, Cal.	726.3	24
Seattle, Wash.	705.7	25
Miami - Hialeah, Fla.	681.3	26
Kansas City, Mo.-Kans.	658.4	27
Riverside - San Bernardino, Cal.	651.7	28
Milwaukee, Wisc.	529.3	29
Portland, Ore.	519.5	30
Cincinnati, Ohio	519.2	31
Sacramento, Cal.	509.5	32
New Orleans, La.	495.7	33
San Jose, Cal.	485.9	34
Columbus, Ohio	483.9	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	478.3	36
Bergen - Passaic, N.J.	470.1	37
Norfolk - Virginia Beach - Newport News, Va.	464.8	38
San Antonio, Tex.	453.3	39
Des Moines, Iowa	457.1	40
Buffalo, N.Y.	456.4	41
Indianapolis, Ind.	454.6	42
Fort Worth - Arlington, Tex.	453.9	43
Louisville, Ky.	429.1	44
Oklahoma City, Okla.	425.3	45
Greensboro - Winston-Salem - High Point, N.C.	400.7	46
Omaha, Neb.	400.3	47
Dayton - Springfield, Ohio	398.4	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	392.3	49
Hartford - New Britain - Middletown - Bristol, Conn.	387.8	50
Salt Lake City - Ogden, Utah	384.1	51
Orlando, Fla.	360.8	52
Richmond - Petersburg, Va.	355.1	53
Nashville, Tenn.	354.0	54
Rochester, N.Y.	348.8	55
Providence - Pawtucket - Woonsocket, R.I.	347.8	56
Monmouth - Ocean, N.J.	347.2	57
Tulsa, Okla.	346.4	58
Memphis, Tenn.	345.0	59
New Haven - Waterbury - Meriden, Conn.	342.1	60
West Palm Beach - Boca Raton - Delray Beach, Fla.	341.4	61
Little Rock - North Little Rock, Ark.	334.7	62
Albany - Schenectady - Troy, N.Y.	313.6	63
Jacksonville, Fla.	305.1	64
Birmingham, Ala.	302.6	65
Honolulu, Haw.	294.5	66
Bridgeport - Stamford - Norwalk - Danbury, Conn.	290.2	67
Middlesex - Somerset - Hunterdon, N.J.	287.0	68
Greenville - Spartanburg, S.C.	285.4	69
Austin, Tex.	283.8	70
Raleigh - Durham, N.C.	283.7	71
Knoxville, Tenn.	282.6	72
Tucson, Ariz.	277.1	73
Syracuse, N.Y.	262.5	74
Toledo, Ohio	254.1	75
Allentown - Bethlehem, Pa.	247.7	76
Scranton - Wilkes-Barre, Pa.	239.6	77
Worcester - Fitchburg - Leominster, Mass.	238.6	78
Akron, Ohio	233.6	79
Fresno, Cal.	226.9	80
Gary - Hammond, Ind.	225.6	81
Spokane, Wash.	223.4	82
Grand Rapids, Mich.	222.0	83
Las Vegas, Nev.	221.4	84
Harrisburg - Lebanon - Carlisle, Pa.	218.6	85
Johnson City - Kingsport - Bristol, Tenn.	218.0	86
Baton Rouge, La.	215.8	87
Madison, Wisc.	215.5	88
Springfield, Mass.	211.3	89
Jersey City, N.J.	209.8	90
Wichita, Kans.	206.0	91
Albuquerque, N.M.	205.4	92
Wilmington, Del.	204.1	93
Oxnard - Ventura, Cal.	199.2	94
Columbia, S.C.	197.8	95
Tacoma, Wash.	194.5	96
Lexington-Fayette, Ky.	192.6	97
Roanoke, Va.	191.8	98
Youngstown - Warren, Ohio	190.7	99
Mobile, Ala.	182.8	100
Fort Wayne, Ind.	182.5	101
Sarasota, Fla.	181.8	102
New Bedford - Fall River - Attleboro, Mass.	177.4	103
Chattanooga, Tenn.	176.0	104
Charleston, W.Va.	174.6	105
Charleston, S.C.	173.6	106
Shreveport, La.	173.2	107
Beaumont - Port Arthur, Tex.	168.1	108
Davenport - Rock Island - Moline, Iowa-Ill.	166.9	109
Bakersfield, Cal.	162.3	110
Portland, Me.	162.0	111
Peoria, Ill.	161.3	112
El Paso, Tex.	159.8	113
Flint, Mich.	157.9	114
Augusta, Ga.	156.3	115
Corpus Christi, Tex.	155.0	116
Lake County, Ill.	154.6	117
Jackson, Miss.	153.7	118
Saginaw - Bay City - Midland, Mich.	150.1	119
Lansing - East Lansing, Mich.	148.9	120
Evansville, Ind.	143.9	121
Stockton, Cal.	143.2	122
Lubbock, Tex.	142.8	123
Fort Myers - Cape Coral, Fla.	140.3	124
Appleton - Oshkosh - Neenah, Wisc.	139.3	125
Amarillo, Tex.	139.0	126
Canton, Ohio	137.9	127
Bangor, Me.	137.1	128
Lancaster, Pa.	136.7	129
Macon - Warner Robins, Ga.	134.3	130
Daytona Beach, Fla.	134.2	131
Duluth, Minn.	131.2	132
Melbourne - Titusville - Palm Bay, Fla.	131.1	133
Santa Rosa - Petaluma, Cal.	130.9	134
Lakeland - Winter Haven, Fla.	130.9	134
Colorado Springs, Colo.	130.5	136
Binghamton, N.Y.	129.9	137
Montgomery, Ala.	128.8	138
Asheville, N.C.	128.4	139
Lincoln, Neb.	128.2	140
South Bend - Mishawaka, Ind.	127.5	141
Savannah, Ga.	127.1	142
Joliet, Ill.	124.9	143
Springfield, Mo.	123.7	144
Reading, Pa.	123.2	145
York, Pa.	122.6	146
Rockford, Ill.	121.3	147
Santa Barbara - Santa Maria - Lompoc, Cal.	120.1	148
Manchester - Nashua, N.H.	119.3	149
Aurora - Elgin, Ill.	118.0	150
Orange County, N.Y.	117.6	151
Atlantic City, N.J.	117.3	152
Springfield, Ill.	117.2	153
Pensacola, Fla.	115.3	154
Billings, Mont.	114.9	155
Biloxi - Gulfport, Miss.	114.7	156
Utica - Rome, N.Y.	114.4	157
Trenton, N.J.	111.0	158
Anchorage, Alas.	108.8	159
Salinas - Seaside - Monterey, Cal.	107.6	160
Modesto, Cal.	107.2	161
Eugene - Springfield, Ore.	104.2	162
Kalamazoo, Mich.	103.5	163
Reno, Nev.	102.9	164
Erie, Pa.	102.9	164
Cedar Rapids, Iowa	102.6	166
Tallahassee, Fla.	99.9	167
Boise, Ida.	99.7	168
Topeka, Kans.	99.2	169
Ann Arbor, Mich.	97.6	170
Bloomington - Normal, Ill.	96.1	171
Hamilton - Middletown, Ohio	95.9	172
Johnstown, Pa.	95.8	173
Abilene, Tex.	95.7	174
Lorain - Elyria, Ohio	95.2	175
Sioux City, Iowa	94.3	176
Salem, Ore.	93.5	177
Fargo - Moorhead, N.D.-Minn.	93.4	178
Columbus, Ga.	93.3	179
Pueblo, Colo.	93.0	180
Waco, Tex.	91.9	181
Mcallen - Edinburg - Mission, Tex.	91.6	182
Waterloo - Cedar Falls, Iowa	90.0	183
Fayetteville, N.C.	89.6	184
Anderson, S.C.	88.8	185
Poughkeepsie, N.Y.	88.6	186
Wheeling, W.Va.	88.2	187
New London - Norwich, Conn.	88.0	188
Lake Charles, La.	87.0	189
Gainesville, Fla.	87.0	189
Benton Harbor, Mich.	85.5	191
Green Bay, Wisc.	84.6	192
Wilmington, N.C.	84.3	193
Wichita Falls, Tex.	83.8	194
Boulder - Longmont, Colo.	82.7	195
Santa Cruz, Cal.	82.5	196
Sioux Falls, S.D.	82.4	197
Huntington - Ashland, W.Va.-Ky.	81.8	198
Carbondale, Ill.	81.7	199
Champaign - Urbana - Rantoul, Ill.	80.6	200
Niagara Falls, N.Y.	79.8	201
Watertown, N.Y.	78.8	202
Tyler, Tex.	78.5	203
Janesville - Beloit, Wisc.	78.5	203
Eau Claire, Wisc.	78.5	203
St. Joseph, Mo.	78.2	206
Alexandria, La.	77.3	207
Vancouver, Wash.	77.1	208
Terre Haute, Ind.	77.1	208
Fort Smith, Ark.	77.0	210
Huntsville, Ala.	76.7	211
Galveston - Texas City, Tex.	76.6	212
Jackson, Tenn.	75.5	213
Monroe, La.	75.2	214
Hutchinson, Kans.	74.2	215
Chico, Cal.	73.8	216
Burlington, Vt.	73.8	216
Beaver County, Pa.	73.6	218
Bradenton, Fla.	72.9	219
Brownsville - Harlingen, Tex.	72.7	220
Tupelo, Miss.	72.3	221
Grand Forks, N.D.	72.0	222
Beckley, W.Va.	71.3	223
Decatur, Ill.	70.9	224
Provo - Orem, Utah	70.8	225
Hyannis, Mass.	70.4	226
San Luis Obispo, Cal.	69.9	227
Joplin, Mo.	69.1	228
Muncie, Ind.	68.7	229
Waterville, Me.	68.1	230
Lynchburg, Va.	67.9	231
Parkersburg - Marietta, W.Va.-Ohio	67.8	232
Tuscaloosa, Ala.	67.5	233
Lima, Ohio	67.1	234
Killeen - Temple, Tex.	66.9	235
Yakima, Wash.	66.4	236
Odessa, Tex.	65.8	237
Lewiston - Auburn, Me.	65.6	238
Lafayette - West Lafayette, Ind.	65.4	239
Muskegon, Mich.	65.2	240
La Crosse, Wisc.	65.2	240
Florence, Ala.	63.1	242
Pottsville, Pa.	62.7	243
Sunbury, Pa.	62.6	244
Florence, S.C.	62.6	244
Racine, Wisc.	62.4	246
Bremerton, Wash.	61.7	247
Ocala, Fla.	61.5	248
Lafayette, La.	60.4	249
Anniston, Ala.	60.3	250
Albany, Ga.	60.1	251
Wenatchee, Wash.	59.9	252
Dubuque, Iowa	58.6	253
Rapid City, S.D.	58.5	254
Great Falls, Mont.	58.5	254
San Angelo, Tex.	58.3	256
Owensboro, Ky.	58.0	257
Longview - Marshall, Tex.	58.0	257
Victoria, Tex.	57.9	259
Redding, Cal.	56.5	260
Richland - Kennewick - Pasco, Wash.	56.3	261
Rochester, Minn.	55.7	262
Olean, N.Y.	55.4	263
Elmira, N.Y.	55.4	263
Jamestown, N.Y.	54.6	265
Casper, Wyo.	54.5	266
Butler, Pa.	54.5	266
Olympia, Wash.	54.4	268
Pittsfield, Mass.	54.3	269
Quincy, Ill.	54.2	270
Paducah, Ky.	54.1	271
Missoula, Mont.	54.1	271
Charlottesville, Va.	52.9	273
Salina, Kans.	52.1	274
Jackson, Mich.	51.7	275
Medford, Ore.	51.6	276
Wausau, Wisc.	51.3	277
Battle Creek, Mich.	51.3	277
Elkhart - Goshen, Ind.	51.2	279
Bismarck, N.D.	50.9	280
Altoona, Pa.	50.9	280
Bryan - College Station, Tex.	50.7	282
Sandusky, Ohio	49.4	283
Kankakee, Ill.	49.2	284
Anderson, Ind.	48.9	285
Texarkana, Tex.-Ark.	48.2	286
Mansfield, Ohio	48.1	287
Bluefield, W.Va.	47.8	288
Mankato, Minn.	47.6	289
Sharon, Pa.	46.8	290
Naples, Fla.	46.3	291
Grand Junction, Colo.	46.3	291
Gadsden, Ala.	46.1	293
Fort Walton Beach, Fla.	46.1	293
Danville, Ill.	46.0	295
Salisbury, Md.	45.0	296
Kenosha, Wisc.	45.0	296
Panama City, Fla.	44.7	298
Enid, Okla.	44.6	299
St. Cloud, Minn.	44.3	300
Williamsport, Pa.	44.1	301
Fredericksburg, Va.	43.6	302
Wooster, Ohio	43.4	303
Minot, N.D.	42.5	304
Bloomington, Ind.	42.0	305
Hagerstown, Md.	41.7	306
Hickory, N.C.	40.8	307
Idaho Falls, Ida.	40.5	308
Lawton, Okla.	40.4	309
Glens Falls, N.Y.	40.0	310
Danville, Va.	40.0	310
Cumberland, Md.	39.4	312
Kokomo, Ind.	38.0	313
Burlington, N.C.	37.4	314
Sheboygan, Wisc.	37.0	315
Harrisonburg, Va.	36.9	316
Grand Island, Neb.	35.3	317
Longview, Wash.	32.9	318
Dover, Ohio	32.6	319
Clarksburg, W.Va.	32.2	320
Findlay, Ohio	24.4	321

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	171.8	60.3	1,345,179	564,665	134,974	71,300	22,396	125,780	22,423	48.3
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** St. Clair, Shelby.	804.6	302.6	7,883,113	3,902,841	894,388	439,816	204,556	911,554	143,754	58.1
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	169.0	63.1	1,425,804	719,125	149,486	110,017	27,954	184,623	20,130	46.0
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	124.6	46.1	978,552	455,105	123,712	61,206	16,037	90,076	15,782	54.7
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	208.0	76.7	2,360,593	1,098,675	215,974	161,471	58,292	274,626	29,171	71.6
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	513.9	182.8	4,700,642	2,517,184	631,934	329,873	113,178	556,234	106,802	50.6
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Crenshaw, Elmore, Macon.	363.8	128.8	3,112,415	1,576,302	345,931	211,627	58,401	385,308	62,867	42.8
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	191.2	67.5	1,454,532	780,554	207,647	102,258	30,618	157,459	25,062	40.9
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Kenai Peninsula, North Slope.	305.2	108.8	4,404,733	2,818,368	474,990	317,511	139,318	469,968	110,997	82.9
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, La Paz, Pinal.	1,986.4	753.0	21,038,289	11,784,499	2,686,899	1,304,652	767,723	2,253,109	538,848	51.4
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	720.4	277.1	6,703,784	3,554,289	825,068	484,887	221,610	669,872	167,721	48.4
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Sequoyah.	212.4	77.0	1,867,579	934,893	173,222	136,764	40,094	199,841	24,202	47.0
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Calhoun, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Izard, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	920.4	334.7	8,445,096	4,526,246	904,156	618,973	182,996	1,062,776	117,350	45.3
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	134.2	48.2	1,160,250	726,859	152,771	98,223	32,098	140,029	22,036	54.9
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,103.6	749.3	29,711,443	14,426,479	2,737,929	1,775,208	752,081	3,241,442	428,611	38.9

our 5 dailies deliver 74% of ALASKA'S BUYING POWER

Turn to Branham and Alaska Dailies

Phone any Branham office for details

Influence Orange County power brokers

Orange County, California. In addition to being California's second-largest market with over 2 million residents, it's home to international corporations and over 45,000 diverse firms.

Orange County is also home to scores of business leaders who exert their influence in many ways. They represent a potent buying force for upscale products of all kinds, helping to effect total retail sales that are exceeded by only twelve markets in the nation.

And The Orange County Register MetroGroup represents your most effective means to influence these power brokers.

The MetroGroup has by far the greatest readership of any newspaper in Orange County.

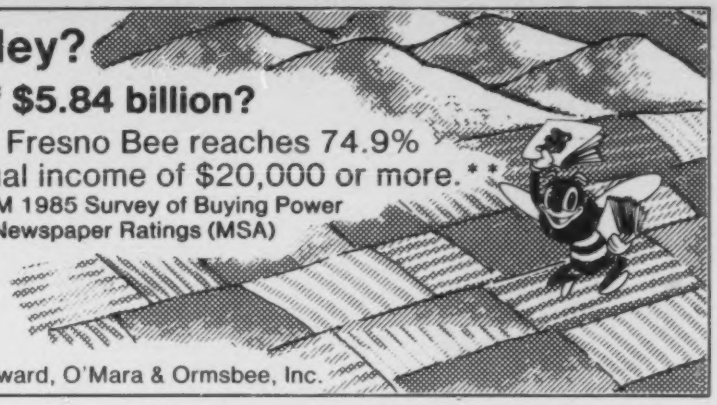
It's particularly effective to reach those you want to influence most. In just five issues you reach over 1 million adult readers and 62% of the county's chief wage-earners. So to be influential among the influential, turn to the leader. Turn to The Orange County Register MetroGroup.

THE ORANGE COUNTY **Register** METROGROUP

Orange County, California

Represented nationally by Story & Kelly Smith

Sources: O.C. Employment Development Dept., S&MM, Survey of Buying Power, 1985, Simmons Scarborough 1985 Newspaper Ratings Study



How green is our valley?

How about an MSA EBI of $5.84 billion?

A single weekday issue of The Fresno Bee reaches 74.9% of the total adults with an annual income of $20,000 or more.**

*$10,544,648,000 in the Fresno ADI S&MM 1985 Survey of Buying Power

**Simmons 1983 National Study of Local Newspaper Ratings (MSA)

The Fresno Bee
in the heart of California
(209) 441-6246

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CA (cont.)										
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	460.5	162.3	4,841,829	2,471,657	585,619	239,195	113,637	536,088	84,000	47.9
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	186.8	73.8	1,717,128	920,075	254,035	87,992	37,031	162,094	48,254	34.5
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	645.1	226.9	6,527,985	3,097,442	710,624	330,187	146,136	687,353	156,763	51.7

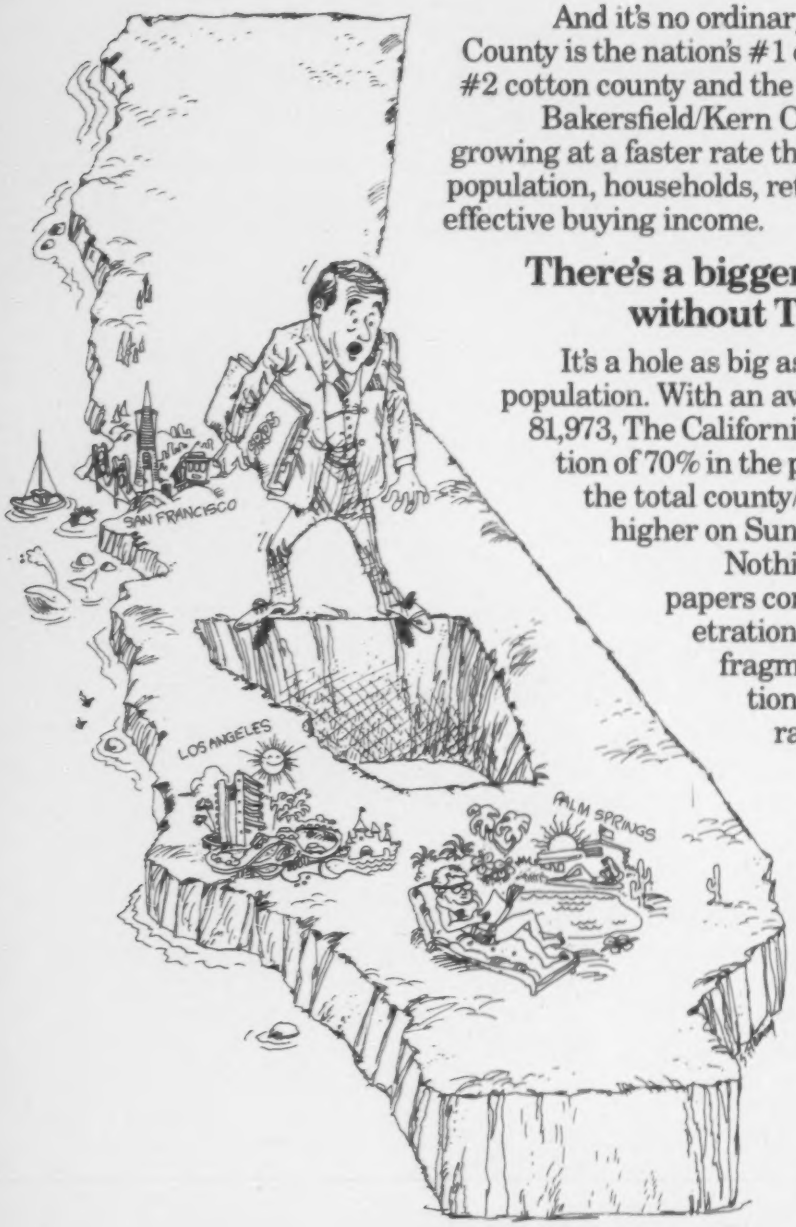
Newspapers: Now more than ever, the sales manager's medium

And **Sales & Marketing Management** magazine delivers more sales executives than any other magazine. We reach the top-level decision makers in every newspaper advertising category:

- **Cooperative Advertising**
- **Test Marketing**
- **National, Retail, and Classified**

You can reach these key buying influences regularly in **Sales & Marketing Management** magazine. For more information and a complete media kit, please call: 212-986-4800, ext. 251.

There's a Big Hole In California Without Bakersfield/Kern County.



And it's no ordinary hole--it's a gold mine! Kern County is the nation's #1 oil producing county, the nation's #2 cotton county and the #3 agricultural producer.

Bakersfield/Kern County is a Top 100 Market, growing at a faster rate than California and the U.S. in population, households, retail sales, food store sales and effective buying income.

There's a bigger hole in Kern County without The Californian.

It's a hole as big as two-thirds of the adult population. With an average daily circulation of 81,973, The Californian has a household penetration of 70% in the primary market and 50% in the total county/Bakersfield MSA. It's even higher on Sundays.

Nothing else comes close. L.A. newspapers combined have only 7% daily penetration. Electronic media is fragmented by 3 network TV stations, 11 cable systems and 23 radio stations.

Kern County reads The Californian, and we read you. For a test market campaign or a continuing advertising program, without The Californian you don't have Kern County. And if you don't have Kern County you don't have a handle on California.

For complete market information, rates etc., please call 805-395-7249.
Represented nationally by:
Story & Kelly-Smith, Inc.

The Bakersfield Californian

We Read You.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
CA (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Orange, Ventura.	10,628.3	3,840.4	132,915,562	65,584,827	13,124,530	7,677,169	3,675,959	14,343,604	2,154,061	43.5
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	299.8	107.2	2,972,588	1,607,880	378,400	203,594	96,918	286,190	83,282	54.0
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,875.8	726.3	25,682,910	11,587,461	2,373,522	1,490,948	593,135	2,519,355	458,554	35.1
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	596.9	199.2	7,570,210	3,137,801	678,402	424,554	124,480	791,835	110,513	22.2
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	148.3	56.5	1,302,395	764,853	191,540	74,173	24,311	129,412	49,101	58.6
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,825.4	651.7	19,030,644	9,218,191	2,146,975	1,138,732	402,384	1,947,303	295,199	39.7

WHAT DO YOU HAVE AGAINST PEOPLE WITH MONEY?

If you didn't include The Tribune in your last Bay Area buy, either you didn't get the facts, or you have something against people with money.

And we know that's not the case.

The surprising facts are that the most affluent metro market in the San Francisco ADI is the Oakland PMSA...the Greater East Bay. It has more population (1.9 million), more households (726,300), and more effective buying power ($26 billion) than either San Francisco or San Jose.*

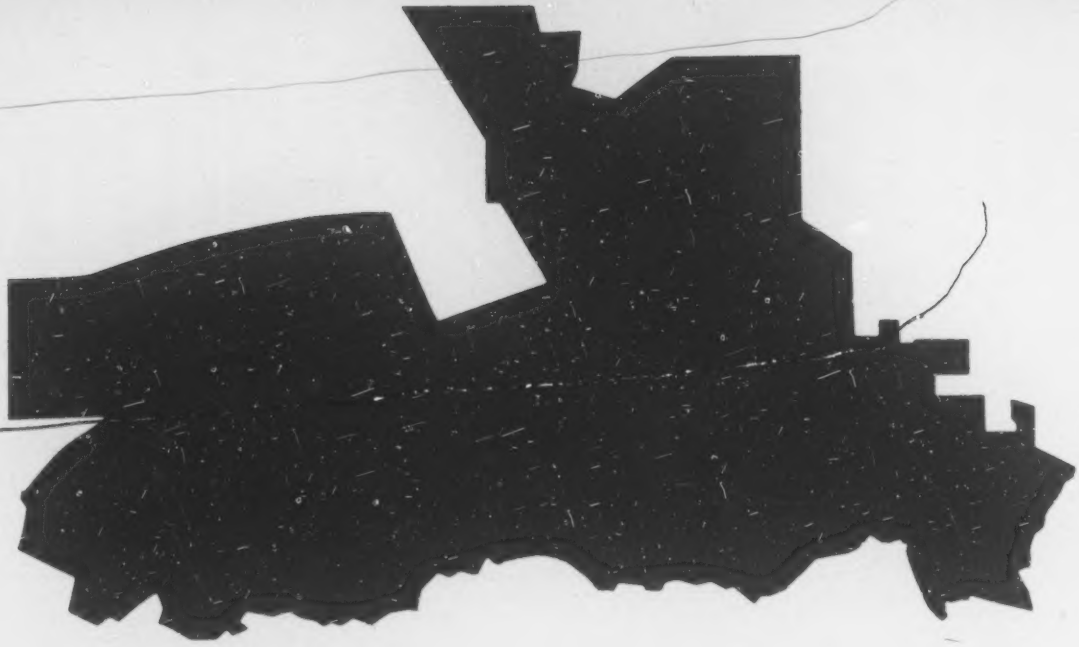
And The Tribune is the best-read newspaper in the East Bay. It reaches 390,000 daily readers and 447,300 on Sunday throughout the Bay Area.**

So next time you buy the Bay Area, be sure to include The Tribune. Because it never hurts to have money on your side.

THE TRIBUNE

The Greater East Bay's Greater Newspaper.
Call (415) 645-2521 or any Branham office.

*Survey of Buying Power, 1985
**Simmons-Scarborough, 1985



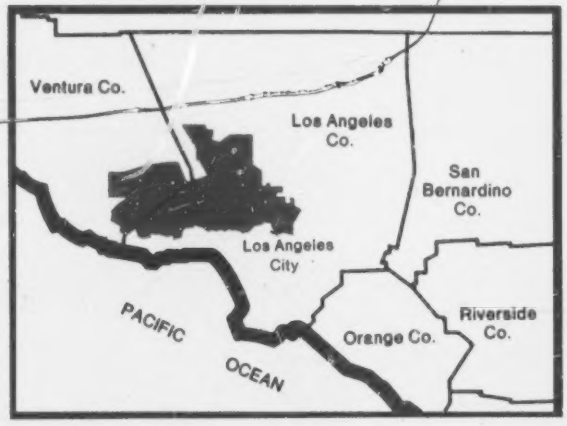
What do you make of this?

If you're an advertiser, you probably recognize it already. It's the Daily News market of Los Angeles, and quite frankly, you'd have to be crazy not to include it in your media mix.

Why? With nearly two million people, the Daily News market is home to L.A.'s most affluent, free-spending population. Here, residents earn an average household income over $37,000 a year, and generate nearly $16 billion in retail sales.

Plus, the fact that the Daily News is Southern California's fastest-growing major newspaper should tell you a lot about how effectively it serves this lucrative retail region.

So before you go mad trying to figure out the L.A. media melee, why not consider the Daily News first. Once you know what it is, it seems so obvious.



Source: National Planning Data, 1984; Editor & Publisher Market Guide, 1985; ABC Publishers' Statements, Sept. 1984.

Interesting, isn't it?

Daily News
LOS ANGELES

Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

one-half million

The Sacramento Bee breaks through the half-million mark in daily readership.

*Sacramento/Stockton ADI - 1985 Simmons-Scarborough study

It's big news! The Sacramento Bee now has a daily readership of 517,000 and a Sunday readership of 616,000.*

More people than ever are reading The Bee because of its improved and expanded sections and features. We're pleased with these improvements--but we're even more pleased with the enthusiastic response we get from our readers.

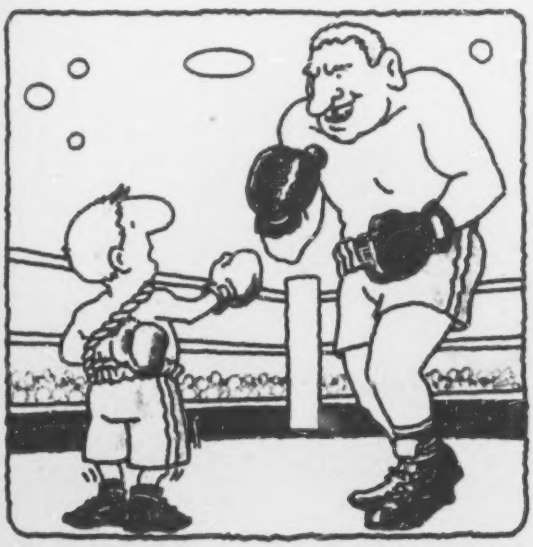
In the nation's 20th largest ADI, one newspaper stands alone . . .*

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
CA (cont.)										
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Plumas, Sierra, Yolo.	1,302.2	509.5	14,811,382	7,520,502	1,627,718	837,213	376,237	1,675,204	322,192	57.0
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	324.8	107.6	3,527,592	1,715,354	307,415	180,160	83,711	388,399	68,314	29.5
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,085.3	766.5	25,198,528	11,745,639	2,246,213	1,559,210	642,663	2,694,943	364,361	52.1



YOU WOULDN'T FIGHT THE CHAMP WITH ONLY ONE GLOVE

And you can't cover Sacramento with only one newspaper

Market Newspaper Penetration	
Sacramento Union/Bee Daily Circulation	65%
Los Angeles Times/ Herald-Examiner	30%
San Francisco Chronicle/Examiner	27%

Sacramento has the highest newspaper penetration of any major market in the Western States. It takes two newspapers to reach the upscale high-spending Sacramento market.

Sacramento Union readership delivers over 5 billion dollars in spendable income... and exceeds market averages in virtually every demographic target. The Union provides the extra strength and reach necessary to cover one of America's most profitable markets.

The Sacramento Union

You Can't Cover Sacramento Without It

Represented nationally by Landon Assoc., Inc.

SOURCE: ABC Fas Fax 3/31/85. S&MM Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
CA (cont.)										
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Contra Costa, Sonoma.	2,571.8	1,037.9	38,217,251	18,267,804	3,632,632	2,196,933	984,421	3,372,121	668,062	48.1
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,377.5	485.9	19,844,541	9,363,319	1,750,828	1,274,844	566,200	2,059,584	345,225	51.8
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	183.6	69.9	2,069,202	957,539	237,542	48,228	38,707	167,991	43,157	37.8
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	322.0	120.1	3,989,542	2,411,063	469,757	224,176	136,558	428,162	87,560	38.7
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	216.8	82.5	2,755,368	1,157,564	277,182	91,784	51,366	229,470	46,405	33.4
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	335.3	130.9	4,172,613	1,842,610	433,234	201,112	90,447	336,591	94,307	48.0
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	393.0	143.2	3,866,246	1,877,289	425,031	217,022	90,594	405,617	89,029	34.8

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1 in per capita effective buying income
in per capita retail sales
in percentage of travelers
in percentage of adults owning stock
in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

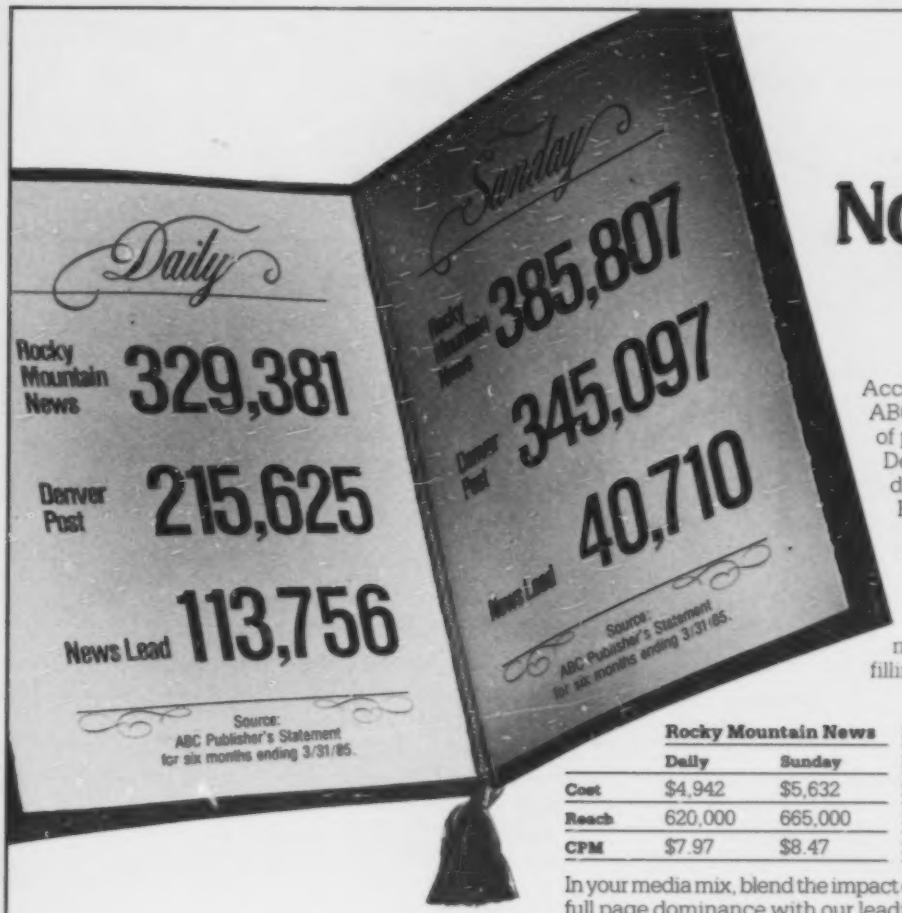
SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner

925 MISSION STREET SAN FRANCISCO CA 94103

Sources: The Scarborough San Francisco Market Study, 1984, 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	215.2	82.7	2,658,414	1,459,568	337,334	126,247	108,342	286,354	34,605	34.9
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	356.0	130.5	3,636,548	2,100,992	394,523	274,023	118,531	447,448	34,110	99.1
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Hinsdale, Jefferson; **20 - 49%:** Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, Sedgwick, Summit, Washington, Yuma.	2,193.4	862.4	27,755,792	14,765,708	3,114,006	1,576,722	984,837	2,738,313	365,794	57.9
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	123.8	46.3	1,261,788	844,571	189,541	83,969	46,019	168,603	22,705	57.7
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	249.8	93.0	2,083,789	1,116,522	298,529	131,966	57,542	175,461	39,916	51.0



Nouveau Reach

According to the latest ABC Publisher's Statement of paid circulation, Denver's main course daily and Sunday is the Rocky Mountain News.

Our secret ingredient is in our tantalizingly low CPM. With low costs for full page dominance, the News is more filling with less waste.

	Rocky Mountain News		Denver Post	
	Daily	Sunday	Daily	Sunday
Cost	$4,942	$5,632	$9,064	$11,403
Reach	620,000	665,000	378,000	592,000
CPM	$7.97	$8.47	$23.98	$19.26

In your media mix, blend the impact of Rocky Mountain News full page dominance with our leading circulation numbers and you have the most satisfying recipe to reach Denver. Call general advertising (303)892-5304.

SOURCE: Belden '84, Open General Rate. Full Page. Post Rate Card 7/1/85. News Rate Card 10/1/85.

Rocky Mountain News

A SCRIPPS HOWARD NEWSPAPER REPRESENTED NATIONALLY BY STORY & KELLY-SMITH, INC.
ATLANTA · BOSTON · CHICAGO · DALLAS · DETROIT · LOS ANGELES · NEW YORK · PHILADELPHIA · SAN FRANCISCO

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	815.1	290.2	13,532,590	5,873,912	1,111,608	665,027	285,953	1,130,176	147,118	49.0
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,060.7	387.8	14,329,931	6,720,220	1,309,633	713,703	300,214	1,334,237	247,912	72.0
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	932.3	342.1	12,289,684	5,305,476	1,173,977	593,643	225,321	1,008,183	158,761	64.0
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	248.8	88.0	3,211,271	1,449,892	281,396	109,961	63,987	353,427	40,001	41.9
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	575.0	204.1	6,529,655	3,560,181	676,582	465,133	172,134	748,048	117,349	54.4
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.; District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025	68.8
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	173.6	72.9	1,825,773	1,108,295	224,777	114,793	56,832	336,814	36,666	41.3
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	321.8	134.2	3,399,518	1,869,453	415,769	204,883	96,846	430,168	79,607	70.2
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,142.0	478.3	14,520,607	8,124,536	1,408,478	841,158	513,763	2,402,153	268,865	39.1
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	332.4	140.3	3,707,870	2,109,704	457,068	219,540	151,460	513,454	88,033	47.3
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	128.8	46.1	1,285,244	774,154	133,717	106,481	50,747	190,406	19,102	57.7
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	242.6	87.0	2,163,557	1,228,150	293,832	141,682	50,784	278,918	30,020	53.5
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	832.0	305.1	8,486,021	4,691,646	870,676	467,482	202,791	1,283,502	167,251	59.2

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 500,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 52% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1985

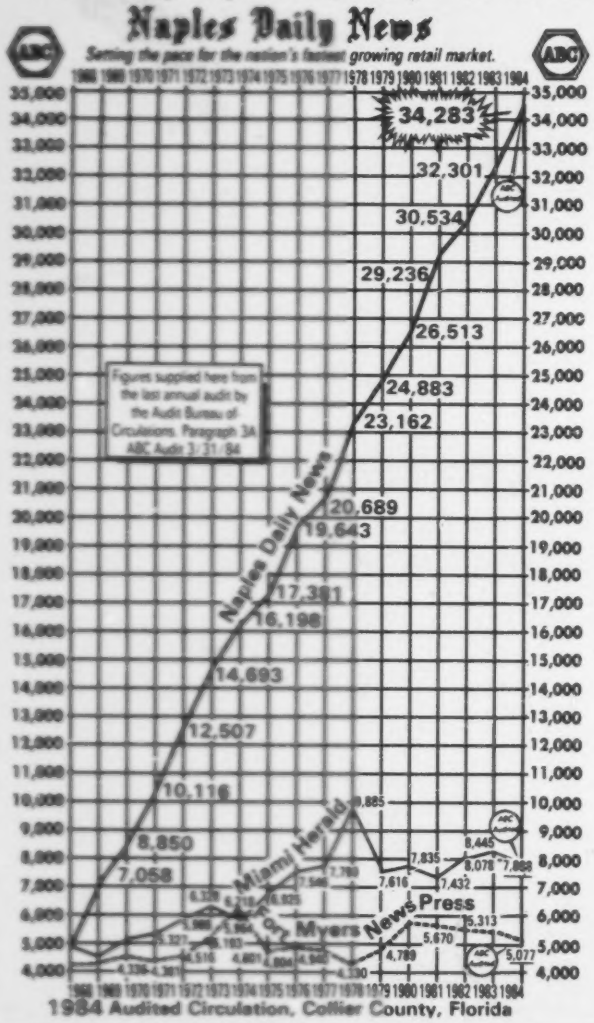
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (30% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
FL (cont.)										
LAKELAND-WINTER HAVEN (Polk) . . . 20 - 49%: Polk.	357.2	130.9	3,257,937	1,915,592	450,176	227,681	65,180	524,782	55,608	46.1
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . Over 50%: Brevard.	330.0	131.1	3,410,429	1,881,098	341,792	260,545	84,554	505,824	98,675	52.4
MIAMI-HIALEAH (Dade) . . . 20 - 49%: Dade, Monroe.	1,825.0	681.3	19,465,699	12,433,472	2,065,675	1,431,561	668,290	3,302,388	496,094	48.0
NAPLES (Collier) . . . Over 50%: Collier.	112.5	46.3	1,294,023	904,525	190,387	73,392	78,306	208,466	31,018	51.3
OCALA (Marion) . . . Over 50%: Marion.	159.7	61.5	1,321,710	983,390	201,726	111,732	52,513	209,492	31,405	54.4
ORLANDO (Orange) . . . Over 50%: Orange, Osceola, Seminole; 20 - 49%: Lake.	959.9	360.8	10,130,642	6,344,581	1,189,041	697,602	299,033	1,820,749	156,466	53.7
PANAMA CITY (Bay) . . . Over 50%: Bay; 20 - 49%: Gulf.	120.6	44.7	945,630	728,076	118,458	86,509	34,672	209,372	21,172	63.4

THE NATION'S *FASTEST* GROWING METRO MARKET...

*1984 Sales Marketing Management Survey of Buying Power, October 29, 1984.

NAPLES FLORIDA!



NOW WE'RE AN MSA!

This Naples, Florida market exceeding 100,000 population is a better buy than ever. With 96% penetration of our primary market Sunday and 80% daily*, the Naples Daily News offers dominant coverage of this exciting, high income market with virtually no overlap in demographics or circulation. *FAS—FAX 3/31/84

For a copy of our latest market brief, "The Affluent Market," send us your business card today.

(813) 263-4730

Naples Daily News

1075 Central Ave. Naples, Fl 33940

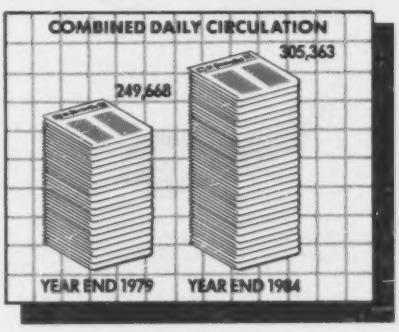
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
FL (cont.)										
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	320.3	115.3	3,220,660	1,675,803	353,344	259,428	78,273	423,270	39,235	50.4
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	415.2	181.8	4,756,680	2,909,257	561,259	314,742	200,778	778,068	109,432	48.9
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	277.5	99.9	2,470,788	1,322,118	298,978	198,700	76,919	230,433	36,495	47.8
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	1,988.9	824.9	21,374,980	11,596,959	2,540,689	1,335,578	652,211	2,891,975	368,035	63.7
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	814.5	341.4	10,792,032	5,750,736	1,137,803	616,416	377,483	1,483,427	200,711	36.6
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	182.1	60.1	1,409,479	830,029	191,167	102,020	40,214	201,005	22,332	50.0
ATLANTA (Fulton) . . . **Over 50%:** Fulton; **20 - 49%:** Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Gwinnett, Henry, Newton, Rockdale, Towns.	2,146.0	787.6	25,934,583	14,473,899	2,453,698	1,917,911	669,408	3,522,924	403,338	41.9

Amazing Circulation Fact:

THE ST. PETERSBURG TIMES/EVENING INDEPENDENT DAILY CIRCULATION HAS GROWN 22.3% IN THE PAST FIVE YEARS. SUNDAY CIRCULATION IS UP 30%.*

Today, the St. Petersburg Times has the largest daily circulation of *any* newspaper between Miami and Washington, D.C. And with a bold new look and spirit, the Evening Independent is winning new readers every day.

You'll find these amazing circulation facts plus retail sales by category, bank deposits, savings, investments, real estate activity and more in Suncoast '86. For your copy of this information-packed market guide, call 813/893-8249.



St. Petersburg Times
evening Independent

P.O. Box 1121, St. Petersburg, FL 33731
Represented nationally by Story & Kelly-Smith, Inc.

*Source: ABC Reports, 12 months ending Dec. 31, 1979 and 12 months ending Dec. 31, 1984.

MAINTENANCE.

IT'S HOW TRINET'S DATA BASE GIVES YOU THE EDGE IN THE REAL WORLD.

The person who said there is nothing permanent except change could have been referring to Trinet's Data Base of U.S. Business Information. Establishing the data base took a great deal of hard work. To maintain it we have to work even harder. Containing information on approximately 500,000 business establishments accounting for over 80% of domestic sales, it includes information that not only defines your market but, more importantly, your high-potential prospects.

One-of-a-kind data base for the business-to-business marketer.

Trinet's data base is constantly updated using sophisticated processing procedures and research techniques that review the base from every perspective. And our research staff makes sense of all the new information, so you don't have to. Over 600,000 telephone interviews are conducted annually. It is the only data base of its kind available that is verified using annual industry statistics.

A variety of applications and formats.

The data base provides sufficient data to support a variety of applications. These range from applications customized to specific industries to information products such as Trinet's Market Share Report. The data base can also be used for list development in telemarketing projects (and when used in combination with Trinet's full service, fully staffed telemarketing capability provides a service unmatched in the business-to-business market). You can receive the information on diskette, with associated software, for use on your personal computer; in computer-readable form for use with your in-house data processing department; in Standard Reports; in custom reports tailored to specific needs; and on-line, available through Dialog, Data Resources, Inc., and Control Data's Business Information Services.

Standing out in the real world.

Trinet, a subsidiary of the multi-billion dollar Control Data Corporation, is determined to be the leader in the business of providing sales and marketing information products and services to the business-to-business market. Our commitment to excellence is demonstrated by the painstaking attention given to maintaining our data base. Hundreds of sources are tapped in our determination to maintain Trinet's Data Base of U.S. Business Information as a vital, flexible and profitable tool for the business-to-business marketer operating in a constantly changing real world.

Which is where we came in.

For more information please contact our marketing department at the address below.

TRINET

Trinet, Inc.
Marketing Department
9 Campus Drive
Parsippany
New Jersey 07054
201-267-3600

A subsidiary of Control Data Corporation.

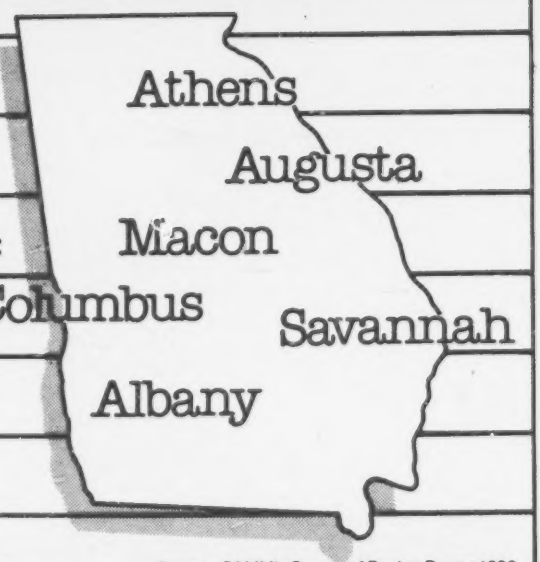
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
GA (cont.)										
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Glascock, Richmond; **20 - 49%:** Burke, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	454.2	156.3	3,983,917	1,924,811	418,376	231,180	94,264	462,584	70,425	47.5
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Stewart, Talbot, Webster.	278.0	93.3	2,317,943	1,172,539	219,559	158,664	69,377	312,564	33,625	53.4
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Dooly, Houston, Jones, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	391.4	134.3	3,690,115	1,867,995	405,700	236,798	87,922	481,228	60,867	42.8
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall, Wayne; S.C.: Jasper.	376.0	127.1	3,264,825	1,767,848	360,632	192,157	97,103	404,534	54,165	50.2
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	946.8	294.5	10,695,181	5,762,408	1,073,624	778,863	196,700	717,381	332,214	64.8

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,356,500 Population
- 468,500 Households
- $11,520,378,000 Effective Buying Income
- $6,466,824,000 Retail Sales
- $1,298,502,000 Food Sales



Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1982

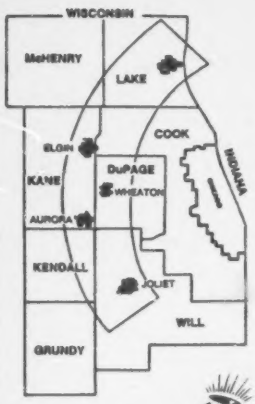
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	277.3	99.7	2,707,883	1,180,931	308,597	87,041	67,362	211,068	59,104	47.2
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville, Jefferson; **20 - 49%:** Butte, Clark, Custer, Fremont, Madison, Teton.	131.3	40.5	1,089,998	624,227	146,263	57,833	50,461	109,724	27,060	54.3
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	339.8	118.0	4,154,226	1,602,306	318,477	194,114	59,815	282,125	80,127	51.3
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.0	96.1	3,007,678	1,238,808	231,365	137,126	51,419	298,980	41,448	50.7
CARBONDALE (Jackson) . . . **20 - 49%:** Franklin, Jackson, Perry, Union, Williamson.	208.1	81.7	1,832,763	1,008,834	199,044	123,050	40,632	231,844	33,028	32.4
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.8	80.6	2,314,493	1,124,689	205,727	143,171	47,312	216,335	41,617	51.0

GCN

AURORA Beacon-News (312) 844-5858 | JOLIET Herald-News (815) 729-6137 | ELGIN Courier-News (312) 888-7790 | WHEATON Daily Journal (312) 231-7971 | LAKE CO. News-Sun (312) 336-7000

GREATER CHICAGO NEWSPAPERS



In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

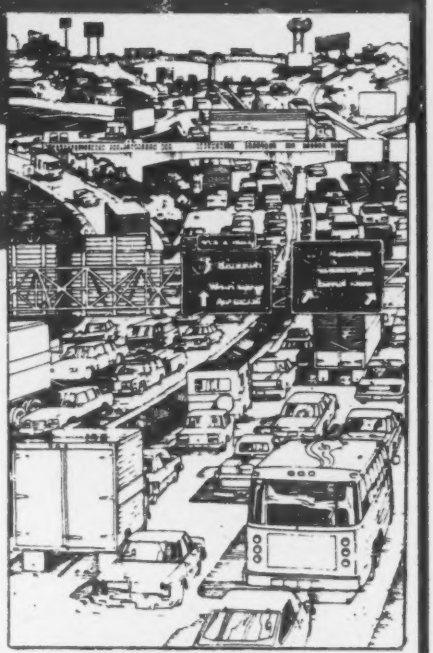
Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties,12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate ★ News Plan Discounts
★ 96% Home Delivery ★ SAU Price Structure



Copley Newspapers

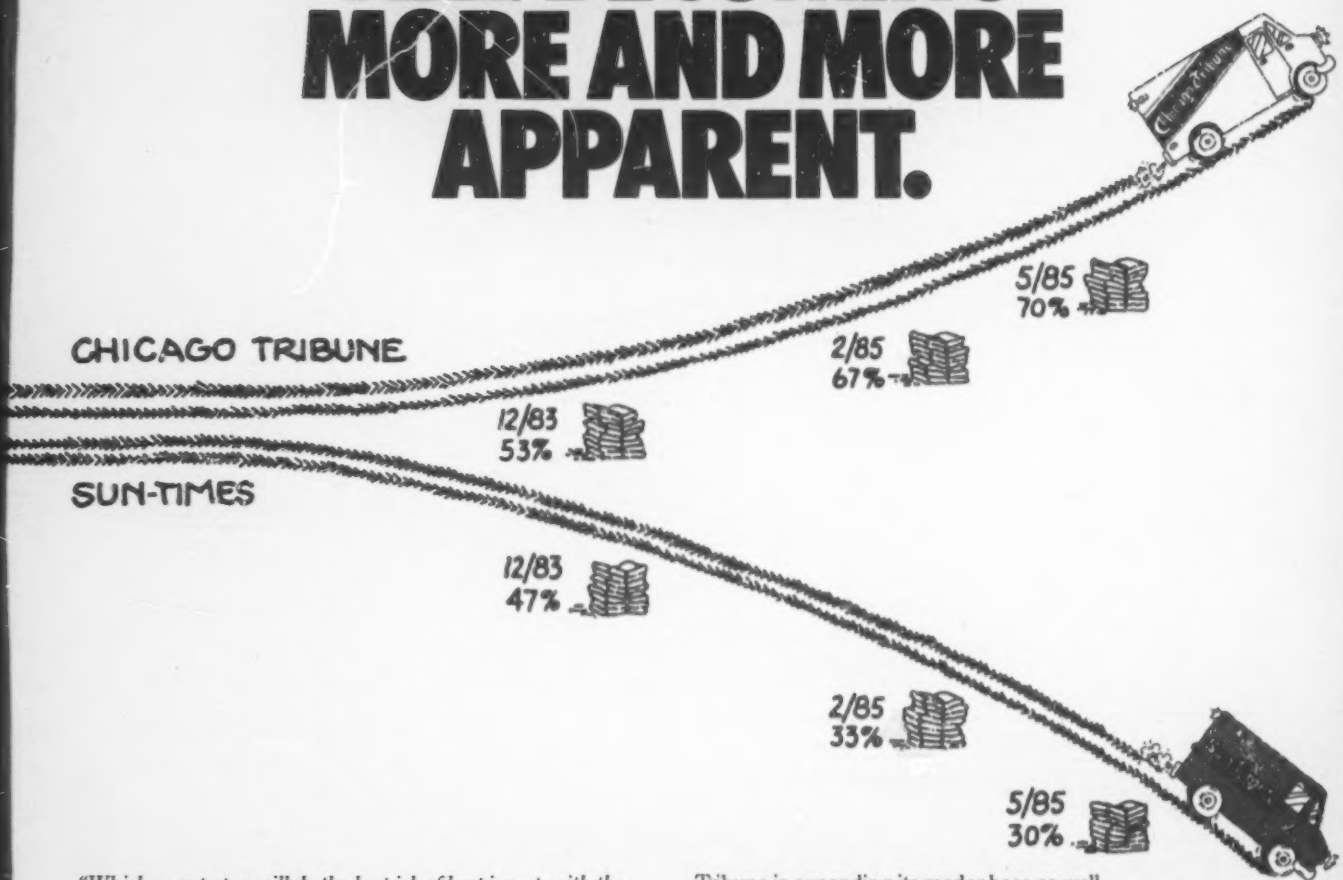
A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
IL (cont.)										
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,176.6	2,575.3	89,300,660	38,659,199	6,720,251	4,570,910	1,946,299	7,625,481	1,880,875	51.0
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	122.0	46.0	1,176,692	560,822	130,592	66,167	19,984	112,952	24,866	56.1
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	444.6	166.9	5,216,542	2,359,175	473,479	322,729	96,111	545,642	85,705	54.2
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	187.9	70.9	2,030,624	842,978	165,814	116,149	39,956	187,255	34,393	54.7
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	382.8	124.9	4,237,576	1,412,273	267,411	150,414	39,861	317,390	71,067	36.8
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.7	49.2	1,332,341	569,748	123,743	65,905	25,078	129,772	24,240	58.0
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	470.5	154.6	6,722,343	2,704,973	391,237	244,294	118,359	921,683	113,874	26.2
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	435.6	161.3	5,176,439	1,978,593	415,419	260,609	87,755	448,206	64,445	55.5
QUINCY (Adams) . . . **Over 50%:** Adams; MO.: Lewis; **20 - 49%:** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	141.1	54.2	1,224,954	630,374	130,190	86,577	23,159	167,007	18,826	49.3
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	329.0	121.3	3,748,066	1,635,987	329,168	214,243	77,539	368,782	49,144	50.0
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,597.2	937.0	29,121,475	14,987,383	3,179,951	2,135,415	643,658	3,330,498	408,884	52.7
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	297.2	117.2	3,289,095	1,472,160	293,611	194,974	64,111	300,354	75,885	53.0
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	133.8	48.9	1,375,943	736,043	170,627	87,644	28,919	160,968	33,842	71.8
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.1	42.0	1,074,695	562,250	112,071	70,543	24,245	109,340	20,313	56.5
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	143.3	51.2	1,444,585	968,592	210,623	80,083	21,631	345,429	33,474	51.9
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	387.8	143.9	3,904,150	2,112,724	463,705	283,260	93,305	431,933	72,768	62.6
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley.	511.9	182.5	5,071,541	2,684,671	538,826	315,815	126,539	570,091	110,305	62.2
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	665.5	225.6	6,384,826	3,521,372	756,256	411,769	133,790	669,342	185,941	59.6
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,247.6	454.6	13,537,711	7,745,717	1,336,513	947,877	326,638	1,774,098	333,095	66.9
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.3	38.0	1,151,499	653,857	122,162	78,550	21,560	159,159	29,139	67.0
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	185.6	65.4	1,810,931	925,331	165,617	119,673	32,780	216,961	40,183	47.4
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	192.6	68.7	1,784,995	1,013,845	212,749	108,146	51,063	198,803	49,667	64.3

THE DIFFERENCES BETWEEN CHICAGO'S MAJOR NEWSPAPERS ARE BECOMING MORE AND MORE APPARENT.



"Which newspaper will do the best job of keeping up with the changes and interests of the people of Chicago?"

That question was put to Chicagoans as part of an independent study. As you can see, when it comes to reader confidence, the Chicago Tribune is really picking up momentum.

And as momentum has shifted, so have reading habits.

As part of that same study, people were asked if they were reading any newspaper more often. 50% more Chicagoans answered the Tribune than Chicago's other daily.

A prime reason why, in the last two years, the Tribune's audience lead over the competition has increased significantly.

Most importantly, the Tribune's strong momentum comes from *all* key demographic groups.

Compared to Chicago's other newspaper, the Tribune provides better coverage of the 18-34 age group. Better coverage of 35-54-year-olds. And better coverage of all Chicagoans in the 55 and older group.

In terms of household income, the Tribune is expanding its reader base as well.

According to the new Simmons-Scarborough study, the daily Tribune reaches two-thirds of all Chicagoans earning $20,000 or above, significantly better coverage than Chicago's other newspaper. And as usual, the Tribune is by far the preferred newspaper of Chicagoans with household incomes in excess of $35,000.

So it's not surprising that this year's Simmons-Scarborough also shows that the Tribune reaches 85% of all Chicagoans who took three or more domestic air trips during the past year.

77% of all the people who went to five or more movies in the past three months. And 70% of all Chicagoans who bought a new car in the past two years.

Simply stated, both of Chicago's major newspapers are really on a roll. But in very different directions.

Which just goes to prove that even though Chicago may still be a two-paper town, it's only a one-paper buy.

Chicago Tribune

Sources: MORI February and May 1985; 1985 Simmons-Scarborough National Newspaper Study, 5 issue daily cume; R. H. Bruskin Study, Dec. 1983.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
IN (cont.)										
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	350.8	127.5	3,448,035	1,822,927	343,327	228,878	109,170	405,919	84,552	61.2
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	207.6	77.1	1,878,493	1,207,230	226,517	135,071	35,388	250,044	38,160	45.0
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	270.2	102.6	2,963,728	1,318,974	294,535	187,929	55,299	275,945	39,823	57.3
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	444.6	166.9	5,216,542	2,359,173	473,479	322,729	96,111	545,642	85,705	54.2
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Warren, Washington, Wayne, Winnebago, Wright.	1,179.2	457.1	12,538,477	5,978,191	1,383,575	628,012	249,372	1,372,537	158,128	36.6
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	169.8	58.6	1,550,536	749,261	158,955	94,705	34,011	158,854	24,281	50.5
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.4	94.3	2,282,681	1,217,661	272,547	124,930	43,505	300,354	35,288	51.4
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	245.2	90.0	2,558,685	1,056,296	233,070	118,686	42,164	249,029	36,439	51.7
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno; **20 - 49%:** Clark, Comanche, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.9	74.2	2,044,196	899,883	209,716	62,989	39,984	266,661	23,000	45.1
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Atchison, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Howard, Johnson, Livingston, Ray, Saline.	1,767.4	658.4	20,858,182	10,838,159	2,100,458	1,492,025	424,551	2,589,237	298,437	74.1
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	131.3	52.1	1,277,735	707,029	151,290	61,983	32,914	180,211	19,000	46.4

Serving The Greater South Bend Area

South Bend Tribune

Test Marketing expert states:

"SOUTH BEND AMONG 8 CITIES RANKED THE MOST AVERAGE OF THE AVERAGE"

According to a leading ad agency's Senior Vice President, Media, "Some cities may have been overworked as test markets...and could have become jaded...and therefore display atypical reactions.

"And the census data show dramatic population changes in others.

"As a result," he continued, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend among the 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

For the facts and figures that make South Bend the ideal test market for your product or service, write now or call for your copy of the *South Bend Tribune's 1985 Market Data book.*

Serving The Greater South Bend Area

Albert E. Petersohn, General Advertising Manager, South Bend Tribune, South Bend, Indiana 46626 • 219/233-6161 • Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1984

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
KS (cont.)										
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	259.4	99.2	3,045,197	1,275,812	290,266	157,765	49,163	289,657	42,842	55.8
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	538.7	206.0	7,050,631	3,059,065	617,105	430,713	141,381	754,405	67,028	49.2
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott.	528.7	192.6	5,263,465	2,835,132	598,252	415,556	113,035	572,477	92,125	43.2
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,201.6	429.1	12,133,143	6,176,659	1,321,046	905,312	268,156	1,239,499	240,032	60.5
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	162.1	58.0	1,488,376	801,276	205,746	115,060	31,143	158,369	34,026	55.4
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	139.2	54.1	1,347,923	641,320	154,805	68,922	26,011	125,755	25,389	48.8
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	222.8	77.3	1,835,251	890,436	198,990	123,386	41,086	189,692	37,792	44.2
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	642.4	215.8	6,425,456	3,322,831	757,643	454,093	197,376	623,660	101,383	47.1
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	169.8	60.4	1,928,659	1,423,728	235,109	207,707	75,297	265,575	33,530	41.5
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.3	87.0	2,379,867	1,293,696	323,261	132,167	62,410	236,788	52,868	45.1
MONROE (Ouachita) . . . **20 - 49%:** Caldwell, Ouachita, Richland, Union, West Carroll.	214.9	75.2	1,719,187	994,977	199,327	132,099	52,735	211,688	39,859	38.2
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. John the Baptist, St. Tammany.	1,364.5	495.7	13,888,594	7,660,408	1,752,784	866,401	448,464	1,203,381	328,725	49.9
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	475.4	173.2	4,703,893	2,477,493	527,982	329,479	128,490	478,877	74,618	51.9
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	388.6	137.1	3,270,453	1,901,229	456,800	199,299	52,020	388,878	67,930	54.5
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	179.7	65.6	1,634,906	861,952	211,118	85,686	20,700	196,385	28,179	66.0

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+8%
EBI	$1.97 billion	$3.18 billion	+62%
EBI/HH	$18,983	$25,751	+36%
Retail Sales	$1.2 billion	$2.0 billion	+63%
RS/HH	$11,781	$16,140	+37%

Sources: 1979, 1983, 1984 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
ME (cont.)										
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	436.9	162.0	4,500,940	2,873,438	608,184	237,237	75,683	522,520	85,426	50.8
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	189.6	68.1	1,715,108	982,037	217,626	98,189	33,726	220,760	31,142	35.9
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Carroll, Harford, Howard, Kent, Queen Anne's, Worcester.	2,316.5	835.1	24,608,072	13,286,623	2,612,458	1,560,231	609,532	2,907,103	452,510	56.7
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	105.9	39.4	912,747	517,391	108,474	95,308	23,331	87,768	22,805	70.4
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	116.6	41.7	1,043,303	669,440	115,082	83,895	29,616	128,402	24,219	76.7
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	122.0	45.0	1,038,372	911,451	175,056	101,969	43,619	200,080	26,984	48.7
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025	68.8
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Middlesex, Plymouth, Essex, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,079.9	1,511.3	53,129,474	28,646,824	5,086,346	3,093,511	1,321,994	5,419,492	977,751	69.6
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	172.8	70.4	2,007,525	1,534,176	289,046	151,350	60,092	246,993	49,576	54.9
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	489.5	177.4	4,897,166	3,097,727	791,921	317,941	122,050	597,636	90,419	42.5
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.9	54.3	1,626,863	955,655	218,168	92,569	28,440	171,146	30,547	56.0
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	583.1	211.3	6,120,765	3,483,409	730,534	440,701	141,140	610,446	120,338	74.7
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	657.7	238.6	7,522,833	3,653,380	686,470	484,073	140,867	697,759	141,218	56.4

Ledger Land

READERSHIP IMPACT

The Patriot Ledger...

- #1 in circulation (88,562*) among Mass. evening papers
- #1 in classified advertising among New England evening papers
- #1 in retail advertising among Mass. daily papers

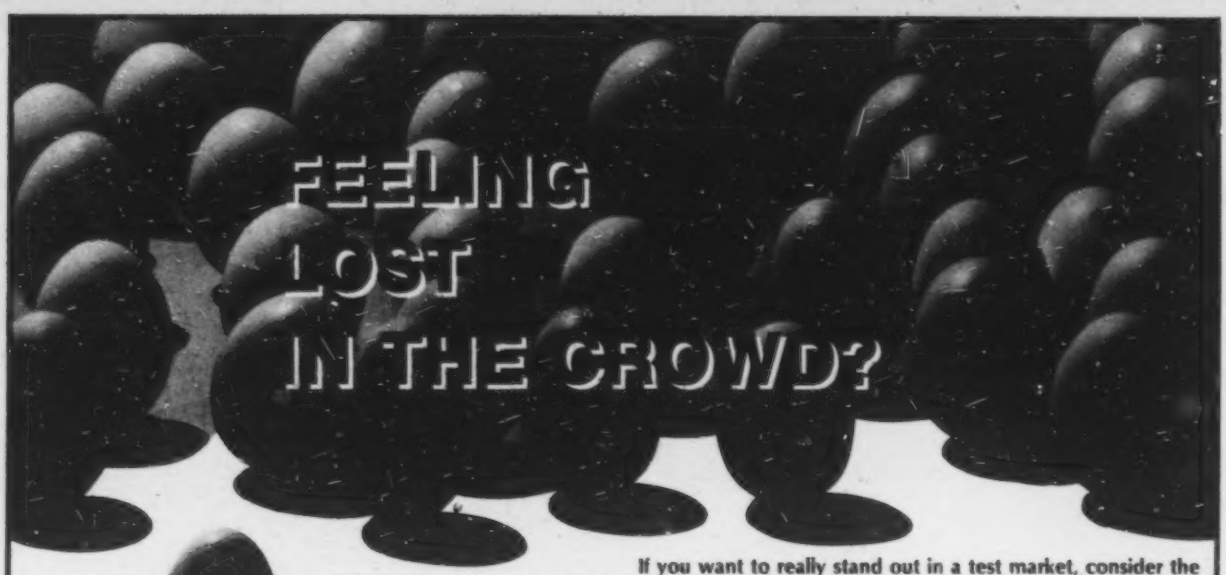
*Source; ABC Audit 3/31/85; NENA Linage Report 12/31/84

Serving Norfolk and Plymouth Counties (MA)...

They rank first and fifth, respectively, in Massachusetts per household income.

The Patriot Ledger

Serving the communities south of Boston. It's an area we call Ledger Land.
13 Temple St., Quincy, MA 02169 (617) 786-7000
Represented nationally by Landon Associates



If you want to really stand out in a test market, consider the newspapers most Western Massachusetts residents reach for – the Springfield Newspapers.

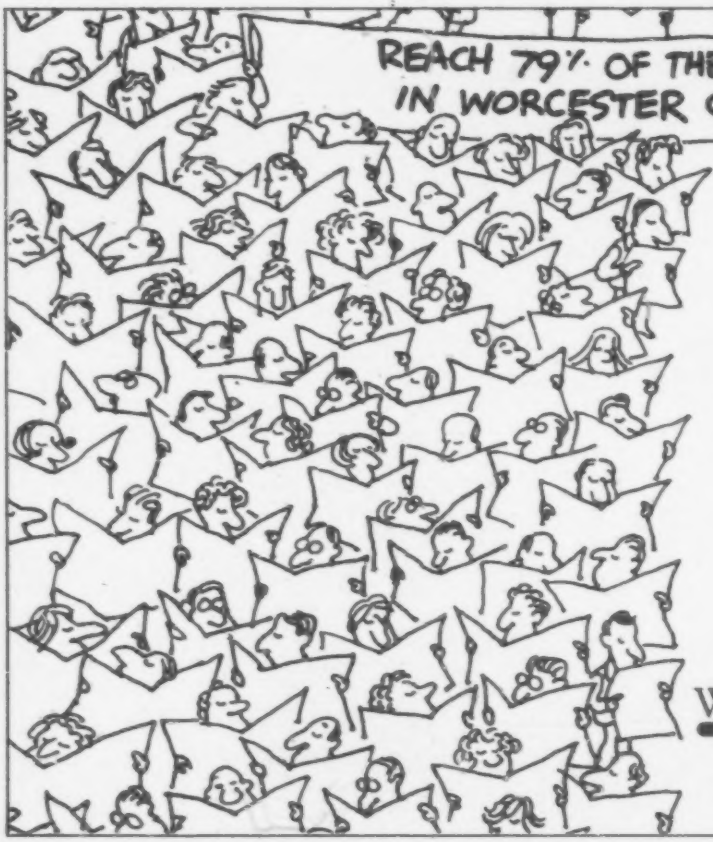
Springfield, Massachusetts, is just the right size with an SMSA population of 385,000 and an ADI population of 483,900. And even more important, Springfield Newspapers have one of the highest reader penetrations in the country.

Belden Associates' research shows that 87% of the Springfield adults – the people who make the market truly spectacular – have read the most recent morning, evening, and/or Sunday editions of the Springfield Newspapers.

Come on, get cracking. Call Dwight Brouillard at (413) 788-1108 for more information on the market and the Springfield Newspapers.

Springfield Newspapers
Largest in Massachusetts Outside Boston
Represented Nationally by Newhouse Newspapers

Source: Belden Continuing Market Study, 1984.



People you can't find with Boston newspapers.

Only the Worcester Telegram and The Evening Gazette cover the other major market in the Boston ADI.

Just five issues of the Telegram and Gazette reach nearly 8 of 10 area adults, unduplicated.

More than 384,000 people, at an average frequency of 5.17 times.

Boston newspapers have only marginal readership in this vital market.

The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

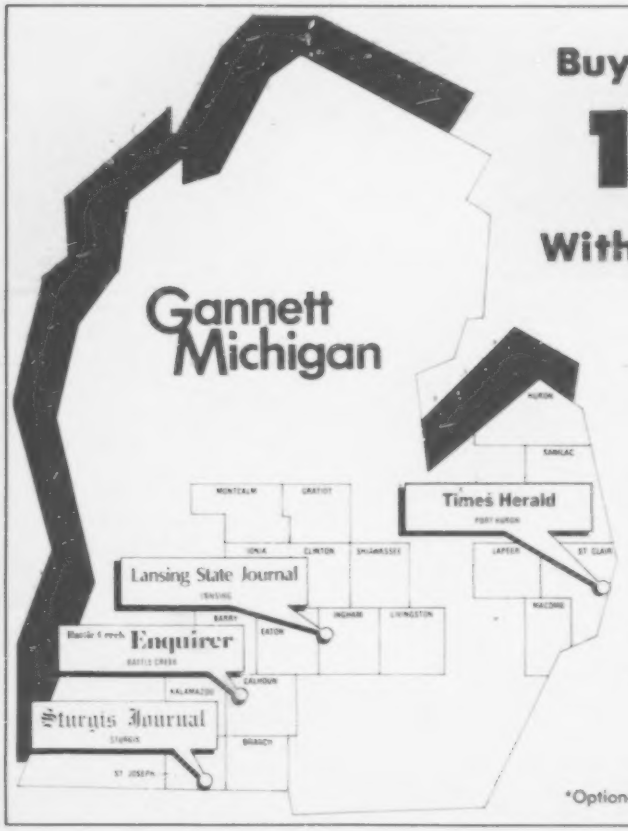
WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings. For the whole story, contact our National Representatives, CWO&O.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	270.4	97.6	3,273,378	1,583,905	242,990	246,863	89,991	338,086	54,177	46.3
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	137.7	51.3	1,470,721	662,177	122,218	109,838	21,699	134,534	27,773	49.5
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	235.3	85.5	2,286,804	964,823	211,451	125,211	22,814	193,772	33,492	40.9
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Alcona, Antrim, Cheboygan, Crawford, Emmet, Ingham, Iosco, Lapeer, Living-ston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,131.5	1,855.3	58,053,381	27,635,947	5,272,051	3,305,461	1,339,419	6,348,806	1,265,964	72.8
FLINT (Genesee) . . . **Over 50%:** Genesee.	439.4	157.9	4,486,721	2,465,779	420,272	452,529	108,817	581,468	102,271	64.3
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	623.2	222.0	6,957,590	3,563,682	554,922	574,481	211,461	836,433	85,212	52.6
JACKSON (Jackson) . . . **Over 50%:** Jackson.	149.3	51.7	1,586,407	676,513	118,321	140,575	25,904	107,322	26,081	66.6
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	284.0	103.5	3,135,085	1,535,204	253,178	267,076	95,420	311,943	42,239	51.9
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	424.6	148.9	4,774,719	2,325,433	423,846	390,822	117,101	513,278	54,996	42.4
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	177.4	63.2	1,708,524	732,820	159,473	136,434	28,717	136,747	25,773	63.7
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw. **20 - 49%:** Arenac, Ogemaw, Tuscola.	431.9	150.1	4,027,515	2,288,941	440,745	346,577	111,315	505,334	69,714	57.9



Buy four great newspapers at

17%* OFF

With one order and one invoice

Gannett Michigan fills a big gap in our State of Michigan that can't be covered successfully by any other newspaper or newspaper group.

CIRCULATION	DAILY	SUNDAY
•LANSING STATE JOURNAL	67,009	77,636
•BATTLE CREEK ENQUIRER	29,937	38,249
•PORT HURON TIMES HERALD	28,128	31,638
•STURGIS JOURNAL	9,201	
COMBINED TOTAL	134,275	147,523

Gannett Michigan Coordinator, Bo Boettcher, 120 E. Lenawee St., Lansing, Michigan, (517)377-1140 or Contact GANNETT MEDIA SALES.

Gannett Michigan

*Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hshlds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton; **20 - 49%:** Cook, Itasca, Lake, St. Louis; WIS.: Douglas.	352.1	131.2	3,512,462	1,814,599	395,622	215,143	58,180	311,065	52,061	43.9
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill, Wells.	259.4	93.4	2,770,005	1,435,586	234,892	143,731	56,930	401,792	36,139	49.6
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.7	47.6	1,261,056	654,641	137,786	50,956	29,325	159,931	23,897	49.4
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Mille Lacs, Redwood, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,503.4	929.0	31,763,528	16,126,742	2,905,256	2,226,004	721,144	3,696,495	398,673	52.7
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	152.5	55.7	1,652,863	974,822	186,778	122,631	36,429	252,497	29,895	61.7
ST. CLOUD (Stearns) . . . **Over 50%:** Benton; **20 - 49%:** Stearns.	140.7	44.3	1,249,769	1,197,663	146,639	101,099	30,947	169,725	21,196	50.8
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	331.8	114.7	3,033,707	1,577,897	369,415	259,680	54,425	361,474	57,126	44.2
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin, Simpson.	442.9	153.7	4,160,588	2,218,766	457,061	341,401	94,642	547,566	84,236	46.7
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Tippah, Union.	202.6	72.3	1,439,657	890,048	203,513	132,413	40,279	214,770	29,706	39.3
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	183.6	69.1	1,547,336	951,723	220,387	135,719	33,041	229,266	20,024	47.6
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Atchison, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Howard, Johnson, Livingston, Ray, Saline.	1,767.4	658.4	20,858,182	10,838,159	2,100,458	1,492,025	424,551	2,589,237	298,437	74.1
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	211.7	78.2	1,889,662	989,019	241,706	124,201	28,818	236,018	19,233	70.8

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

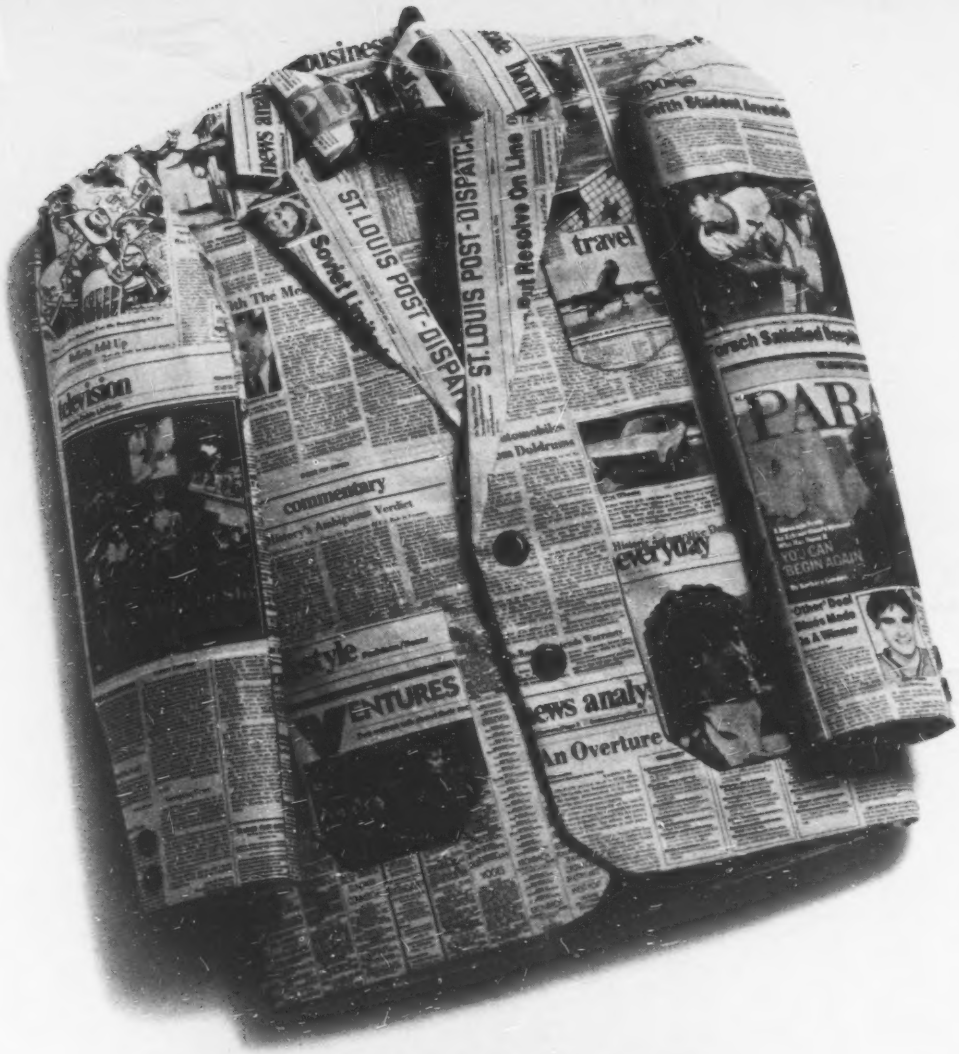
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
MO (cont.)										
ST. LOUIS (St. Louis; IL.: Madison, St. Clair) . . . **Over 50%:** IL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** IL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gas-conade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,597.2	937.0	29,121,475	14,987,383	3,179,951	2,135,415	643,658	3,330,498	408,884	52.7
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Polk, Stone, Taney, Webster, Wright.	331.2	123.7	3,067,103	1,758,231	379,234	275,217	79,082	399,536	42,637	41.1
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	303.8	114.9	2,945,568	1,870,830	419,515	184,392	92,189	352,417	63,993	48.0
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	154.7	58.5	1,459,650	805,633	169,266	82,662	47,047	170,654	39,734	51.3
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	140.2	54.1	1,262,474	617,918	144,841	55,802	32,091	115,871	20,935	48.2
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard; **20 - 49%:** Garfield, Hamilton, Merrick, Nance, Sherman, Valley.	94.9	35.3	825,809	497,161	75,570	77,966	22,022	109,450	10,561	64.8
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saun-ders, Thayer.	336.3	128.2	3,898,611	1,579,356	315,203	197,082	72,443	341,709	53,248	58.0
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Dixon, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Keith, Nemaha, Nuck-olls, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,070.6	400.3	11,788,512	5,776,088	1,152,213	651,373	308,881	1,389,910	164,825	46.5
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	557.8	221.4	6,216,089	3,902,999	831,659	487,584	229,006	712,098	158,851	70.3
RENO (Washoe) . . . **20 - 49%:** Humboldt, Lyon, Pershing, Storey, Washoe.	248.0	102.9	2,952,055	2,031,222	416,947	285,699	84,906	343,414	59,140	44.0
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	329.4	119.3	3,961,256	2,421,065	459,705	379,797	109,926	496,261	64,545	54.8

12 Million People a Year

That's how many visitors come to Nevada each year, spending over $500 million on indoor recreation. And, they spend an additional $55 million a year on outdoor recreation as well. Reach the market where people are ready to spend!

Reno Gazette-Journal For more information call (702) 788-6214



ST. LOUIS' SUNDAY BEST.

Every Sunday the Post-Dispatch has St. Louis City and County all buttoned up. We reach two out of every three adults. And the Sunday Post is tailor-made to reach upscale St. Louisans. 75% of the college graduates and 69% of the adults with household incomes of $35,000+ read the Post on Sunday. Weekday coverage is a cut above the competition, too. So, no matter when you want your message to reach St. Louis, try the Post-Dispatch on for size. You'll find it a perfect fit. Call Rex Sims at 314-622-7175. He'll help you sew up the market.

Source: SMRB, 1985, St. Louis City/County.

ST. LOUIS POST-DISPATCH

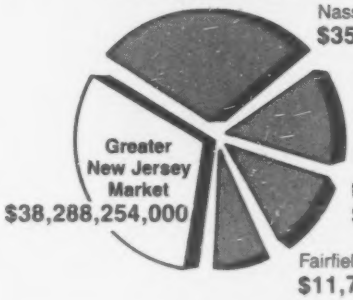
The Pulitzer Publishing Company

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	302.8	117.3	3,322,516	2,132,276	457,033	192,376	82,470	356,044	62,702	55.2
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Bergen, Passaic.	1,281.1	470.1	19,000,417	9,093,022	1,745,640	1,053,332	576,121	1,697,132	264,948	51.8
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	548.2	209.8	5,677,778	2,348,748	631,485	109,256	118,226	375,015	79,810	42.3
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	822.3	287.0	11,659,907	5,255,237	1,140,471	626,484	373,996	945,926	138,877	50.1
MONMOUTH-OCEAN (Monmouth, Ocean) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	932.2	347.2	12,684,336	5,515,153	1,212,130	540,144	230,491	1,375,675	151,312	50.4
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,690.7	955.9	37,217,183	15,370,278	3,385,935	1,493,848	994,238	2,977,853	443,681	47.3
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,837.5	1,758.0	55,849,469	26,399,240	5,226,291	3,254,880	1,218,682	5,343,312	901,602	67.3
TRENTON (Mercer) . . . **Over 50%:** Mercer.	312.4	111.0	4,082,418	1,865,274	389,856	244,903	92,486	311,133	58,628	85.6
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Torrance, Valencia.	549.2	205.4	5,613,908	3,007,899	665,293	344,586	181,134	621,564	90,898	57.1

#1 Suburban market in the New York ADI

Compare EBI's



Nassau/Suffolk
$35,288,254,000

Westchester/ Rockland/ Putnam
$17,029,317,000

Bergen/Passaic
$12,164,854,000

Fairfield County
$11,776,723,000

The Star-Ledger delivers 1.3 million readers in the Greater New Jersey Market... richest of all suburban markets surrounding New York City.

For more information about The Star-Ledger's selling power, contact Walter Schwartz, National Advertising Manager, (201) 877-4214.

The Star-Ledger

New Jersey's Largest Newspaper

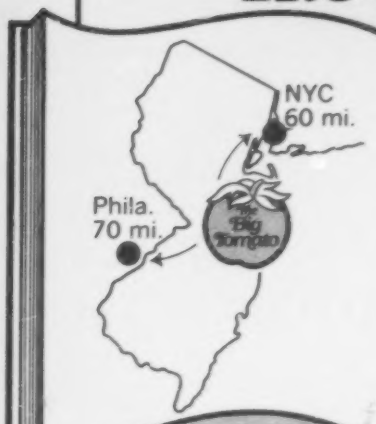
Total Circulation: 432,451 daily — 637,170 Sunday

Star-Ledger Plaza, Newark, N.J. 07101

Represented Nationally by Newhouse Newspapers

Source: SM & M Survey of Buying Power 1984: 1983 Audit: The Scarborough Report 1984 Sunday Readership GNJM 6 County — Essex, Morris, Union, Somerset, Middlesex, Monmouth.

The book on us is quality.



Monmouth-Ocean, N.J. PMSA

#31 Per Capita EBI

#32 AVG HH EBI

#36 HH with EBI $50,000+

#38 Median HH EBI

#45 Total EBI

S&MM, 1984

The Big Tomato is only #51 in population, but our affluence makes us "top 50" all the way. Put us on your best-seller list.

THE ASBURY PARK
PRESS

Call the Asbury Park Press at 201-774-7000, or any Sawyer • Ferguson • Walker office.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	851.3	313.6	9,577,870	4,568,022	1,056,332	469,800	216,398	900,002	168,766	71.5
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	360.3	129.9	3,780,537	1,643,325	400,328	166,862	68,714	341,847	75,022	65.6

Where Do Upscale Products Meet An Upwardly Mobile Audience?

The Schenectady Gazette delivers the young reader with a high income. In fact, nearly half of our readers, some 71,000 strong, have a household income of $25,000 - and an even higher number are between the ages of 25 and 54. That's buying power, especially when you consider that we serve an area that has one of the lowest costs of living of any major market. It's the right media to the right market. Just one of the reasons the Schenectady Gazette is distinctly different.

Distinctly Different
SCHENECTADY GAZETTE

Represented by C.W.O. & O. Schenectady, N.Y. 12301 SOURCE: Fact Finders 1984 SMSA Study

YOUR NICKEL GOES FARTHER IN BUFFALO

Buffalo ranks second among the six Great Lakes markets in total retail sales development.
And The Buffalo News is read by more than 68% of CMSA adults daily and more than 77% Sunday.

No one covers Buffalo's $12.8 billion buying public like The News.

Surprising
THE BUFFALO NEWS
Call Hugh Monaghan (716) 849-3422

Source: Scarborough Research, 1983. Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
NY (cont.)										
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,251.5	456.4	13,248,175	5,887,006	1,524,405	670,169	257,392	1,110,971	285,507	65.5
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	157.0	55.4	1,403,951	660,032	137,096	101,709	22,207	138,635	28,494	53.6
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	115.6	40.0	1,095,912	624,957	155,517	63,137	15,779	116,747	26,402	67.1
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.1	54.6	1,473,781	622,696	164,263	68,639	23,089	127,077	23,866	48.7
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,686.3	862.3	38,468,030	18,013,334	3,671,437	1,912,108	1,125,086	3,195,924	522,461	57.0

BUYING POWER!

In America's Top 20 metropolitan markets, Nassau-Suffolk has the highest percent of households earning $50,000 and over.

Newsday reaches 65% of them.

Newsday

Source: Survey of Buying Power, 1984

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984										
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Ccv. Total Area
NY (cont.)										
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,032.7	5,257.2	180,746,435	75,492,329	15,407,649	8,033,767	4,886,324	11,517,917	2,448,702	51.9
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	219.3	79.8	2,324,749	928,815	247,431	125,356	29,944	174,752	44,280	33.8
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	161.8	55.4	1,307,997	541,639	151,926	53,522	18,032	117,095	21,923	38.0
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	351.0	117.6	3,625,423	1,797,671	437,176	216,970	75,079	333,922	52,027	55.1
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	262.0	88.6	3,175,456	1,300,899	314,071	140,520	51,822	233,945	41,286	43.9
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	957.7	348.8	11,555,420	5,096,596	1,106,330	552,966	247,919	1,157,796	212,777	65.4
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	742.4	262.5	8,194,519	3,616,298	885,590	361,833	164,481	769,821	165,985	64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	322.6	114.4	3,112,371	1,491,388	364,186	153,769	63,004	269,821	80,438	54.5
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	235.8	78.8	2,016,548	949,406	222,830	84,970	34,882	198,860	63,652	50.6
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	340.6	128.4	2,994,044	1,840,632	391,689	186,977	75,010	422,091	74,829	40.2
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	99.5	37.4	958,490	708,998	137,335	65,642	39,459	189,605	22,060	73.4

This coupon entitles you to thousands of free consumers in Syracuse

Why? Because your ads reach so much extra spending power in Syracuse that it's like getting thousands of extra consumers free. For example, Syracusans spend twice the average amount per household on scotch,* 28% more than average on food.** And their median income is $3,164 over average.** Let us show you why the Syracuse Newspapers are the best way to reach this profitable audience. Send this coupon today.

*1983 Liquor Marketing Handbook
**1984 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to Promotion Dept., Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2089.

Name

Address

City

State Zip

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
NC (cont.)										
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,078.6	392.3	10,899,558	6,127,812	1,415,896	616,007	314,476	1,531,813	190,088	63.9
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	285.4	89.6	2,411,671	1,276,754	252,169	194,446	104,829	312,326	28,273	60.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,074.1	400.7	10,858,518	5,935,312	1,205,270	643,367	352,954	1,389,501	198,781	56.2
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	111.1	40.8	1,118,425	780,433	153,929	82,643	40,326	195,401	29,541	48.3
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	771.9	283.7	7,990,317	4,303,328	892,114	507,753	248,974	1,008,790	159,439	59.2
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Columbus, Pender.	231.9	84.3	1,918,040	1,256,003	284,509	150,023	52,939	280,400	40,601	47.6

MONEY MARKET

OF THE SOUTHEAST.

That's right — Charlotte, N.C., is not only a Top 50 Market, but we're the financial capital of the Southeast. With assets of $35 billion, our resources top those of any other market between Philadelphia and Dallas. A few more numbers? Well, we're in the 5th largest urban region in the U.S., the 32nd largest ADI and the 43rd largest MSA*. Want more? How about the circulation of the dominant media in the market. *The Charlotte Observer* and *The Charlotte News* sell 226,612 daily papers and 259,161 on Sunday**. Impressed? Then call Gene Williams, Vice President/Marketing and Sales (704) 379-6900. He'll help make your numbers look even more impressive than ours.

Represented nationally by Knight-Ridder Newspaper Sales, Inc., New York, Atlanta, Chicago, Detroit, Los Angeles, Miami, Minneapolis, San Francisco.
* 1984 Survey of Buying Power Data Service
** ABC Publisher's Statement, March 31, 1985

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Bowman, Emmons, Golden Valley, Grant, Hettinger, Kidder, McLean, Mercer, Oliver.	145.0	50.9	1,618,065	776,265	136,166	91,098	29,057	219,914	23,025	49.2
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill, Wells.	259.4	93.4	2,770,005	1,435,586	234,892	143,731	56,930	401,792	36,139	49.6
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	205.7	72.0	2,079,958	1,027,819	180,108	117,413	43,518	296,074	24,042	46.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	122.5	42.5	1,308,469	667,005	106,119	67,274	33,665	194,451	17,765	60.0
OHIO										
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	633.6	233.6	6,785,470	3,334,811	757,535	417,451	114,416	633,174	131,491	59.3
CANTON (Stark) . . . **20 - 49%:** Stark.	380.4	137.9	3,828,948	1,991,197	462,064	252,201	78,584	391,893	67,009	42.8

Some of the smartest media buyers buy the Beacon Journal

Talk to somebody who really understands the Cleveland ADI, Jim Pockmire, Senior VP Media, Wyse Advertising, Cleveland:

"The Cleveland ADI is unusual because it consists of several sizeable cities — Cleveland, Lorain, Canton and Akron. The Cleveland television stations cover the ADI.

"But there's no single newspaper that blankets the area. If you're using newspapers, the typical approach of thinking in terms of one paper per market just won't work. While the Cleveland paper gets 35% coverage of the ADI, it's very lopsided coverage — it gets 62% of the Cleveland metropolitan area and only 5% of the balance of the ADI. By buying the Akron Beacon Journal, you pick up a substantial part of the balance, because it has 60% coverage daily and 77% on Sunday in the Akron MSA.* And you're not paying for duplication of readership, either."

Look At What You're Missing Without the Beacon Journal

There are 570,000 adults in the Akron Newspaper Designated Area. That's a lot of buying power. The Beacon Journal can deliver the Akron market with little or no duplication. Write us for details.

Akron Beacon Journal

44 East Exchange St. Akron, Ohio 44328 *ABC, 3/31/84

BUY THE GROUP...
SAVE 21%!

LAKE COUNTY
LORAIN
ELYRIA
Cleveland
MANSFIELD
DOVER NEW-
PHILADELPHIA

Horvitz
NEWSPAPERS, INC.
OHIO

5533 Canal Road,
Valley View, Ohio 44125
Phone (216)524-0900

Represented by Branham Newspaper Sales

IS YOUR CLEVELAND ADI BUY COMPLETE?

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost your best buy is A.D.I.5— A.D.I. BUY CLEVELAND (Horvitz Group plus Elyria Chronicle)

Horvitz
THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILA.

● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
OH (cont.)										
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Clermont.	1,402.0	519.2	15,221,883	7,721,420	1,616,495	1,215,735	339,086	1,485,115	298,187	55.7
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Ashtabula, Cuyahoga, Geauga, Lake; **20 - 49%:** Medina.	1,963.5	744.2	22,027,592	11,157,327	2,360,259	1,576,422	523,811	2,133,416	518,421	67.5

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

The Plain Dealer Total Coverage Program delivers 636,000 homes for as little as 2½¢ per household*

TCP gives you total saturation of Northeast Ohio households through a combination of advertisements and/or inserts in The Plain Dealer and a direct mailing of The Shopping News to non-subscribers.

With The Plain Dealer, you'll be reaching a higher income, better educated, trendsetting audience. Our Shopping News, an attractive broadsheet using full color on the cover and filled with timely recipes, fashion news and household tips draws extensive readership from non-subscribers. Combined, you'll reach about 100% of our big-spending TCP market—an audience that's virtually unduplicated.

TCP also gives you the advantage of buying just the areas you're interested in reaching—even as little as one zip code.

For more information on TCP, contact Norm Jindra, Retail Advertising Supervisor, TCP Coordinator, (216) 344-4931 or your Newhouse Newspaper representative.

*Based upon the full run cost of a preprint in The Plain Dealer and the Shopping News. TCP preprint costs are based on distribution or delivery only.

The Plain Dealer

Represented nationally by Newhouse Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 1/9/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OH (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Licking, Madison, Pickaway, Union.	1,281.2	483.9	13,826,530	7,263,121	1,451,236	965,994	366,315	1,589,744	222,147	63.3
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,057.9	398.4	11,448,082	5,309,759	1,136,495	716,296	242,540	1,085,909	162,655	61.7
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	32.6	788,678	382,622	83,556	42,718	17,030	88,311	12,484	74.6
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	64.9	24.4	739,922	313,655	63,585	42,876	11,600	79,058	10,428	72.4
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	271.9	95.9	2,774,476	1,080,780	267,592	127,156	34,953	247,940	40,594	29.4
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Auglaize, Putnam.	191.4	67.1	1,757,168	952,294	194,156	150,498	32,062	185,406	33,314	54.7
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	274.4	95.2	2,863,827	1,171,343	282,865	161,730	39,664	261,732	48,306	69.1
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.2	48.1	1,281,602	718,201	130,646	135,345	21,117	151,718	20,481	64.8
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	67.8	1,667,919	903,592	188,508	136,859	36,377	204,505	37,526	50.3
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	137.2	49.4	1,303,706	641,660	130,702	95,049	24,544	141,401	22,849	46.3
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	687.5	254.1	7,289,748	4,231,673	860,887	671,576	175,199	848,730	171,238	56.6
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.4	43.4	1,256,884	485,475	122,245	39,839	18,967	117,611	11,673	57.0
YOUNGSTOWN-WARRENYOUNGSTOWN-WARREN (Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	518.5	190.7	5,434,756	2,538,727	537,095	413,739	105,369	455,485	89,657	69.2
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Kingfisher, Major, Woods.	116.1	44.4	1,244,581	681,297	152,693	61,611	32,429	169,241	23,198	61.3
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.6	40.4	1,190,513	603,193	134,079	100,980	32,603	137,030	10,128	74.7

there's something you oughta know . . .

you're only **HALF COVERED**

in Ohio's 9th Largest S.M.S.A.

LORAIN-ELYRIA

Unless your schedule includes the

Elyria Chronicle-Telegram

just ask **Branham** for details

Select

COLUMBUS

The Uncommon Market

The Dispatch and Citizen-Journal reach the people who spend in this Ohio market of over one million.

	Coverage	
	Daily Net	Sunday
Total Adults	58%	74%
Working Women	57	76
Professionals/Managers	66	87
Incomes $35,000+	67	87
Multi-car Households	61	78
Weekly Grocery Spending: $75+	60	76
Frequent Flyers (6+ flights annually)	72	82

Source: Selden CMS

For additional information write for a copy of
Columbus, The Uncommon Market and
Columbus, Ohio, A Choice test market

The Columbus Dispatch
Evening & Sunday

Columbus Citizen-Journal
Morning

Two independent newspapers with separate editorial voices represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.

Contact agent, The Dispatch Printing Company, 34 South Third Street, Columbus, Ohio 43216. Phone 614-461-5183

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	Hslds. Cov. Total Area
OK (cont.)										
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, McClain, Murray, Roger Mills, Washita.	1,113.5	425.3	12,622,797	7,826,876	1,449,338	911,003	429,586	1,933,026	153,867	44.5
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Delaware, Mayes, Okmulgee, Osage, Rogers, Wagoner, Washington.	912.6	346.4	9,982,937	4,949,066	1,067,681	586,396	275,888	1,081,268	92,451	52.4
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	269.1	104.2	2,533,879	1,350,404	280,250	198,117	69,109	297,280	33,341	60.9
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	137.5	51.6	1,188,625	723,709	130,986	111,946	29,120	155,032	15,141	52.9
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Washington, Yamhill; WASH.: Skamania.	1,333.4	519.5	14,712,557	7,806,267	1,416,797	1,328,446	349,873	1,583,459	153,257	45.5
SALEM (Marion) . . . **Over 50%:** Marion; **20 - 49%:** Polk.	252.6	93.5	2,207,011	1,119,169	219,527	190,460	49,063	232,754	30,265	52.0
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	654.6	247.7	7,439,173	3,553,068	730,980	417,216	134,640	743,215	105,817	75.2
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.4	50.9	1,199,359	706,317	160,378	103,268	35,622	158,893	26,305	61.6
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	201.5	73.6	2,214,474	805,389	220,935	151,916	32,137	115,095	31,741	63.0
BUTLER (Butler) . . . **Over 50%:** Butler.	155.3	54.5	1,498,535	625,974	131,391	81,550	30,278	137,022	20,803	54.2
ERIE (Erie) . . . **Over 50%:** Erie.	285.6	102.9	2,907,755	1,371,644	307,557	166,859	64,271	275,509	50,205	64.2
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	575.6	218.6	6,583,147	3,573,073	771,280	408,446	143,320	15,342	112,260	54.7

Paper train–with the Tulsa heavyweights in building strong retail sales.

The morning Tulsa World and the evening Tulsa Tribune — two daily newspapers that deliver unduplicated readership of 283,000 in the Tulsa MSA. And a net audience of 328,000. That's 65% of Tulsa's MSA.

Plus, you get a combined total readership in four states of over one half million.

For bigger, stronger retail sales, pick up the Tulsa heavyweights in your advertising buy.

SOURCE: Belden CMS

TULSA WORLD

The Tulsa Tribune

Newspaper Printing Corporation, Agent for the Tulsa World and The Tulsa Tribune. Two independent and separately owned newspapers represented nationally by Branham.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
PA (cont.)										
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	263.9	95.8	2,173,558	993,823	241,596	126,023	43,333	202,139	33,755	50.1
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	382.8	136.7	4,054,902	2,070,104	463,964	223,596	113,856	412,901	63,498	69.8
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,837.5	1,758.0	55,849,469	26,399,240	5,226,291	3,254,880	1,218,682	5,343,312	901,602	67.3
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,299.4	885.8	25,255,436	11,573,797	2,515,175	1,692,525	510,631	2,387,919	401,580	64.1
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.3	62.7	1,400,700	661,607	186,429	101,563	31,938	96,258	30,738	43.8
READING (Berks) . . . **Over 50%:** Berks.	321.8	123.2	3,516,557	1,895,090	360,351	230,615	87,464	404,515	45,551	64.1
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	633.7	239.6	5,888,997	3,076,695	685,277	412,047	119,401	548,162	131,360	56.8
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.7	46.8	1,210,220	546,658	122,343	78,864	23,826	130,541	15,488	52.4
SUNBURY (Northumberland) . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.4	62.6	1,428,099	750,909	169,797	91,845	30,071	163,317	30,799	39.9
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	119.9	44.1	1,101,956	585,246	141,921	79,426	25,531	126,820	20,029	68.5
YORK (York) . . . **Over 50%:** York.	327.1	122.6	3,578,299	1,591,311	345,480	211,294	72,632	342,366	43,175	71.4

WHERE WILL YOU TEST YOUR PRODUCT... AND HOW MUCH WILL IT COST?

If you have been confused by conflicting reports on the "best" test markets, and dreading the paperwork and research necessary to select your own test market, we may have the solution.

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS, VOLUME III is an expanded 28 page guide to selecting test markets. This newly updated study contains the research data and documented statistics you will want to review before selecting your test market. Such topics include:

- Why, when, where, and how to conduct a test.
- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying Income
  4) Purchasing Patterns and how all of these compare to the national norm.
- Media Coverage, Cost and Control comparisons using a media mix with specific reach and frequency goals.

This free brochure also analyzes matched markets using demographic and geographic profiles, media coverage, market isolation and more. To receive your copy, send in the coupon below.

Please send me a free copy of your test marketing brochure.
(Sorry, Volumes 1 and 2 are no longer available.)

Name _____
Co. _____
Address _____
City _____ State _____ Zip _____

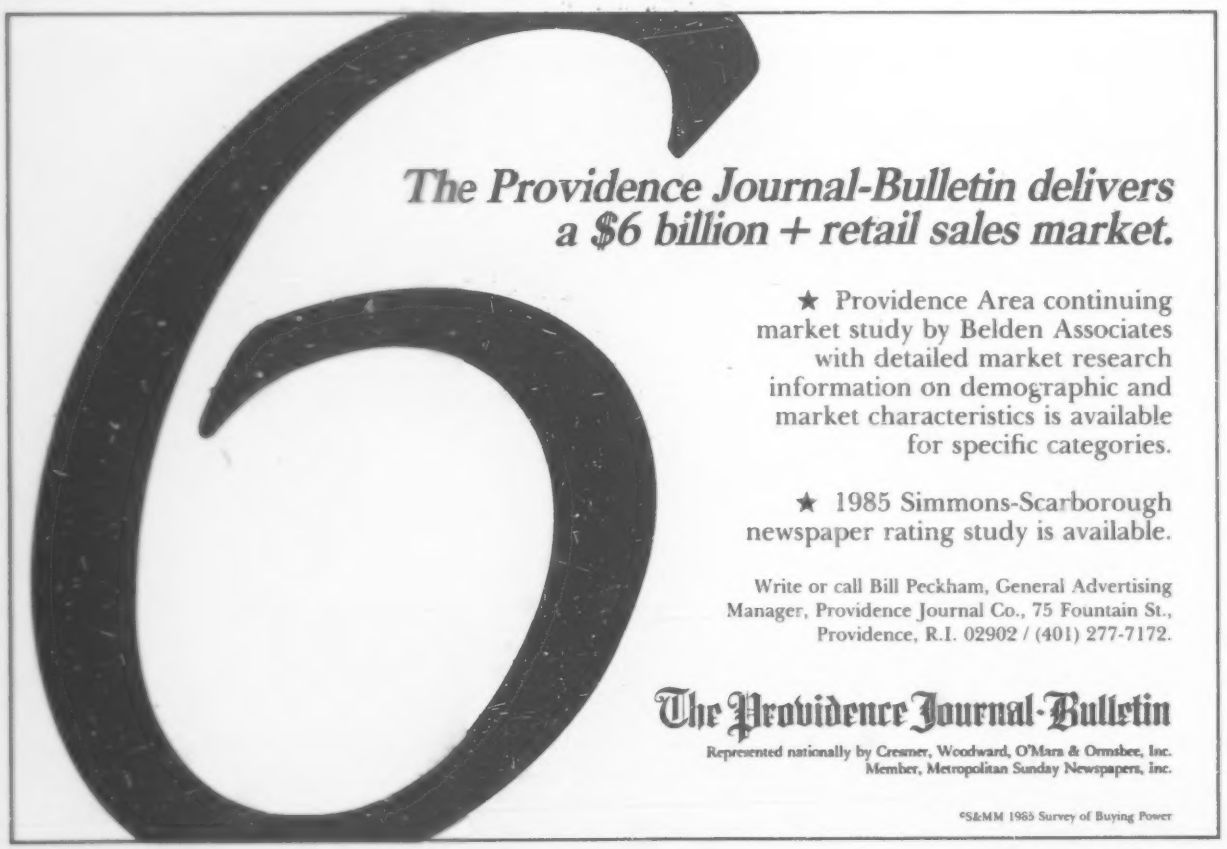
For Your Copy Write to: Mr. Gerald Sterek, Times Publishing Company, Times Square, 12th & Sassafras Street, Erie, Pennsylvania 16534

MORNING NEWS · ERIE DAILY TIMES · Times-News

Represented by Landon Associates

S&MM's SURVEY OF NEWSPAPER MARKETS

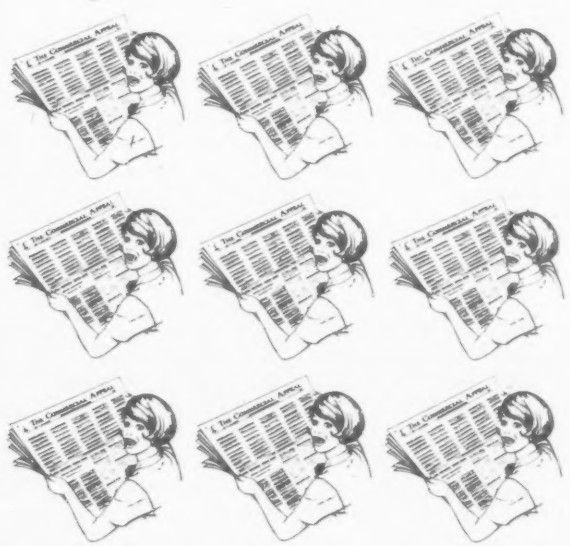
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . Over 50%: Bristol, Kent, Providence; 20 - 49%: Newport, Washington.	963.0	347.8	10,569,995	5,124,419	1,041,805	598,337	188,548	891,756	227,322	70.7
SOUTH CAROLINA										
ANDERSON (Anderson) . . . 20 - 49%: GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson.	244.2	88.8	2,019,913	1,012,361	247,174	103,228	45,622	254,509	42,297	40.8
CHARLESTON (Charleston) . . . Over 50%: Charleston; 20 - 49%: Berkeley, Colleton, Dorchester.	517.8	173.6	4,359,847	2,483,196	547,911	273,465	136,481	625,877	63,753	55.0
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . Over 50%: N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; 20 - 49%: N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,078.6	392.3	10,899,558	6,127,812	1,415,896	616,007	314,476	1,531,813	190,088	63.9
COLUMBIA (Richland) . . . Over 50%: Lexington, Richland; 20 - 49%: Calhoun, Fairfield, Kershaw, Newberry, Saluda.	564.1	197.8	5,510,144	2,668,005	525,923	336,808	123,380	624,158	78,036	55.5
FLORENCE (Florence) . . . 20 - 49%: Darlington, Florence.	132.6	62.6	1,356,917	835,296	170,194	98,454	35,643	204,779	30,830	41.3
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . Over 50%: Greenville, Spartanburg; 20 - 49%: Cherokee, Laurens, Oconee, Pickens, Union.	783.1	285.4	6,822,346	3,734,823	863,631	438,776	186,780	791,588	129,742	50.1
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . Over 50%: Pennington; 20 - 49%: Bennett, Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	158.7	58.5	1,694,262	898,542	180,328	91,196	34,276	225,865	24,346	49.1



S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
SD (cont.)										
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	219.5	82.4	2,403,075	1,119,896	195,461	119,524	51,540	290,765	44,645	43.0
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	483.9	176.0	4,392,660	2,486,066	619,631	303,331	118,012	540,657	66,122	49.0
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	205.0	75.5	1,679,246	978,420	210,433	159,895	41,798	222,010	36,079	41.0
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	608.2	218.0	5,171,094	2,690,439	662,002	343,294	105,418	672,519	95,093	50.6
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	756.3	282.6	7,129,978	4,381,347	994,400	518,746	206,634	956,749	133,673	49.4
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate, Yalobusha; TENN.: Fayette, Tipton.	987.1	345.0	9,232,545	5,710,601	1,216,843	762,094	287,485	1,319,956	199,820	52.5
NASHVILLE (Davidson) . . . **Over 50%:** Davidson, Williamson; **20 - 49%:** Coffee, Dickson, Humphreys, Marshall, Robertson, Rutherford, Smith, Sumner, Wilson.	965.8	354.0	10,429,617	5,588,342	1,158,730	785,603	256,868	1,316,366	166,652	46.8

MEMPHIS, a newspaper market



9 out of 10 "prime consumers" read The Commercial Appeal on Sunday*

In a four-county MSA with a population approaching one million, The Commercial Appeal is the dominant Memphis medium for advertising effectiveness.

With a Sunday readership of 90% among prime consumers—those adults aged 25-49 with household incomes in excess of $25,000--The Commercial Appeal continues to deliver reach and cost-efficiency in a market where newspaper is the medium of the masses.

Influence the buying habits of an affluent, educated audience with The Commercial Appeal, the number one source of information in the Mid-South.

THE COMMERCIAL APPEAL
A SCRIPPS-HOWARD NEWSPAPER

495 Union Avenue, Memphis, TN 38103
901/529-2239

Represented nationally by Story & Kelly-Smith Advertising offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia and San Francisco.

*Belden Associates, 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Shackelford, Stephens, Stonewall, Throckmorton.	262.7	95.7	2,426,980	1,609,141	328,324	155,366	60,966	379,710	55,038	49.7
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Carson, Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Briscoe, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	380.0	139.0	3,955,247	2,229,814	492,026	210,603	107,299	525,167	50,818	50.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	762.4	283.8	8,623,745	4,615,681	904,657	501,230	273,508	954,612	91,023	50.2
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	476.2	168.1	5,076,526	2,614,870	553,025	314,357	118,540	552,466	78,279	39.4
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	260.1	72.7	1,636,081	1,254,685	301,124	155,258	76,066	213,842	26,009	27.7
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	141.3	50.7	1,438,381	839,340	189,568	117,685	29,008	149,808	13,573	45.4
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	481.0	155.0	4,336,000	2,729,712	659,960	258,213	139,169	557,050	51,261	51.0

1986 Survey of Selling Costs

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

Don't let this special advertising opportunity pass you by. Ads for the **1986 Survey of Selling Costs** (published Feb. 17) close Jan. 27, 1986.

For more information, please call: 212-986-4800, ext. 251.

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales & Marketing Management's Survey of Selling Costs**, a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

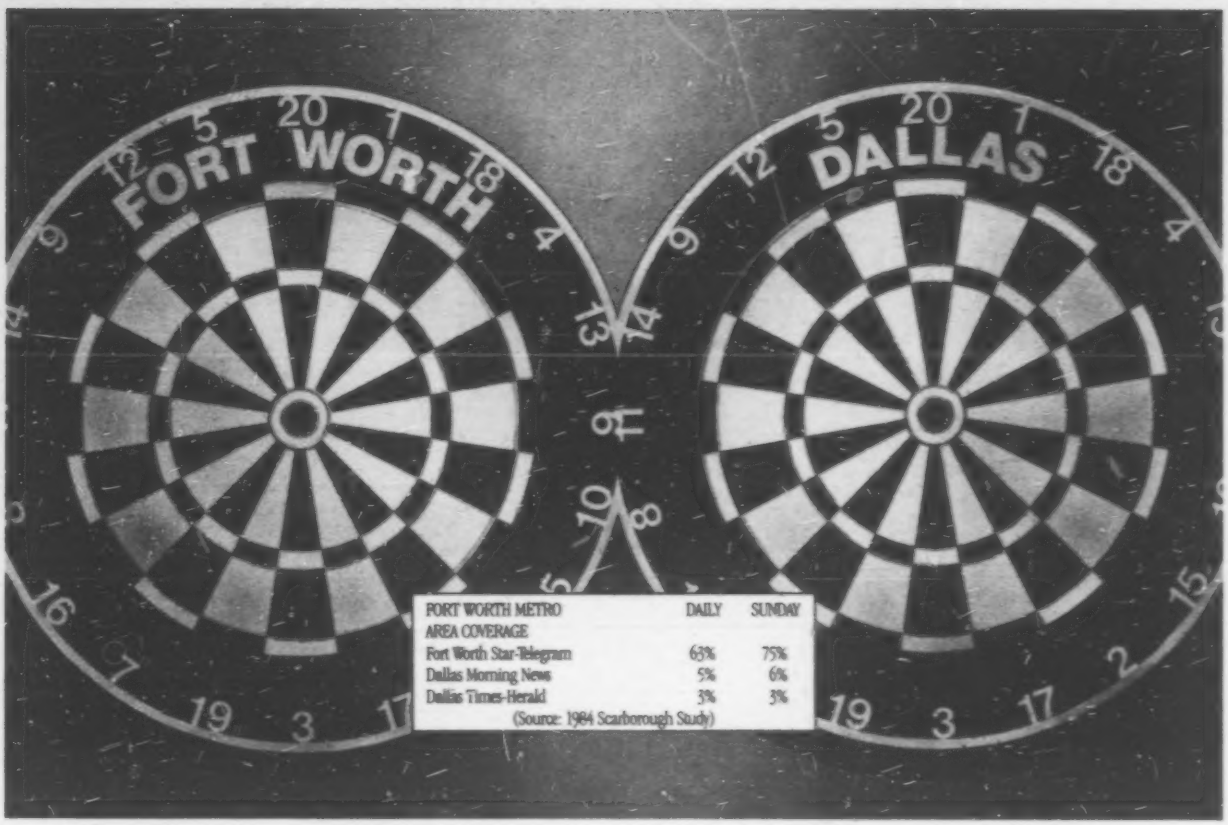
If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

The **1986 Survey of Selling Costs** includes sections on:

- Metro Sales Costs—travel and entertainment expenses in leading metro markets.
- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.
- Compensation—total selling expenses as a percentage of company sales.

Don't let this special advertising opportunity pass you by. Ads for the **1986 Survey of Selling Costs** (published Feb. 17) close Jan. 27, 1986.

For more information, please call: 212-986-4800, ext. 251.



FORT WORTH METRO AREA COVERAGE	DAILY	SUNDAY
Fort Worth Star-Telegram	63%	75%
Dallas Morning News	5%	6%
Dallas Times-Herald	3%	3%

(Source: 1984 Scarborough Study)

If you're targeting the Fort Worth / Dallas Market, you'll need two throws.

The Fort Worth / Dallas market is unlike any other Top Ten target.

Because it has TWO bull's-eyes.

Fort Worth. And Dallas.

Here, a single paper buy gives you less coverage (and less impact, less dealer support) than in any other Top Ten market.

That's why Fort Worth / Dallas is a minimum two-paper buy.

Because *neither* Dallas paper hits Fort Worth's 1.1 million people, $7.4 billion in retail sales and $13.8 billion EBI.*

Only the Fort Worth Star-Telegram covers the important Fort Worth Metro area.

So the only way to be on-target in Fort Worth / Dallas is to make a minimum two-paper buy.

Starting with the Star-Telegram.

*Source: SMM 1985 "Survey of Buying Power."

FORT WORTH / DALLAS CMSA – ADULTS $50,000 + HOUSEHOLD INCOME

		% OF REACH	TOTAL REACH	CPM	TOTAL COST
DAILY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Morning News	59.5%	184,650	$45.70	$8,439.00
	2 insertions Dallas Morning News	52.9%	164,300	$57.01	$9,366.00
DAILY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Times Herald	52.9%	164,250	$48.13	$7,906.00
	2 insertions Dallas Times Herald	38.4%	119,100	$69.69	$8,300.00
SUNDAY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Morning News	72.5%	224,900	$39.16	$8,806.00
	2 insertions Dallas Morning News	59.0%	183,100	$52.71	$9,652.00
SUNDAY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Times Herald	61.2%	189,925	$43.60	$8,280.00
	2 insertions Dallas Times Herald	43.6%	135,200	$63.61	$8,600.00

Target Population: 316,400 50 column inches Scarborough Research 1985, SRDS 1985

Fort Worth Star-Telegram

The MUST buy in the Fort Worth / Dallas market.

400 W. 7th Street Fort Worth, Texas 76102 (817) 390-7767

Contact Sawyer-Ferguson-Walker, Inc. In Mexico, Publications Representatives International, Inc.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TX (cont.)										
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,238.4	825.8	28,632,648	15,416,879	2,811,676	1,738,488	844,069	3,395,796	376,724	56.5
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	544.5	159.8	4,199,295	2,394,550	463,621	364,813	140,110	441,684	49,841	48.6
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,249.3	453.9	14,993,863	7,937,822	1,627,822	958,395	350,472	1,791,472	183,530	51.6
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	214.8	76.6	2,496,106	1,217,865	314,071	111,971	37,100	244,067	34,252	36.7

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

There's more to Texas than Dallas/Ft. Worth and Houston ...
there's Austin!

★ 657,000 Texans
★ 245,800 Households
★ $7.7 Billion Buying Income

Austin MSA

★ $4.1 Billion Retail Sales
★ 65% Daily Reach
★ 75% Sunday Reach
★ 84% Net Daily/Sunday Reach

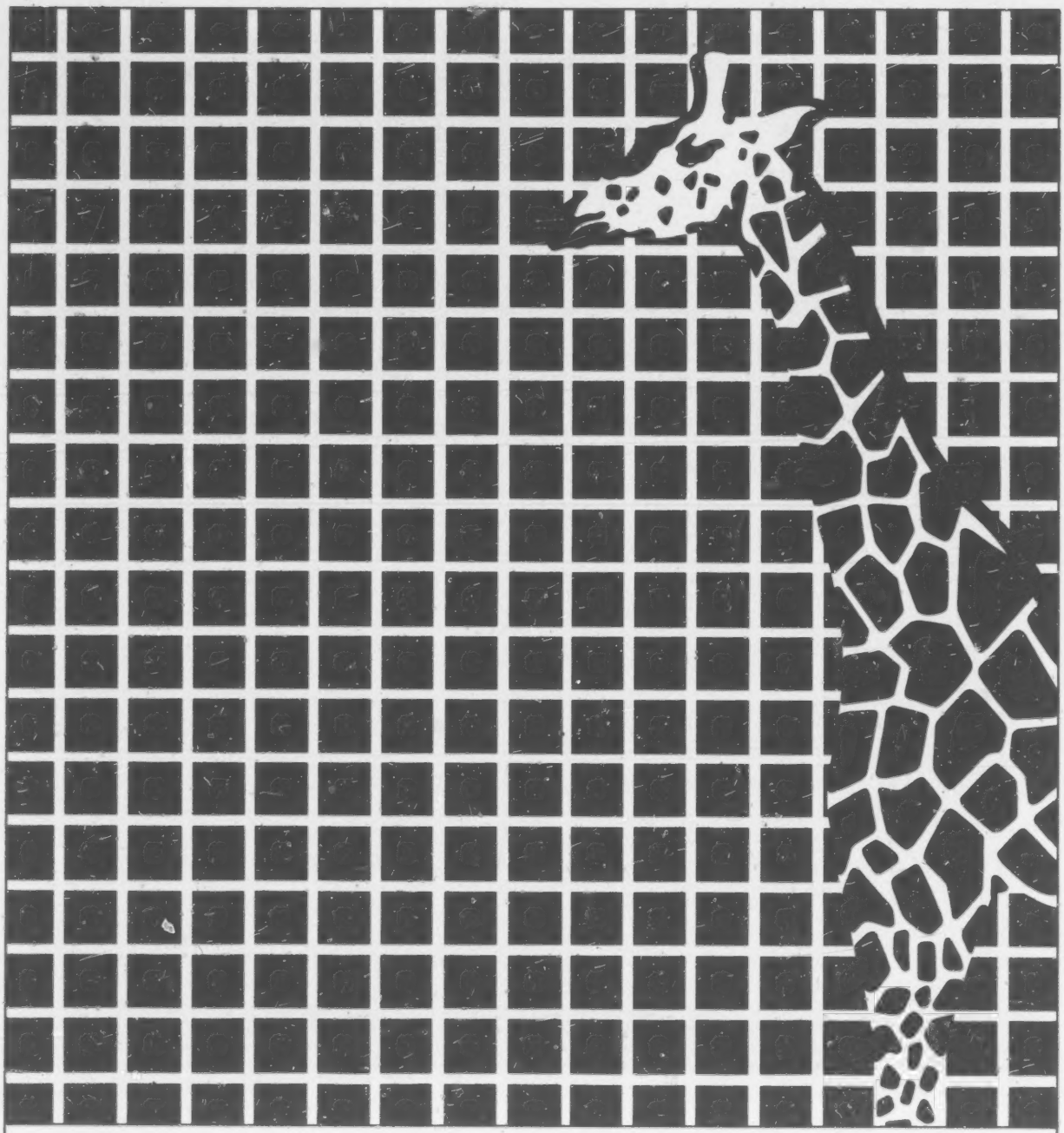
★ Daily circulation 169,727 (up 8.6% over 1984)
★ Sunday circulation over 200,168 (up 9.4% over 1984)
★ Over 2,000,000 classified ads in 1984

Austin American-Statesman
Telling Austin's story proudly

© 1984 S&MM Survey of Buying Power

1985 Scarborough Market Study

ABC Publisher's Statement, March 31, 1985



Often, with circulation numbers, a pattern begins to emerge.

If you've kept an eye on the two Dallas newspapers, you've seen one consistently rise head and shoulders above the other. And the most recent numbers show The Dallas Morning News outselling the competition again.

In total daily circulation, The Morning News has more than a 50% edge on the Dallas Times Herald. With 368,683 copies sold every day. On Sunday, the lead is 37% when 476,004 copies are sold.

That means The Dallas Morning News has the highest one-time penetration by any advertising medium in Dallas.

Including radio.

Including television.

And your advertising also benefits from the quality editorial environment for which The Dallas Morning News is recognized.

All of which means you'll see another pattern emerge. Results. That's why you advertise in the first place.

And that's why The Dallas Morning News should be the first place you advertise in Dallas.

The Dallas Morning News. The nation's leader in full-run ad linage.

The Dallas Morning News

Nobody beats The Dallas Morning News in the morning.

*Source: ABC Publisher's Statement for the period ending March 31, 1985. Calculations by The Dallas Morning News, Media Records, year end 1984. Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.; The Leonard Co. - Florida, Mexico, Caribbean; Lenha Hawaii - Hawaii

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
TX (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Fort Bend, Harris; **20 - 49%:** Austin, Brazoria, Colorado, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,851.7	1,370.3	47,201,071	24,219,158	5,042,204	2,722,109	1,258,105	5,175,107	675,524	50.8
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	196.6	66.9	1,757,482	987,491	202,130	148,015	47,187	221,994	20,440	34.8
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	161.9	58.0	1,643,314	1,094,983	236,796	138,792	45,350	269,073	29,226	47.7
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	417.9	142.8	3,637,182	2,143,043	448,043	232,042	114,540	557,265	46,926	47.4
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	340.8	91.6	1,994,228	1,547,735	322,160	224,140	97,105	257,679	35,632	27.0
ODESSA (Ector) . . . **Over 50%:** Ector; **20 - 49%:** Andrews, Crane, Upton, Ward, Winkler.	188.0	65.8	2,111,695	1,490,725	293,370	187,268	88,759	350,680	27,183	46.6
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	163.6	58.3	1,595,136	991,742	218,604	106,585	45,028	228,934	18,765	53.6
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, Uvalde, Wilson.	1,391.4	463.3	13,270,842	7,272,470	1,623,413	831,590	385,329	1,416,180	134,232	62.4

Whose Income Is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

SIMMONS-SCARBOROUGH 1985 STUDY OF SAN ANTONIO MSA SHOWS

San Antonio's Newspaper Leader
Both Daily and Sunday is the

San Antonio Light

THE LIGHT LEADS IN

- TOTAL ADULT READERSHIP
- ADULT MEN READERSHIP
- ADULT WOMEN READERSHIP
- AGES 25-40 READERSHIP

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE AND CRESMER-WOODWARD O'MARA ORMSBEE INC

TOTAL PAID CIRCULATION

Sunday: 536,585

Chronicle lead over Houston's other newspaper:

Sunday: 169,767 or 46%

Daily: 123,270 or 40%

Saturday: 101,430 or 33%

CHEEZ.

Extraordinary, these figures.

The paid circulation. The advertising volume. The key demographic groups.

All boast figures that'll make you whistle.

To put these eye-opening numbers to work for you, call Joycelyn Marek, Research Manager, collect at (713) 220-7401.

DEMOGRAPHICS

% of daily newspaper readers who read The Chronicle:

Adults 18–54: 65%

College graduates: 70%

$50,000 + households: 70%

Professional occupations: 67%

AD VOLUME

Total advertising: #3 nationally. Share: 60%. Chronicle leads Houston's other newspaper by 52%.

Classified: #3 nationally. Share: 68%. Lead: 111%.

Retail advertising: #6 nationally. Share: 56%. Lead: 25%.

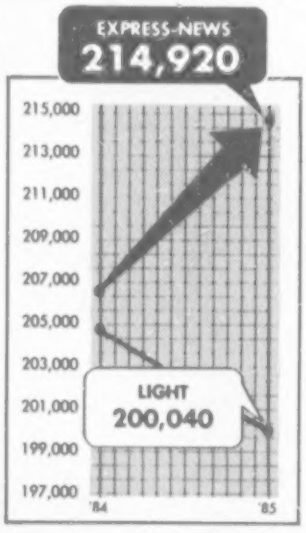
General: #7 nationally. Share: 56%. Lead: 30%.

Houston Chronicle

Houston's primary advertising investment.

Sources: Calculations computed by The Chronicle from the March 31, 1985 Publisher's Statements for The Houston Chronicle and The Houston Post. 1985 Belden Continuing Market Study, Houston PMSA. Media Records, First Three Months, 1985 (includes full and part-run linage). Represented by Sawyer Ferguson Walker.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hsids. Cov. Total Area
TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	134.2	48.2	1,160,250	726,859	152,771	98,223	32,098	140,029	22,036	54.9
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	216.4	78.5	2,310,300	1,130,823	217,567	152,770	49,444	252,985	39,249	47.9
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.4	57.9	1,639,136	977,176	230,919	95,789	37,439	204,838	24,304	54.7
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	251.0	91.9	2,356,948	1,304,966	287,181	165,863	54,133	262,505	29,781	52.1
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	228.4	83.8	2,254,772	1,302,120	253,998	179,323	65,476	290,170	35,842	56.5
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	261.9	70.8	1,667,862	855,900	198,159	112,402	51,609	157,925	30,544	44.0
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Box Elder, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,193.9	384.1	10,723,151	5,600,907	1,277,676	689,842	376,104	1,066,512	159,056	53.6
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden, Grand Isle; **20 - 49%:** Addison, Franklin, Lamoille.	210.9	73.8	2,098,601	1,344,584	288,675	117,841	48,383	296,754	38,769	57.9
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	151.5	52.9	1,541,038	878,205	192,635	111,845	44,637	157,536	28,594	53.4
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.5	40.0	1,009,816	447,367	112,559	39,920	17,120	106,610	20,359	59.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	137.5	43.6	1,338,454	896,684	149,583	96,552	26,091	141,262	19,616	66.2
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	108.8	36.9	871,582	490,637	117,372	73,141	25,704	88,760	17,428	67.2



SUNDAY EXPRESS-NEWS CIRCULATION GAIN OUTPACES AREA GROWTH...

The Sunday Express-News continues to exceed the population growth rate of San Antonio and South Texas while the Sunday San Antonio Light is losing circulation.

The fully audited figures show the Express-News leading the Light by 14,880 on Sunday and by 32,549 daily.

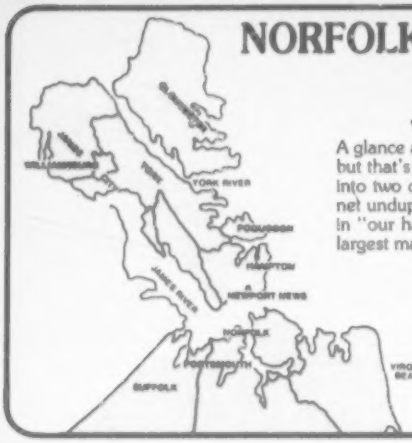
The San Antonio ADI, the state's third largest market area, is home to more than 1½ million adults who earn $13.1 billion annually and spend $7.3 billion on goods and services.

Growing South Texas demands a quality and aggressive newspaper. We lead the San Antonio Light in number of pages printed, volume of news presented, total ADI readership and in all categories of advertising. The Express-News also leads in the all-important area of upscale demographics.

Avenue E at 3rd St. P.O. Box 2171
San Antonio, Texas 78297/512 225 7411
Represented Nationally by
Branham Newspaper Sales

Express-News
San Antonio's Quality Newspaper

SOURCES: ABC Newspaper Publisher's Statements, 6 months ending 3-31-84 & 3-31-85; Newspaper Publisher's Statements for 3-31-85 Special 6 month statements audited by ABC Media Records, Inc., 1984; Simmons Scarborough, 1985; S&MM 1985 Survey of Buying Power. Calculations by Express-News Research Dept.



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA

(WE CALL IT HAMPTON ROADS)

...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

National Reps:
SAWYER-FERGUSON-WALKER CO.
(212) 661-6262 in N.Y.
Gen. Adv. Mgr.
JERRY MARPLE
(804) 247-4668

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
VA (cont.)										
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	608.2	218.0	5,171,094	2,690,439	662,002	343,294	105,418	672,519	95,093	50.6
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	202.4	67.9	1,880,345	907,912	210,379	140,200	36,423	177,914	33,007	56.4
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,386.8	464.8	13,673,223	6,911,556	1,343,074	814,026	412,937	1,558,218	181,863	68.7
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,011.7	355.1	10,403,812	5,365,215	1,189,929	663,089	232,890	1,166,643	205,843	65.2

THE NEW STAR IN THE EAST IS THE MOST POWERFUL MARKET BETWEEN WASHINGTON AND ATLANTA.

Reach for Norfolk/Virginia Beach/Newport News, Virginia. A bright new star that's now the 30th largest Metropolitan Statistical Area. This star is really a constellation of 11 cities and counties known as Hampton Roads and situated at the mouth of the Chesapeake Bay.

Hampton Roads boasts a population of over 1.1 million people and Virginia's two largest cities—Virginia Beach and Norfolk.

And its strong, diversified economy really performs. With tourism, the military, new high tech business, and great air, sea and road connections all playing vital roles.

Put a star in your future. Call or write Dale Bowen, General Advertising Manager, (804) 446-2092, 150 West Brambleton Avenue, Norfolk, VA 23510.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
VA (cont.)										
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bath, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	548.7	191.8	5,057,805	2,474,993	585,589	293,172	114,173	494,288	92,245	57.2
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025	68.8
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	169.5	61.7	1,813,739	673,988	159,767	62,811	33,086	130,243	38,376	57.6
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	85.9	32.9	883,400	434,400	117,497	62,484	12,261	91,480	13,183	66.5
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	140.7	54.4	1,537,650	722,606	178,626	105,397	34,041	122,688	22,871	44.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	153.0	56.3	1,928,347	754,667	179,481	102,208	26,843	138,429	36,374	54.9
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan.	1,775.6	705.7	23,807,222	11,255,451	2,311,379	1,242,730	560,722	2,146,214	376,936	62.3
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	598.3	223.4	5,520,531	2,827,361	708,766	281,649	120,107	596,786	98,542	52.8
TACOMA (Pierce) . . . **Over 50%:** Pierce.	519.1	194.5	4,917,159	2,586,242	524,190	321,728	111,249	564,960	75,120	50.6
VANCOUVER (Clark) . . . **Over 50%:** Clark.	208.2	77.1	2,202,326	803,207	195,969	146,257	30,040	136,448	28,350	56.0
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	154.6	59.9	1,386,746	759,984	201,272	62,892	25,344	136,111	34,147	45.6
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	180.7	66.4	1,566,065	868,773	211,572	104,518	27,879	185,282	26,609	54.1
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	200.6	71.3	1,564,458	822,045	191,711	131,485	39,381	198,821	30,509	40.7
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	134.0	47.8	1,018,024	712,702	166,327	115,920	33,583	184,243	26,515	46.0
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	469.0	174.6	4,341,532	2,230,304	532,375	272,820	79,782	562,032	82,150	54.3

WE'RE FIGHTING FOR YOUR LIFE

American Heart Association

Seattle is the 13th largest CMSA in the country. A growing, affluent market that's easy to reach with our Jumbo Combo package.

Our low combination rate delivers two daily giants, The Seattle Times and Seattle Post-Intelligencer. Together, they cover 47% of the market daily and 56% on Sundays.

For details, contact your CWO&O representative. Find out how the Jumbo Combo can help put you on the map.

The Seattle Times/Seattle Post-Intelligencer

ARE YOU OVERLOOKING A MAMMOTH MARKET?

S&MM'S
FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hsids. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
WV (cont.)										
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge.	85.9	32.2	698,234	364,799	90,343	56,261	11,299	80,530	15,465	63.8
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	218.9	81.8	1,906,036	1,102,422	217,568	224,532	47,796	201,519	75,007	43.6
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	67.8	1,567,919	903,592	188,508	136,859	36,377	204,505	37,526	50.3
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	234.9	88.2	2,147,481	1,115,367	267,808	185,941	53,579	196,645	39,011	46.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	381.4	139.3	3,953,773	1,817,701	345,581	259,617	82,595	366,565	38,450	54.4
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	220.9	78.5	1,940,040	1,040,263	183,300	113,680	39,676	255,401	24,097	40.1
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	232.2	84.6	2,366,341	1,141,465	178,566	213,283	59,499	232,683	19,701	58.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.8	78.5	2,122,366	1,073,959	226,351	136,823	31,274	195,365	32,247	36.7
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.5	45.0	1,472,088	549,705	144,153	65,580	20,426	77,437	17,547	64.9
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	175.0	63.2	1,729,064	851,146	181,009	106,622	42,051	156,583	24,528	49.5
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	562.7	215.5	6,053,271	3,341,635	589,579	297,581	251,895	658,069	84,900	43.6
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha; **20 - 49%:** Price.	1,407.2	529.3	16,535,952	7,431,659	1,523,939	973,095	347,526	1,485,461	244,701	73.9
RACINE (Racine) . . . **Over 50%:** Racine.	173.2	62.4	1,923,361	796,381	181,295	106,424	35,447	149,570	25,835	57.0
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.4	37.0	1,113,257	428,336	94,449	69,913	14,571	83,671	14,084	68.7
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	142.6	51.3	1,354,556	606,429	133,930	85,247	24,635	113,316	11,321	49.0
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	151.6	54.5	1,661,470	982,960	226,310	72,686	45,362	203,816	39,987	46.0

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

ON PAPER, MILWAUKEE IS A LOT LIKE LOS ANGELES.

Look at the demographics and you'll find that Milwaukee has a lot in common with Los Angeles and many other major markets.

Both cities have a similar percentage of college-educated, white collar workers. And similar retail sales and income per household.

Yet as a test market, Milwaukee has some uncommon advantages.

For instance, The Milwaukee Journal/ Milwaukee Sentinel reaches 76% of the market every day. That's a reach no other major market newspaper combination can touch.

Milwaukee's newspapers also offer more split-run combinations. Selective distribution. And pinpoint target marketing to specific audience segments. All in a self-contained market with no media overlap to confuse your test results.

If you're in the market for an ideal test market, call Wally Just, National Advertising Sales Manager, at (414) 224-2472.

The Milwaukee Journal
Milwaukee Sentinel

The top combination in the nation.

Member Million Market Newspapers, Inc.

CUT THE HIGH COST OF SELLING— AND SALES TRAINING!

AMERICAN MANAGEMENT ASSOCIATION HAS A BETTER WAY.

AMA will help you beat the numbers—and the competition! With intensive, thorough professional training programs . . .

for sales managers, sales executives, sales directors and vice presidents of sales . . .

- ★ Fundamentals of Sales Management for the Newly-Appointed District Manager
- ★ Field Management of Salespeople
- ★ AMA's Executive Course for the General Sales Manager

and sales reps . . .

- ★ Fundamental Selling Techniques for the New Sales Representative
- ★ Principles of Professional Selling
- ★ Successful Sales Calls—How to Improve Your Face-to-Face Effectiveness with the Customer

---

It's training your business will thrive on. Backed by the AMA GUARANTEE.

Find out how YOU can cut the high cost of selling—and sales training. Use the coupon, the Reader Service Card, or call the **AMA Registrar at (518) 891-0065.**

American Management Association
Att: Gene Patterson, Marketing Manager
135 West 50th St., New York, NY 10020

YES, send me absolutely FREE ☐ **AMA's SALES & MARKETING EXECUTIVES' PROFESSIONAL DEVELOPMENT CATALOG** and more information about:

- ☐ **AMA's EXECUTIVE COURSE FOR THE GENERAL SALES MANAGER** (course #5509XSMS)
- ☐ **FIELD MANAGEMENT OF SALESPEOPLE** (course #5598XSMS)
- ☐ **FUNDAMENTALS OF SALES MANAGEMENT FOR THE NEWLY-APPOINTED DISTRICT MANAGER** (course #5227XSMS)
- ☐ **PRINCIPLES OF PROFESSIONAL SELLING** (course #5520XSMS)
- ☐ **SUCCESSFUL SALES CALLS—HOW TO IMPROVE YOUR FACE-TO-FACE EFFECTIVENESS WITH THE CUSTOMER** (course #5540XSMS)
- ☐ **FUNDAMENTAL SELLING TECHNIQUES FOR THE NEW SALES REPRESENTATIVE** (course #5510XSMS)

Use the coupon, the Reader Service Card, or call the AMA Registrar at (518) 891-0065.

Name_____

Title_____

Company_____

Address_____

City/State/Zip_____

Tel. No. ( )_____

5-6081

Circle No. 125 on Reader Service Card

SECTION E

Sales and Marketing MANAGEMENT

23rd Annual Survey Of TV Markets

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.1; Callahan 4.2; Coke 1.1, Coleman 3.7, Eastland 7.0, Fisher 1.8, Haskell 2.5, Jones 5.8, King 0.2, Mitchell 2.9, Nolan 5.6, Runnels 4.0, Scurry 6.1, Shackelford 1.4, Stephens 3.7, Sterling 0.3, Stonewall 0.9, Taylor 36.7. Tot. Holds.: 115,300.

ALBANY, GA.— Atkinson 1.5, Baker 0.9, Ben Hill 4.7, Berrien 3.8, Calhoun 1.1, Coffee 7.3, Colquitt 9.7, Cook 3.6, Crisp 5.3, Dougherty 26.4, Irwin 2.5, Lanier 1.5, Lee 3.4, Miller 2.0, Mitchell 5.2, Telfair 3.1, Tift 8.8, Turner 2.4, Wilcox 2.0, Worth 4.7. Tot. Holds.: 120,900.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 23.0, Columbia 4.9, Fulton 4.4, Greene 3.4, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.1, Schenectady 11.9, Schoharie 2.2, Warren 4.3, Washington 4.0; VT.: Bennington 2.7. Tot. Holds.: 484,400.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.9; COLO.: Archuleta 0.4, Conejos 0.8, Costilla 0.3, Mineral 0.1, Montezuma 1.6, Rio Grande 0.9; N.M.: Bernalillo 43.0, Cibola 2.4, Colfax 1.3, De Baca 0.2, Grant 2.2, Guadalupe 0.4, Harding 0.1, Lincoln 1.3, Los Alamos 1.7, McKinley 4.2, Mora 0.3, Otero 3.9, Quay 1.0, Rio Arriba 2.5, Sandoval 3.1, San Juan 7.9, San Miguel 2.0, Santa Fe 7.7, Sierra 1.0, Socorro 1.1, Taos 1.8, Torrance 0.8, Valencia 3.3. Tot. Holds.: 409,600.

ALEXANDRIA, LA.— Avoyelles 14.1, Grant 6.2, Rapides 46.9, Vernon 17.0; MINN.: Crow Wing 15.9. Tot. Holds.: 106,500.

ALEXANDRIA, MINN.— Beltrami 18.8, Cass 13.9, Douglas 18.8, Grant 4.6, Hubbard 9.5, Pope 7.8, Todd 15.5, Traverse 3.0, Wadena 8.4. Tot. Holds.: 58,250.

ALPENA, MICH.— Alcona 26.5, Alpena 73.5. Tot. Holds.: 16,500.

AMARILLO, TEX.— N.M.: Curry 9.1, Union 1.0; OKLA.: Cimarron 0.3, Texas 3.9; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.6, Collingsworth 1.0, Cottle 0.6, Dallam 1.4, Deaf Smith 3.9, Donley 0.9, Gray 5.9, Hall 1.2, Hansford 1.4, Hartley 0.8, Hemphill 1.3, Hutchinson 6.0, Lipscomb 0.8, Moore 3.5, Ochiltree 2.1, Oldham 0.4, Parmer 2.0, Potter 23.3, Randall 18.4, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.8. Tot. Holds.: 173,900.

ANNISTON, ALA.— Calhoun 100.0. Tot. Holds.: 43,300.

ARDMORE-ADA, OKLA.— Atoka 6.4, Bryan 17.0, Carter 23.9, Choctaw 8.4, Coal 3.1, Johnston 5.3, Love 4.4, Marshall 6.7, Pontotoc 17.9, Pushmataha 6.8. Tot. Holds.: 74,800.

ATLANTA, GA.— ALA.: Cleburne 0.4; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.8, Clarke 2.5, Clayton 5.1, Cobb 11.6, Coweta 1.3, Dawson 0.2, De Kalb 16.4, Douglas 1.9, Fayette 1.2, Floyd 2.6, Forsyth 1.0, Fulton 20.2, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 7.0, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.3, Jackson 0.8, Jasper 0.3, Lamar 0.4, Lumpkin 0.3, Meriwether 0.6, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.4, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Holds.: 1,160,300.

AUGUSTA, GA.— Burke 3.1, Columbia 6.5, Emanuel 3.5, Glascock 0.4, Hancock 1.4, Jefferson 3.1, Jenkins 1.4, Johnson 1.5, Lincoln 1.0, McDuffie 3.4, Richmond 31.2, Screven 2.5, Taliaferro 0.4, Warren 1.0, Wilkes 1.9; S.C.: Aiken 20.4, Allendale 1.8, Bamberg 2.9, Barnwell 3.5, Edgefield 2.9, McCormick 1.2, Saluda 2.9. Tot. Holds.: 354,400.

AUSTIN, TEX.— Bastrop 3.7, Burnet 3.0, Caldwell 2.7, Fayette 2.7, Gillespie 2.0, Hays 5.2, Lee 1.5, Llano 1.7, Mason 0.5, Travis 65.7, Williamson 11.2. Tot. Holds.: 296,400.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Holds.: 138,000.

BALTIMORE, MD.— Anne Arundel 15.5, Baltimore 29.0, Baltimore city 31.8, Caroline 1.0, Carroll 4.1, Cecil 2.5, Dorchester 1.3, Harford 6.0, Howard 5.7, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. Tot. Holds.: 874,600.

BANGOR, MAINE— Hancock 13.7, Knox 10.7, Penobscot 38.4, Piscataquis 5.3, Somerset 13.0, Waldo 8.6, Washington 10.4. Tot. Holds.: 123,800.

BATON ROUGE, LA.— Ascension 7.4, Assumption 2.7, East Baton Rouge 55.5, East Feliciana 2.2, Iberville 4.1, Livingston 8.9, Pointe Coupee 3.3, St. Helena 1.3, St. Mary 6.1, West Baton Rouge 2.5, West Feliciana 1.0; MISS.: Amite 1.9, Wilkinson 1.3. Tot. Holds.: 254,200.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.5, Newton 3.0, Orange 18.4, Sabine 2.3, Tyler 4.3. Tot. Holds.: 168,100.

BEND, ORE.— Deschutes 100.0. Tot. Holds.: 25,100.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 4.3, Custer 6.3, Garfield 0.7, Golden Valley 0.5, Musselshell 2.2, Park 6.5, Petroleum 0.2, Rosebud 4.9, Stillwater 2.7, Sweet Grass 1.5, Treasure 0.5, Wheatland 1.0, Yellowstone 54.6; WYO.: Park 10.2. Tot. Holds.: 86,100.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.7, Stone 5.3. Tot. Holds.: 82,200.

BINGHAMTON, N.Y.— Broome 50.9, Chinango 11.5, Delaware 10.9, Tioga 11.7; PA.: Bradford 14.9. Tot. Holds.: 158,000.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.8, Cherokee 1.4, Chilton 2.4, Clay 0.9, Cocoa 0.8, Cullman 4.8, Etowah 7.7, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.3, Marion 2.3, Perry 0.9, St. Clair 3.2, Shelby 5.2, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Holds.: 504,800.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Tazewell 12.7; W.VA.: Fayette 15.1, Greenbrier 10.2, McDowell 11.4, Mercer 20.0, Monroe 3.4, Raleigh 23.3, Summers 3.9. Tot. Holds.: 139,700.

BOISE, IDA.— Ada 47.0, Adams 0.8, Blaine 3.2, Boise 0.9, Camas 0.2, Canyon 19.2, Elmore 4.4, Gem 2.8, Owyhee 1.8, Payette 3.8, Valley 1.4, Washington 2.0; ORE.: Baker 4.0, Grant 2.0, Malheur 6.3. Tot. Holds.: 153,300.

BOSTON, MASS.— Barnstable 3.5, Essex 12.0, Franklin 1.3, Middlesex 24.5, Nantucket 0.1, Norfolk 10.9, Plymouth 7.3, Suffolk 12.6, Worcester 11.8; N.H.: Belknap 0.9, Cheshire 1.1, Hillsborough 5.3, Merrimack 1.9, Rockingham 3.8, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Holds.: 2,017,000.

BOWLING GREEN, KY.— Adair 15.3, Metcalfe 9.9, Warren 74.7. Tot. Holds.: 37,250.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Leslie 1.8, Letcher 3.9; N.C.: Avery 1.9; TENN.: Carter 6.9, Greene 7.3, Hawkins 5.9, Johnson 1.9, Sullivan 20.1, Unicoi 2.2, Washington 12.0; VA.: Bristol city 2.8, Buchanan 4.4, Dickenson 2.5, Lee 3.3, Norton city 0.6, Russell 4.2, Scott 3.1, Smyth 4.2, Washington 5.9, Wise 5.5. Tot. Holds.: 278,900.

BUFFALO, N.Y.— Allegany 2.9, Cattaraugus 5.0, Chautauqua 8.8, Erie 58.7, Genesee 3.4, Niagara 12.6, Orleans 2.3, Wyoming 2.2; PA.: McKean 3.0, Potter 1.1. Tot. Holds.: 621,600.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.3, Essex 6.3, Franklin 7.2; VT.: Addison 4.7, Caledonia 4.5, Chittenden 19.4, Franklin 5.6, Grand Isle 0.8, Lamoille 3.0, Orange 3.9, Orleans 3.9, Rutland 10.1, Washington 9.0, Windsor 9.4. Tot. Holds.: 230,300.

BUTTE, MONT.— Beaverhead 6.7, Deer Lodge 8.8, Gallatin 37.6, Jefferson 6.2, Madison 4.7, Powell 5.2, Silver Bow 30.9. Tot. Holds.: 46,800.

CASPER-RIVERTON, WYO.— Converse 8.4, Fremont 23.6, Hot Springs 3.7, Johnson 4.4, Natrona 50.5, Niobrara 2.1, Washakie 6.2. Tot. Holds.: 56,400.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA.— ILL.: Jo Daviess 2.7; IOWA: Allamakee 1.7, Benton 2.8, Black Hawk 10.4, Bremer 2.9, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.5, Delaware 2.0, Dubuque 9.7, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 10.1, Jones 2.2, Keokuk 1.5, Linn 20.1, Tama 2.2, Washington 2.4, Winneshiek 2.3; WISC.: Crawford 1.8, Grant 5.4. Tot. Holds.: 328,700.

CHARLESTON, S.C.— Berkeley 19.2, Charleston 49.0, Colleton 5.7, Dorchester 12.0, Georgetown 7.8, Williamsburg 6.2. Tot. Holds.: 201,900.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.6, Elliott 0.5, Floyd 3.3, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Lewis 0.9, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.5; OHIO: Athens 3.6, Gallia 2.0, Jackson 2.1, Lawrence 4.4, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.4; W.VA.: Boone 2.0, Cabell 7.8, Calhoun 0.6, Clay 0.8, Jackson 1.8, Kanawha 16.9, Lincoln 1.5, Logan 3.3, Mason 1.9, Mingo 2.4, Nicholas 1.9, Putnam 2.8, Roane 1.0, Wayne 3.2, Webster 0.9, Wirt 0.4, Wyoming 2.3. Tot. Holds.: 526,900.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.3, Ashe 1.4, Burke 4.3, Cabarrus 5.1, Caldwell 3.9, Catawba 6.3, Cleveland 4.7, Gaston 9.1, Iredell 4.9, Lincoln 2.0, Mecklenburg 25.0, Richmond 2.0, Rowan 5.9, Stanly 2.9, Union 3.9, Watauga 1.8; S.C.: Chester 1.8, Chesterfield 2.2, Lancaster 3.0, York 6.2. Tot. Holds.: 601,700.

CHARLOTTESVILLE, VA.— Albemarle 62.4, Charlottesville city 37.6. Tot. Holds.: 35,800.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6; GA.: Catoosa 4.7, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.7, Whitfield 6.1; N.C.: Cherokee 2.5; TENN.: Bledsoe 1.1, Bradley 8.5, Grundy 1.6, Hamilton 36.6, McMinn 5.2, Marion 3.0, Meigs 0.9, Polk 1.6, Rhea 3.1, Sequatchie 1.1. Tot. Holds.: 266,600.

CHEYENNE, WYO.— NEB.: Banner 1.0, Morrill 7.8; WYO.: Laramie 91.2. Tot. Holds.: 30,600.

CHICAGO, ILL.— Cook 62.2, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Kane 3.4, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.9, Will 3.7; IND.: Jasper 0.3, Lake 5.7, La Porte 1.2, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.5. Tot. Holds.: 3,894,400.

CHICO-REDDING, CALIF.— Butte 43.4, Glenn 5.6, Modoc 2.3, Shasta 34.0, Tehama 11.2, Trinity 3.5. Tot. Holds.: 158,800.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Franklin 3.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.5, Bracken 0.4, Campbell 4.1, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.1, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1; OHIO: Adams 1.3, Brown 1.7, Butler 13.7, Clermont 6.8, Hamilton 47.1, Highland 1.9, Warren 5.0. Tot. Holds.: 697,900.

CLARKSBURG-WESTON, W.VA.— Barbour 6.8, Braxton 6.0, Doddridge 3.0, Gilmer 3.3, Harrison 32.8, Lewis 7.8, Pleasants 3.2, Randolph 11.7, Ritchie 4.9, Taylor 6.9, Tucker 3.8, Upshur 9.8. Tot. Holds.: 99,900.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Cuyahoga 40.1, Erie 2.1, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.8, Medina 2.9, Portage 3.4, Richland 3.4, Stark 9.8, Summit 13.7, Tuscarawas 2.3, Wayne 2.5. Tot. Holds.: 1,406,300.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.8, Bent 0.9, Cheyenne 0.4, Crowley 0.6, Custer 0.3, El Paso 58.7, Fremont 5.4, Huerfano 1.2, Kiowa 0.3, Las Animas 2.6, Otero 3.8, Prowers 2.4, Pueblo 21.9, Saguache 0.6. Tot. Holds.: 215,400.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.8, Lee 2.2, Lexington 21.7, Newberry 4.5, Orangeburg 10.9, Richland 36.1, Sumter 11.4. Tot. Holds.: 266,800.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.3, Boone 25.0, Callaway 7.4, Charlton 2.6, Cole 13.9, Cooper 3.5, Howard 2.4, Marion 1.9, Miller 4.9, Montreau 2.8, Morgan 3.7, Osage 2.6, Pettis 9.0, Phelps 7.7, Randolph 6.2. Tot. Holds.: 153,100.

COLUMBUS, GA.— ALA.: Barbour 4.7, Chambers 7.7, Lee 16.4, Randolph 3.9, Russell 9.4; GA.: Chattahoochee 1.6, Clay 0.6, Dooly 2.0, Harris 3.2, Macon 2.6, Marion 0.9, Muscogee 32.6, Quitman 0.4, Randolph 1.9, Schley 0.6, Stewart 1.0, Sumter 5.3, Talbot 1.1, Taylor 1.4, Terrell 2.2, Webster 0.4. Tot. Holds.: 185,300.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.0, Pickens 4.7; MISS.: Calhoun 3.6, Chickasaw 4.0, Choctaw 2.0, Clay 4.7, Itawamba 5.3, Lee 14.6, Lowndes 13.3, Monroe 6.3, Montgomery 2.9, Noxubee 2.7, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.9, Tishomingo 4.7, Webster 2.3, Winston 4.4. Tot. Holds.: 153,700.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.8, Delaware 3.1, Fairfield 5.4, Fayette 1.5, Franklin 53.6, Hardin 1.8, Hocking 1.5, Knox 2.6, Licking 7.0, Madison 1.8, Marion 3.7, Morgan 0.8, Morrow 1.5, Perry 1.8, Pickaway 2.3, Pike 1.3, Ross 3.8, Union 1.7. Tot. Holds.: 647,000.

CORPUS CHRISTI, TEX.— Aransas 3.8, Bee 5.3, Brooks 1.6, Duval 2.4, Jim Hogg 1.1, Jim Wells 7.2, Kenedy 0.1, Kleberg 6.3, Live Oak 2.2, Nueces 56.5, Refugio 1.9, San Patricio 11.7. Tot. Holds.: 196,700.

DALLAS-FT. WORTH, TEX.— Anderson 1.0, Bosque 0.4, Collin 4.0, Comanche 0.3, Cooke 0.7, Dallas 43.4, Delta 0.1, Denton 4.2, Ellis 1.5, Erath 0.7, Fannin 0.7, Freestone 0.4, Grayson 2.4, Hamilton 0.3, Henderson 1.4, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 1.9, Kaufman 1.0, Lamar 1.1, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.5, San Saba 0.2, Somervell 0.1, Tarrant 24.2, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Holds.: 1,511,300.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.1, Henderson 1.1, Henry 6.4, Knox 7.1, Lee 3.3, Mercer 2.2, Rock Island 19.1, Warren 2.4, Whiteside 7.4; IOWA: Cedar 2.2, Clinton 6.4, Des Moines 5.5, Henry 2.2, Jackson 2.8, Louisa 1.4, Muscatine 4.7, Scott 18.9. Tot. Holds.: 328,900.

DAYTON, OHIO— IND.: Randolph 2.1, Wayne 5.3; OHIO: Auglaize 3.1, Champaign 2.5, Clark 10.7, Clinton 2.8, Darke 4.0, Greene 8.9, Logan 3.0, Mercer 2.5, Miami 6.6, Montgomery 43.1, Preble 2.8, Shelby 3.0. Tot. Holds.: 908,100.

DENVER, COLO.— Adams 9.9, Alamosa 0.4, Arapahoe 14.4, Boulder 9.2, Chaffee 0.5, Clear Creek 0.3, Denver 22.2, Douglas 1.1, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 18.0, Kit

ALPHABETICAL LISTING OF [redacted] TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

Carson 0.3, Lake 0.3, Larimer 6.5, Lincoln 0.2, Logan 0.9, Moffat 0.6, Morgan 0.9, Park 0.3, Phillips 0.2, Pitkin 0.5, Rio Blanco 0.2, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 4.9, Yuma 0.4; NEB.: Box Butte 0.6, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Keith 0.4, Kimball 0.2, Scotts Bluff 1.4; WYO.: Albany 1.1, Carbon 0.7, Goshen 0.5, Platte 0.5. Tot. Hsids.: 1,064,300.

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.3, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Greene 1.3, Guthrie 1.2, Hamilton 1.9, Hardin 2.2, Humboldt 1.4, Jasper 3.6, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.3, Monroe 0.9, Pocahontas 1.1, Polk 32.4, Poweshiek 1.9, Ringgold 0.6, Story 5.8, Taylor 0.9, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.5, Wright 1.7; MO.: Mercer 0.5. Tot. Hsids.: 378,300.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.6, Monroe 2.7, Oakland 22.5, St. Clair 2.9, Washtenaw 5.8, Wayne 49.1. Tot. Hsids.: 1,674,100.

DOTHAN, ALA.— Coffee 15.0, Dale 16.1, Geneva 9.3, Henry 5.8, Houston 30.9; FLA.: Jackson 14.7; GA.: Early 4.8, Seminole 3.3. Tot. Hsids.: 96,500.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.2; MINN.: Aitkin 3.0, Carlton 5.9, Cook 1.0, Itasca 9.3, Koochiching 3.5, Lake 2.6, St. Louis 40.6; WISC.: Ashland 3.6, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 3.0, Washburn 3.1. Tot. Hsids.: 175,200.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 49.4; CALIF.: Imperial 50.6. Tot. Hsids.: 62,000.

EL PASO, TEX.— N.M.: Dona Ana 18.5, Luna 3.0; TEX.: Culberson 0.5, El Paso 77.6, Hudspeth 0.4. Tot. Hsids.: 263,700.

ELMIRA, N.Y.— Chemung 40.2, Steuben 42.9; PA.: Tioga 16.9. Tot. Hsids.: 55,800.

ERIE, PA.— Crawford 21.4, Erie 67.2, Warren 11.4. Tot. Hsids.: 153,100.

EUGENE, ORE.— Coos 14.4, Douglas 21.4, Lane 64.2. Tot. Hsids.: 162,200.

EUREKA, CALIF.— Del Norte 12.8, Humboldt 75.3, ORE.: Curry 11.9. Tot. Hsids.: 58,800.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.0, Wayne 2.8, White 2.8; IND.: Dubois 4.7, Gibson 4.9, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.6, Vanderburgh 24.7, Warrick 6.1; KY.: Daviess 12.1, Hancock 1.1, Henderson 6.0, Hopkins 6.6, McLean 1.3, Muhlenberg 4.4, Ohio 3.1, Union 2.2, Webster 2.1. Tot. Hsids.: 284,300.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.5, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.6, Otter Tail 9.2, Pennington 2.7, Polk 5.9, Red Lake 0.8, Roseau 2.2, Wilkin 1.3; N.D.: Barnes 2.4, Benson 1.2, Cass 16.9, Cavalier 1.2, Dickey 1.2, Eddy 0.6, Foster 0.8, Grand Forks 11.0, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.2, Towner 0.6, Traill 1.6, Walsh 2.6. Tot. Hsids.: 212,900.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hsids.: 37,800.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.3, Clare 2.2, Genesee 35.4, Gladwin 1.8, Gratiot 3.1, Huron 3.0, Iosco 2.5, Isabella 3.9, Midland 5.9, Ogemaw 1.5, Saginaw 17.4, Sanilac 3.3, Shiawassee 5.3, Tuscola 4.2. Tot. Hsids.: 445,900.

FLORENCE, S.C.— Darlington 15.9, Dillon 7.2, Florence 28.0, Horry 32.1, Marion 8.4, Marlboro 7.5. Tot. Hsids.: 138,900.

FT. MYERS-NAPLES, FLA.— Charlotte 17.4, Collier 23.9, Hendry 3.7, Lee 55.0. Tot. Hsids.: 193,800.

FT. SMITH, ARK — Crawford 10.3, Franklin 4.2, Logan 5.4, Scott 2.8, Sebastian 28.0, Washington 28.6; OKLA.: Le Flore 12.1, Sequoyah 8.7. Tot. Hsids.: 136,200.

FT. WAYNE, IND.— Adams 4.3, Allen 45.2, De Kalb 5.0, Huntington 5.5, Jay 3.5, Noble 5.5, Steuben 4.1, Wabash 5.3, Wells 3.9, Whitley 3.9; OHIO: Defiance 5.0, Paulding 3.1, Van Wert 4.0. Tot. Hsids.: 233,700.

FRESNO-VISALIA, CALIF.— Fresno 50.1, Kings 6.4, Madera 6.3, Mariposa 1.3, Merced 13.0, Tulare 22.9. Tot. Hsids.: 402,200.

GAINESVILLE, FLA.— Alachua 61.4, Dixie 4.0, Gilchrist 3.2, Levy 11.4. Tot. Hsids.: 77,500.

GLENDIVE, MONT.— Dawson 87.5, Prairie 13.0. Tot. Hsids.: 5,400.

GRAND JUNCTION, COLO.— Delta 13.6, La Plata 17.0, Mesa 51.3, Montrose 14.3, Ouray 1.0, San Juan 0.6, San Miguel 2.1. Tot. Hsids.: 67,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.8, Branch 2.5, Calhoun 8.8, Ionia 2.9, Kalamazoo 13.5, Kent 28.9, Mecosta 2.0, Montcalm 3.0, Muskegon 9.5, Newaygo 2.3, Oceana 1.4, Ottawa 9.4, St. Joseph 3.6, Van Buren 4.3. Tot. Hsids.: 986,500.

GREAT FALLS, MONT.— Blaine 3.8, Broadwater 2.2, Cascade 45.2, Chouteau 3.2, Fergus 7.4, Glacier 5.2, Hill 9.9, Judith Basin 1.5, Liberty 1.5, Meagher 1.2, Phillips 3.1, Pondera 3.6, Teton 3.6, Toole 3.3, Valley 5.4. Tot. Hsids.: 69,800.

GREEN BAY, WISC.— MICH.: Delta 1.6, Dickinson 2.8, Menominee 2.6, Schoolcraft 0.8; WISC.: Brown 18.4, Calumet 3.0, Door 2.9, Fond du Lac 8.7, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.3, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.8, Waupaca 4.5, Waushara 2.2, Winnebago 13.9. Tot. Hsids.: 381,200.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.6, Alleghany 0.8, Caswell 1.4, Davidson 8.9, Davie 2.0, Forsyth 19.9, Guilford 24.9, Montgomery 1.7, Randolph 7.4, Rockingham 6.5, Stokes 2.6, Surry 4.6, Wilkes 4.6, Yadkin 2.2; VA.: Carroll 2.0, Galax city 0.6, Grayson 1.2, Patrick 1.3. Tot. Hsids.: 482,300.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.1, Craven 11.8, Duplin 6.6, Edgecombe 8.9, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 9.9, Martin 4.1, Onslow 15.4, Pamlico 1.7, Pitt 15.8, Tyrrell 0.6, Washington 2.3. Tot. Hsids.: 221,700.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.1, Stephens 1.3; N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.0, Henderson 4.4, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.5, Yancey 0.9; S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.4, Greenville 18.9, Greenwood 3.7, Laurens 3.0, Oconee 3.3, Pickens 4.9, Spartanburg 13.0, Union 1.8. Tot. Hsids.: 660,400.

GREENWOOD-GREENVILLE, MISS.— Bolivar 16.5, Carroll 3.9, Grenada 8.9, Holmes 8.7, Leflore 15.8, Sunflower 12.2, Tallahatchie 6.3, Washington 27.8. Tot. Hsids.: 84,300.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hsids.: 41,700.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, Cumberland 13.2, Dauphin 17.8, Juniata 1.4, Lancaster 25.0, Lebanon 7.7, Mifflin 3.3, Perry 2.7, York 23.2. Tot. Hsids.: 527,600.

HARRISONBURG, VA.— Harrisonburg city 25.8, Rockingham 54.1; W.VA.: Grant 11.1, Pendleton 9.0. Tot. Hsids.: 33,300.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.5, Litchfield 7.3, Middlesex 6.1, New Haven 34.5, New London 10.6, Tolland 4.8. Tot. Hsids.: 817,900.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hsids.: 18,900.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.7, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.1, Galveston 5.5, Grimes 0.4, Harris 71.6, Jackson 0.4, Liberty 1.4, Matagorda 1.1, Montgomery 4.0, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hsids.: 1,397,900.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.1, De Kalb 8.3, Franklin 4.3, Lauderdale 11.9, Lawrence 4.1, Limestone 6.4, Madison 29.5, Marshall 10.2, Morgan 13.4, TENN.: Lincoln 3.6. Tot. Hsids.: 299,900.

IDAHO FALLS-POCATELLO, IDA.— Bannock 24.1, Bingham 11.7, Bonneville 22.7, Butte 1.1, Cassia 6.4, Clark 0.3, Custer 1.8, Fremont 3.8, Jefferson 5.0, Lemhi 2.9, Madison 5.5, Minidoka 6.7, Power 2.5, Teton 0.9; WYO.: Lincoln 4.6. Tot. Hsids.: 98,000.

INDIANAPOLIS, IND.— Bartholomew 2.9, Blackford 0.7, Boone 1.6, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.3, Fayette 1.2, Fountain 0.8, Grant 3.3, Hamilton 3.8, Hancock 1.9, Hendricks 3.0, Henry 2.2, Howard 3.8, Jennings 0.9, Johnson 3.4, Lawrence 1.9, Madison 5.9, Marion 35.2, Miami 1.6, Monroe 4.3, Montgomery 1.6, Morgan 2.2, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.7, Tipton 0.7, Warren 0.4, White 1.1. Tot. Hsids.: 626,300.

JACKSON, MISS.— Adams 4.6, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 34.3, Humphreys 1.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.5, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 5.4, Pike 4.7, Rankin 9.4, Scott 3.2, Sharkey 0.8, Simpson 3.0, Smith 1.9, Walthall 1.7, Warren 6.7, Yazoo 3.3. Tot. Hsids.: 277,900.

JACKSON, TENN.— Hardin 18.7, Henderson 18.7, Madison 62.7. Tot. Hsids.: 46,060.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 0.5, Columbia 3.5, Duval 58.7, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 6.1, Suwannee 2.2, Union 0.6; GA.: Brantley 0.8, Camden 1.3, Charlton 0.6, Clinch 0.5, Glynn 5.4, Ware 3.2. Tot. Hsids.: 402,500.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.0, Blair 17.5, Cambria 22.5, Cameron 0.9, Centre 13.4, Clearfield 10.5, Elk 4.7, Forest 0.7, Fulton 1.8, Huntingdon 5.2, Jefferson 6.5, Somerset 10.5. Tot. Hsids.: 396,700.

JONESBORO, ARK.— Clay 11.7, Craighead 34.5, Greene 17.5, Lawrence 10.5, Randolph 9.3, Sharp 9.3; MO.: Ripley 7.2. Tot. Hsids.: 97,600.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 18.8; KANS.: Allen 3.7, Bourbon 3.6, Cherokee 5.1, Crawford 8.9, Labette 5.7, Neosho 4.1, Wilson 2.7, Woodson 1.0; MO.: Barton 2.6, Jasper 19.4, McDonald 3.3, Newton 9.0, Vernon 4.3; OKLA.: Ottawa 7.5. Tot. Hsids.: 174,200.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.7, Franklin 1.3, Jefferson 0.8, Johnson 10.2, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1; MO.: Andrew 0.8, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.7, Clay 7.6, Clinton 0.9, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Henry 1.1, Jackson 35.0, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Platte 2.7, Ray 1.1, Saline 1.4. Tot. Hsids.: 691,400.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.4, Knox 2.6, McCreary 1.3, Russell 1.3, Wayne 1.5, Whitley 3.1; TENN.: Anderson 6.3, Blount 7.3, Campbell 3.2, Claiborne 2.2, Cocke 2.6, Cumberland 2.0, Fentress 1.3, Grainger 1.5, Hamblen 4.9, Hancock 0.6, Jefferson 2.9, Knox 30.5, Loudon 2.7, Monroe 2.5, Morgan 1.4, Roane 4.4, Scott 1.7, Sevier 4.2, Union 1.1. Tot. Hsids.: 416,700.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 9.7; WISC.: Buffalo 3.3, Chippewa 11.2, Eau Claire 18.6, Jackson 3.3, Juneau 5.1, La Crosse 21.0, Monroe 7.8, Rusk 3.5, Trempealeau 5.9, Vernon 6.0. Tot. Hsids.: 163,400.

LAFAYETTE, IND.— Benton 7.8, Tippecanoe 92.2. Tot. Hsids.: 40,900.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.9, Evangeline 6.1, Iberia 11.3, Jefferson Davis 5.7, Lafayette 31.1, St. Landry 15.2, St. Martin 7.3, Vermilion 9.3. Tot. Hsids.: 154,200.

LAKE CHARLES, LA.— Beauregard 14.6, Calcasieu 80.9, Cameron 4.5. Tot. Hsids.: 76,200.

LANSING, MICH.— Clinton 8.6, Eaton 15.5, Hillsdale 6.7, Ingham 45.2, Jackson 24.0. Tot. Hsids.: 215,100.

LAREDO, TEX.— Webb 92.7, Zapata 7.3. Tot. Hsids.: 33,000.

LAS VEGAS, NEV.— Clark 98.0, Lincoln 0.6, Nye (southern portion) 1.3. Tot. Hsids.: 218,000.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.7, Jasper 6.8, Jones 25.9, Lamar 10.3, Marion 10.4, Perry 4.0, Wayne 7.5. Tot. Hsids.: 87,700.

LEXINGTON, KY.— Anderson 1.5, Bath 1.1, Bourbon 2.2, Boyle 3.0, Brasthill 1.7, Casey 1.0, Clark 3.4, Clay 2.4, Estill 1.7, Fayette 25.6, Fleming 1.5, Franklin 5.3, Garrard 1.3, Harrison 1.7, Jackson 1.3, Jessamine 3.1, Knott 1.9, Laurel 4.6, Lee 0.9, Lincoln 2.2, Madison 5.7, Menifee 0.5, Mercer 2.3, Montgomery 2.4, Nicholas 0.8, Owsley 0.6, Perry 3.7, Powell 1.2, Pulaski 5.7, Rockcastle 1.6, Rowan 1.9, Scott 2.5, Wolfe 0.8, Woodford 2.0. Tot. Hsids.: 314,700.

LIMA, OHIO— Allen 100.0. Tot. Hsids.: 48,800.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2; NEB.: Adams 4.7, Boone 1.0, Brown 0.7, Buffalo 5.3, Chase 0.7, Clay 1.2, Custer 2.0, Dawson 3.4, Dundy 0.5, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.3, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.7, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.4, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hsids.: 257,600.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 1.8, Cleburne 1.7, Cleveland 0.7, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 4.0, Garland 6.9, Grant 1.1, Hot Spring 2.3, Independence 2.6, Jackson 1.8, Jefferson 6.9, Johnson 1.5, Lincoln 0.8, Lonoke 2.9, Monroe 1.0, Montgomery 0.7, Nevada 0.9, Ouachita 2.6, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.5, Prairie 0.8, Pulaski 29.6, Saline 4.4, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.9, Yell 1.5. Tot. Hsids.: 442,100.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 94.7, Orange 10.9, Riverside (western portion) 5.1, San Bernardino 8.2, Ventura 4.5. Tot. Hsids.: 4,485,900.

ALPHABETICAL LISTING OF TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LOUISVILLE, KY.— IND.: Clark 6.5, Crawford 0.7, Floyd 4.5, Harrison 2.0, Jackson 2.7, Jefferson 2.2, Orange 1.4, Scott 1.5, Washington 1.6; KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.6, Green 0.8, Hardin 5.3, Hart 1.2, Henry 0.9, Jefferson 50.8, Larue 0.9, Marion 1.2, Meade 1.5, Nelson 1.9, Oldham 1.9, Shelby 1.7, Spencer 0.4, Taylor 1.7, Trimble 0.4, Washington 0.7. Tot. Hslds.: 503,300.

LUBBOCK, TEX.— N.M.: Roosevelt 4.1; TEX.: Bailey 1.8, Borden 0.2, Cochran 1.0, Crosby 1.9, Dawson 3.7, Dickens 0.9, Floyd 2.2, Gaines 3.1, Garza 1.2, Hale 8.6, Hockley 5.5, Kent 0.3, Lamb 4.3, Lubbock 53.2, Lynn 1.8, Motley 0.5, Terry 3.4, Yoakum 2.2. Tot. Hslds.: 147,900.

MACON, GA.— Baldwin 7.2, Bibb 35.3, Bleckley 2.3, Crawford 1.5, Dodge 3.8, Houston 18.0, Jones 4.0, Laurens 8.5, Monroe 3.3, Peach 4.5, Pulaski 2.0, Twiggs 2.0, Washington 4.0, Wheeler 1.2, Wilkinson 2.2. Tot. Hslds.: 158,400.

MADISON, WISC.— Columbia 8.4, Dane 55.0, Green 5.9, Iowa 3.6, Lafayette 3.1, Marquette 2.6, Richland 3.2, Sauk 8.3. Tot. Hslds.: 203,000.

MANKATO, MINN.— IOWA: Emmet 21.8; MINN.: Blue Earth 78.2. Tot. Hslds.: 23,400.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.6, Iron 9.9, Keweenaw 1.3, Marquette 45.4, Ontonagon 5.9; WISC.: Florence 2.7. Tot. Hslds.: 55,500.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.2, Hidalgo 52.9, Starr 5.0, Willacy 2.8. Tot. Hslds.: 173,000.

MEDFORD, ORE.— CALIF.: Siskiyou 14.2; ORE.: Jackson 43.9, Josephine 20.8, Klamath 18.6, Lake 2.5. Tot. Hslds.: 117,500.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.8, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.2, Benton 0.4, Coahoma 2.0, De Soto 3.3, Lafayette 2.0, Marshall 1.7, Panola 1.6, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8; MO.: Dunklin 2.3, Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.3, Gibson 3.2, Hardeman 1.4, Haywood 1.1, Lauderdale 1.5, McNairy 1.5, Shelby 46.0, Tipton 2.0. Tot. Hslds.: 581,000.

MERIDIAN, MISS.— ALA.: Choctaw 7.5, Marengo 11.3, Sumter 7.3; MISS.: Clarke 8.3, Kemper 4.6, Lauderdale 39.2, Neshoba 12.0, Newton 9.8. Tot. Hslds.: 74,400.

MIAMI, FLA.— Broward 41.2, Dade 56.1, Monroe 2.6. Tot. Hslds.: 1,104,800.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.4, Racine 8.9, Sheboygan 5.3, Walworth 3.9, Washington 4.3, Waukesha 14.1. Tot. Hslds.: 699,600.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 6.0, Benton 0.8, Big Stone 0.2, Brown 0.9, Carver 1.2, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Dakota 6.4, Goodhue 1.2, Hennepin 32.7, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.2, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.5, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4; WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,164,400.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.5, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.3, Bowman 1.1, Burke 1.0, Burleigh 15.7, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.1, Hettinger 1.1, Kidder 1.0, Logan 0.9, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.3, Mercer 3.6, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.5, Ward 14.8, Wells 1.9, Williams 6.7; S.D.: Campbell 0.6, Corson 1.1, Walworth 1.9. Tot. Hslds.: 140,300.

MISSOULA, MONT.— Flathead 30.1, Granite 1.5, Lake 10.5, Mineral 2.1, Missoula 42.2, Ravalli 13.6. Tot. Hslds.: 72,100.

MOBILE-PENSACOLA, ALA.— Baldwin 7.5, Clarke 2.2, Conecuh 1.3, Escambia 3.1, Mobile 32.3, Monroe 1.8, Washington 1.4; FLA.: Escambia 22.0, Okaloosa 10.9, Santa Rosa 5.4; MISS.: George 1.3, Greene 0.8, Jackson 10.1. Tot. Hslds.: 421,300.

MONROE-EL DORADO, LA.— ARK.: Ashley 4.9, Chicot 3.1, Union 9.6; LA.: Caldwell 2.4, Catahoula 2.4, Concordia 4.3, East Carroll 2.0, Franklin 4.5, Jackson 3.6, La Salle 3.5, Lincoln 7.3, Madison 3.1, Morehouse 6.6, Ouachita 27.2, Richland 4.0, Tensas 1.6, Union 4.2, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 198,800.

MONTGOMERY, ALA.— Autauga 6.7, Bullock 2.0, Butler 4.3, Covington 6.3, Crenshaw 3.0, Elmore 9.1, Lowndes 2.2, Macon 4.8, Montgomery 43.2, Pike 5.7, Tallapoosa 6.2, Wilcox 2.6. Tot. Hslds.: 176,300.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 2.0, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.6, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 28.1, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.5, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.7, Robertson 2.0, Rutherford 4.9, Smith 0.8, Stewart 0.5, Sumner 4.8, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.4, Wilson 3.3. Tot. Hslds.: 663,000.

NEW ORLEANS, LA.— Jefferson 27.8, Lafourche 4.5, Orleans 34.0, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 1.9, St. Tammany 7.4, Tangipahoa 4.8, Terrebonne 5.3, Washington 2.6; MISS.: Hancock 1.6, Pearl River 2.0. Tot. Hslds.: 633,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.3; N.J.: Bergen 4.6, Essex 4.4, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.3, Somerset 1.1, Sussex 0.7, Union 2.7; N.Y.: Bronx 6.2, Dutchess 1.3, Kings 12.5, Nassau 6.5, New York (Manhattan) 11.0, Orange 1.4, Putnam 0.4, Queens 11.0, Richmond 1.9, Rockland 1.3, Suffolk 6.2, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.1. Tot. Hslds.: 6,758,100.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.3, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7; VA.: Accomack 2.3, Chesapeake city 8.1, Franklin city 0.5, Gloucester 1.7, Hampton city 8.5, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.5, Norfolk city 18.0, Northampton 1.1, Poquoson city 0.6, Portsmouth city 7.1, Southampton 1.0, Suffolk city 3.1, Surry 0.4, Virginia Beach city 20.3, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 509,500.

NORTH PLATTE, NEB.— Arthur 1.2, Blaine 1.9, Hooker 2.5, Lincoln 88.3, Logan 2.5, McPherson 1.2, Thomas 2.5. Tot. Hslds.: 16,200.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.9; TEX.: Andrews 3.6, Brewster 2.0, Crane 1.2, Crockett 1.2, Ector 35.5, Glasscock 0.3, Howard 8.7, Jeff Davis 0.4, Loving 0.1, Martin 1.2, Midland 27.3, Pecos 3.4, Presidio 1.3, Reagan 1.0, Reeves 3.4, Terrell 0.4, Upton 1.2, Ward 3.5, Winkler 2.5. Tot. Hslds.: 138,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.6, Blaine 0.9, Caddo 2.0, Canadian 4.0, Cleveland 9.4, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.8, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.4, Kingfisher 0.9, Kiowa 0.9, Lincoln 1.9, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.8, Noble 0.5, Okfuskee 0.8, Oklahoma 40.7, Payne 4.0, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 1.0, Woods 0.7, Woodward 1.4. Tot. Hslds.: 902,600.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.4, Shelby 1.6; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 4.0, Douglas 45.2, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.3, Sarpy 8.8, Saunders 2.0, Seward 1.6, Washington 1.7. Tot. Hslds.: 340,300.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.8, Flagler 0.9, Lake 7.2, Marion 8.8, Orange 28.8, Osceola 3.9, Seminole 11.7, Sumter 1.5, Volusia 18.3. Tot. Hslds.: 698,100.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.6, Jefferson 20.9, Van Buren 11.3; MO.: Adair 31.8, Putnam 7.5, Schuyler 6.8, Sullivan 9.9. Tot. Hslds.: 29,200.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.5, Franklin 5.5, Hamilton 1.2, Hardin 0.6, Jackson 7.2, Jefferson 4.7, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.0, Saline 3.7, Union 2.3, Williamson 7.3; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.6, Carlisle 0.6, Crittenden 1.0, Fulton 1.0, Graves 4.0, Hickman 0.6, Livingston 1.1, Lyon 0.8, McCracken 7.3, Marshall 3.1; MO.: Bollinger 1.2, Butler 4.5, Cape Girardeau 6.7, Carter 0.6, Mississippi 1.6, New Madrid 2.4, Reynolds 0.9, Scott 4.4, Stoddard 3.3, Wayne 1.4; TENN.: Lake 0.8, Obion 3.8, Weakley 3.7. Tot. Hslds.: 326,700.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 54,800.

PANAMA CITY, FLA.— Bay 56.5, Calhoun 4.7, Franklin 4.0, Gulf 5.1, Holmes 8.1, Walton 13.2, Washington 8.4. Tot. Hslds.: 72,600.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,100.

PEORIA, ILL.— Fulton 7.6, McLean 20.8, Marshall 2.5, Mason 3.4, Peoria 35.0, Putnam 1.1, Stark 1.3, Tazewell 22.8, Woodford 5.6. Tot. Hslds.: 218,000.

PHILADELPHIA, PA.— DEL.: Kent 1.3, New Castle 5.4; N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.6, Cape May 1.5, Cumberland 1.8, Gloucester 2.7, Mercer 4.2, Salem 0.9, Warren 1.2; PA.: Berks 4.6, Bucks 6.6, Chester 4.4, Delaware 7.5, Lehigh 4.1, Monroe 1.1, Montgomery 9.1, Northampton 3.2, Philadelphia 23.4, Schuylkill 2.4. Tot. Hslds.: 2,684,700.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.7, Graham 0.9, Greenlee 0.4, La Paz 0.6, Maricopa 81.0, Mohave 3.4, Navajo 2.6, Pinal 4.0, Yavapai 4.2; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 826,100.

PITTSBURGH, PA.— MD.: Garrett 0.8; OHIO: Columbiana 3.3; PA.: Allegheny 43.9, Armstrong 2.5, Beaver 5.9, Butler 4.3, Clarion 1.2, Fayette 4.8, Greene 1.2, Indiana 2.6, Lawrence 3.1, Venango 1.9, Washington 6.5, Westmoreland 11.7; W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.3, Preston 0.9. Tot. Hslds.: 1,254,700.

PORTLAND, ORE.— Benton 3.0, Clackamas 11.1, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.9, Linn 4.2, Marion 9.5, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.7, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.6, Cowlitz 3.9, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 802,200.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.4, Cumberland 26.2, Franklin 3.3, Kennebec 12.9, Lincoln 3.2, Oxford 5.7, Sagadahoc 3.5, York 17.4; N.H.: Carroll 4.0, Coos 4.0, Grafton 7.7; VT.: Essex 0.7. Tot. Hslds.: 321,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,400.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.1; MASS.: Bristol 31.5, Dukes 0.8; R.I.: Bristol 2.7, Kent 10.1, Newport 5.2, Providence 37.6, Washington 6.0. Tot. Hslds.: 584,000.

QUINCY-HANNIBAL, ILL.— Adams 21.7, Brown 1.8, Cass 4.5, Hancock 7.5, McDonough 10.4, Pike 6.0, Schuyler 2.6, Scott 1.8; IOWA: Lee 13.2; MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 5.1, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 124,600.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.8, Durham 10.1, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.6, Hoke 1.1, Johnston 4.6, Lee 2.4, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 21.1, Warren 0.9, Wayne 5.8, Wilson 3.9; VA.: Mecklenburg 1.7. Tot. Hslds.: 585,800.

RAPID CITY, S.D.— MONT.: Carter 0.6, Powder River 0.9; NEB.: Garden 1.1, Grant 0.3, Sheridan 3.1, Sioux 0.7; S.D.: Bennett 1.1, Butte 3.5, Custer 2.7, Fall River 3.6, Haakon 1.1, Harding 0.6, Jackson 1.3, Lawrence 7.9, Meade 7.8, Pennington 29.7, Perkins 1.9, Shannon 2.5, Ziebach 0.6; WYO.: Campbell 12.5, Crook 2.2, Sheridan 11.2, Weston 3.1. Tot. Hslds.: 94,900.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.9, Lassen 5.1, Placer (eastern portion) 2.2; NEV.: Carson City 8.8, Churchill 3.5, Douglas 5.5, Esmeralda 0.2, Humboldt 2.6, Lander 1.2, Lyon 3.8, Mineral 1.4, Nye (northern portion) 1.5, Pershing 0.9, Storey 0.4, Washoe 55.0. Tot. Hslds.: 164,300.

RICHMOND, VA.— Amelia 0.7, Augusta 4.6, Brunswick 1.2, Buckingham 1.0, Caroline 1.5, Charles City 0.5, Chesterfield 13.3, Colonial Heights city 1.5, Cumberland 0.7, Dinwiddie 1.5, Emporia city 0.4, Essex 0.8, Fluvanna 0.9, Goochland 1.0, Greene 0.7, Greensville 0.8, Hanover 4.4, Henrico 17.8, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Middlesex 0.8, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.7, Petersburg city 3.7, Powhatan 1.0, Prince Edward 1.2, Prince George 1.6, Richmond 0.6, Richmond city 20.8, Staunton city 1.9, Sussex 0.8, Waynesboro city 1.4. Tot. Hslds.: 404,600.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.6, Bedford city 0.6, Bland 0.6, Botetourt 2.5, Buena Vista city 0.6, Campbell 4.5, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.7, Giles 1.8, Halifax 2.8, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.2, Martinsville city 2.0, Montgomery 6.5, Nelson 1.2, Pittsylvania 6.7, Pulaski 3.7, Radford city 1.1, Roanoke 7.5, Roanoke city 12.0, Rockbridge 1.9, Salem city 2.5, South Boston city 0.7, Wythe 2.7; W.VA.: Pocahontas 1.1. Tot. Hslds.: 339,400.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 78.1, Ontario 9.5, Wayne 8.8. Tot. Hslds.: 348,800.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.2, Floyd 5.0, Franklin 3.6, Hancock 3.7, Howard 2.9, Kossuth 5.5, Mitchell 3.1, Winnebago 3.5, Worth 2.4; MINN.: Dodge 3.7, Faribault 5.0, Fillmore 5.4, Freeborn 9.1, Mower 10.2, Olmsted 23.8. Tot. Hslds.: 147,300.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.1, Stephenson 9.9, Winnebago 48.6; WISC.: Rock 26.9. Tot. Hslds.: 191,800.

ROSWELL, N.M.— Chaves 36.1, Eddy 31.0, Lea (northern portion) 32.9. Tot. Hslds.: 57,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.1, Colusa 0.5, Contra Costa (eastern portion) 2.9, El Dorado (western portion) 3.0, Mono 0.5, Nevada 2.8, Placer (western portion) 5.3, Plumas 0.8, Sacramento 37.7, San Joaquin 15.5, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 11.8, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 921,400.

ST. JOSEPH, MO.— Buchanan 63.2, Gentry 5.9, Harrison 8.3, Holt 5.3, Nodaway 15.2, Worth 2.2. Tot. Hslds.: 50,800.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jersey 0.7, Macoupin 1.9, Madison 8.8, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.0, Washington 0.8; MO.: Crawford 0.7, Franklin 2.5, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.6, St. Charles 5.2, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.7, St. Louis city 16.4, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,043,600.

SALINAS-MONTEREY, CALIF.— Monterey 53.9, San Benito 4.8, Santa Cruz 41.3. Tot. Hslds.: 198,600.

SALISBURY, MD.— DEL.: Sussex 46.4; MD.: Somerset 8.0, Wicomico 29.8, Worcester 15.8. Tot. Hslds.: 84,000.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Caribou 0.5, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.3, Eureka 0.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.5, Daggett 0.0, Davis 8.3, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.2, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.4, Utah 11.9, Wasatch 0.5, Washington 1.7, Wayne 0.1, Weber 9.2; WYO.: Big Horn 0.8, Sublette 0.3, Sweetwater 2.8, Teton 0.8, Uinta 1.2. Tot. Hslds.: 679,000.

SAN ANGELO, TEX.— Concho 2.5, Irion 1.2, McCulloch 8.1, Menard 2.1, Schleicher 2.3, Sutton 4.4, Tom Green 79.4. Tot. Hslds.: 43,200.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 69.8, Blanco 0.4, Comal 3.1, De Witt 1.4, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gollad 0.4, Gonzales 1.2, Guadalupe 3.6, Karnes 0.9, Kendall 0.9, Kerr 2.6, Kimble 0.3, Kinney 0.2, La Salle 0.4, Lavaca 1.5, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 516,500.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 766,500.

SAN FRANCISCO, CALIF.— Alameda 22.0, Contra Costa (western portion) 11.6, Lake 0.9, Marin 4.5, Mendocino 1.3, Napa 1.9, San Francisco 14.7, San Mateo 11.5, Santa Clara 23.4, Solano (western portion) 1.9, Sonoma 6.3. Tot. Hslds.: 2,080,600.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.8, Santa Barbara 63.2. Tot. Hslds.: 190,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 108,300.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 1.9, Bulloch 5.9, Candler 1.3, Chatham 37.4, Effingham 3.5, Evans 1.5, Jeff Davis 2.1, Liberty 5.9, Long 0.8, McIntosh 1.5, Montgomery 1.1, Pierce 2.1, Tattnall 2.9, Toombs 4.2, Treutlen 1.0, Wayne 3.5; S.C.: Beaufort 12.5, Hampton 3.3, Jasper 2.6. Tot. Hslds.: 200,400.

SEATTLE-TACOMA, WASH.— Chelan 1.6, Clallam 1.8, Grays Harbor 2.2, Island 1.5, Jefferson 0.6, King 44.8, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.8, Mason 1.1, Pacific 0.6, Pierce 16.2, San Juan 0.3, Skagit 2.2, Snohomish 11.6, Thurston 4.5, Whatcom 3.6. Tot. Hslds.: 1,198,500.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 18,400.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.2, Hempstead 1.9, Howard 1.1, Lafayette 0.8, Little River 1.1, Miller 3.1, Sevier 1.2; LA.: Bienville 1.4, Bossier 6.9, Caddo 22.6, Claiborne 1.4, De Soto 2.2, Natchitoches 3.2, Red River 0.8, Sabine 2.3, Webster 3.7; OKLA.: McCurtain 3.0; TEX.: Bowie 6.6, Camp 0.9, Cass 2.5, Franklin 0.7, Gregg 9.2, Harrison 4.4, Marion 1.0, Morris 1.2, Panola 1.9, Red River 1.4, Rusk 3.7, San Augustine 0.7, Shelby 2.1, Titus 1.9, Upshur 2.7. Tot. Hslds.: 443,400.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 3.9, Clay 5.1, Dickinson 4.2, Ida 2.2, Monona 2.9, O'Brien 4.0, Palo Alto 3.1, Plymouth 5.7, Sac 3.4, Sioux 6.7, Woodbury 23.9; NEB.: Antelope 2.0, Cedar 2.5, Dakota 4.0, Dixon 1.6, Knox 2.6, Madison 7.7, Pierce 1.9, Stanton 1.5, Thurston 1.5, Wayne 2.1; S.D.: Union 2.6. Tot. Hslds.: 160,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.4; MINN.: Lincoln 1.3, Murray 1.8, Nobles 3.5, Pipestone 1.9, Rock 1.7; NEB.: Boyd 0.6, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.4, Brookings 3.8, Brown 6.3, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.8, Clay 2.2, Codington 3.7, Davison 3.2, Day 1.3, Deuel 0.8, Dewey 0.7, Douglas 0.6, Edmunds 0.5, Faulk 0.5, Grant 1.5, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.7, Hutchinson 1.5, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.8, Lincoln 2.3, Lyman 0.6, McCook 1.0, McPherson 0.7, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 20.4, Moody 1.1, Potter 0.6, Roberts 1.7, Sanborn 0.5, Spink 1.5, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.5, Yankton 3.1. Tot. Hslds.: 226,400.

SOUTH BEND-ELKHART, IND.— Elkhart 18.1, Fulton 2.6, Kosciusko 8.1, La Grange 3.0, Marshall 5.2, Pulaski 1.8, St. Joseph 30.8, Starke 2.8; MICH.: Berrien 21.4, Cass 6.3. Tot. Hslds.: 283,200.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.1, Boundary 0.8, Clearwater 1.1, Idaho 1.7, Kootenai 7.7, Latah 3.2, Lewis 0.4, Nez Perce 3.9, Shoshone 1.9; MONT.: Lincoln 2.0, Sanders 1.2; ORE.: Wallowa 0.9; WASH.: Adams 1.5, Asotin 2.2, Columbia 0.5, Douglas 2.9, Ferry 0.7, Garfield 0.3, Grant 5.9, Lincoln 1.2, Okanogan 3.9, Pend Oreille 1.0, Spokane 43.1, Stevens 3.4, Whitman 4.4. Tot. Hslds.: 315,600.

SPRINGFIELD, MASS.— Hampden 77.3, Hampshire 22.7. Tot. Hslds.: 211,300.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.8, Carroll 2.5, Fulton 1.5, Izard 1.6, Madison 1.5, Marion 1.7, Newton 1.0; MO.: Barry 3.4, Benton 1.8, Camden 3.1, Cedar 1.7, Christian 3.1, Dade 1.1, Dallas 1.6, Dent 1.9, Douglas 1.6, Greene 25.9, Hickory 1.0, Howell 4.0, Laclede 3.3, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.7, St. Clair 1.2, Shannon 1.0, Stone 2.4, Taney 3.3, Texas 2.9, Webster 2.6, Wright 2.2. Tot. Hslds.: 287,500.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 17.2, Christian 4.0, Coles 5.5, Cumberland 1.2, De Witt 2.0, Douglas 2.1, Effingham 3.4, Ford 1.6, Iroquois 3.5, Logan 3.2, Macon 14.1, Menard 1.3, Morgan 4.1, Moultrie 1.5, Piatt 1.8, Sangamon 20.7, Shelby 2.6, Vermilion 10.2. Tot. Hslds.: 354,800.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.6, Madison 6.0, Oneida (western portion) 8.5, Onondaga 46.2, Oswego 11.2, Schuyler 1.7, Seneca 3.2, Tompkins 8.5, Yates 2.3. Tot. Hslds.: 368,100.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.2, Jefferson 2.4, Lafayette 0.9, Leon 39.8, Liberty 0.9, Madison 3.1, Taylor 4.0, Wakulla 2.9; GA.: Brooks 3.3, Decatur 5.6, Echols 0.5, Grady 4.4, Lowndes 15.7, Thomas 8.3. Tot. Hslds.: 158,200.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.1, De Soto 0.7, Hardee 0.7, Hernando 2.6, Highlands 2.2, Hillsborough 26.5, Manatee 7.0, Pasco 9.8, Pinellas 34.8, Polk 12.6. Tot. Hslds.: 1,036,000.

TERRE HAUTE, IND.— ILL.: Clark 4.2, Clay 3.9, Crawford 5.2, Edgar 5.3, Jasper 2.7, Lawrence 4.2, Richland 4.4; IND.: Clay 5.8, Daviess 6.4, Greene 7.5, Knox 9.9, Martin 2.4, Parke 3.7, Sullivan 5.1, Vermillion 4.5, Vigo 24.8. Tot. Hslds.: 160,300.

TOLEDO, OHIO— MICH.: Lenawee 7.9; OHIO: Fulton 3.5, Hancock 6.3, Henry 2.6, Lucas 45.8, Ottawa 3.9, Putnam 2.8, Sandusky 6.0, Seneca 5.5, Williams 3.5, Wood 10.1, Wyandot 2.1. Tot. Hslds.: 356,000.

TOPEKA, KANS.— Clay 2.7, Coffey 2.7, Geary 7.1, Jackson 3.0, Lyon 9.7, Marshall 3.5, Morris 1.8, Nemaha 2.9, Osage 4.1, Pottawatomie 4.1, Riley 13.9, Shawnee 42.8, Wabaunsee 1.7. Tot. Hslds.: 145,300.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.9, Charlevoix 5.1, Cheboygan 5.2, Chippewa 6.4, Crawford 2.3, Emmet 5.7, Grand Traverse 13.9, Kalkaska 3.0, Lake 2.2, Leelanau 3.6, Lake 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.6, Presque Isle 3.4, Roscommon 4.9, Wexford 6.4. Tot. Hslds.: 153,600.

TUCSON, ARIZ.— Cochise 12.0, Pima 84.3, Santa Cruz 2.6; N.M.: Catron 0.4, Hidalgo 0.7. Tot. Hslds.: 290,200.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.7; OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.2, Creek 5.5, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 3.0, Muskogee 6.0, Nowata 1.0, Okmulgee 3.3, Osage 3.6, Pawnee 1.5, Pittsburg 3.6, Rogers 4.3, Tulsa 44.5, Wagoner 4.0, Washington 4.6. Tot. Hslds.: 464,000.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 51,800.

TWIN FALLS, IDA.— Gooding 14.7, Jerome 17.9, Lincoln 3.9, Twin Falls 63.5. Tot. Hslds.: 30,700.

TYLER, TEX.— Angelina 20.3, Cherokee 12.4, Houston 6.8, Nacogdoches 15.5, Smith 45.0. Tot. Hslds.: 119,200.

UTICA, N.Y.— Herkimer 23.3, Oneida (eastern portion) 56.1, Otsego 20.6. Tot. Hslds.: 104,400.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,100.

WACO-TEMPLE, TEX.— Bell 26.0, Brazos 17.8, Burleson 2.2, Coryell 7.4, Falls 3.2, Lampasas 2.3, Leon 2.1, McLennan 30.1, Madison 1.6, Milam 3.9, Mills 0.8, Robertson 2.6. Tot. Hslds.: 223,800.

WASHINGTON, D.C.— District of Columbia 16.5; MD.: Allegany 1.9, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 15.1, Prince George's 15.6, St. Mary's 1.4; PA.: Franklin 2.9; VA.: Alexandria city 3.5, Arlington 4.7, Clarke 0.2, Culpeper 0.5, Fairfax 15.8, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.4, King George 0.2, Loudoun 1.4, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5; W.VA.: Berkeley 1.2, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,512,300.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.1, Lewis 11.2, St. Lawrence 47.7. Tot. Hslds.: 78,800.

WAUSAU-RHINELANDER, WISC.— Adams 3.4, Clark 7.4, Forest 2.1, Langlade 4.6, Lincoln 6.5, Marathon 25.5, Oneida 8.0, Portage 12.6, Price 3.9, Taylor 4.0, Vilas 4.5, Wood 17.6. Tot. Hslds.: 160,500.

WEST PALM BEACH, FLA.— Glades 0.6, Indian River 7.3, Martin 8.1, Okeechobee 2.1, Palm Beach 71.5, St. Lucie 10.3. Tot. Hslds.: 417,800.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.0, Carroll 5.6, Guernsey 9.4, Harrison 3.8, Jefferson 19.5, Monroe 3.8, Noble 2.5; W.VA.: Brooke 6.4, Marshall 9.0, Ohio 13.9, Tyler 2.5, Wetzel 4.7. Tot. Hslds.: 166,700.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.4, Ellsworth 0.7, Finney 2.3, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 34.9, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 420,000.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.2, Cotton 1.9, Jackson 6.8, Jefferson 2.1, Stephens 11.1, Tillman 2.9; TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.9, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.5, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 160,900.

WILKES BARRE-SCRANTON, PA.— Carbon 4.9, Clinton 3.3, Columbia 5.4, Lackawanna 19.8, Luzerne 30.6, Lycoming 10.3, Montour 1.4, Northumberland 9.3, Snyder 2.9, Sullivan 0.5, Susquehanna 3.3, Union 2.5, Wayne 3.3, Wyoming 2.3. Tot. Hslds.: 427,100.

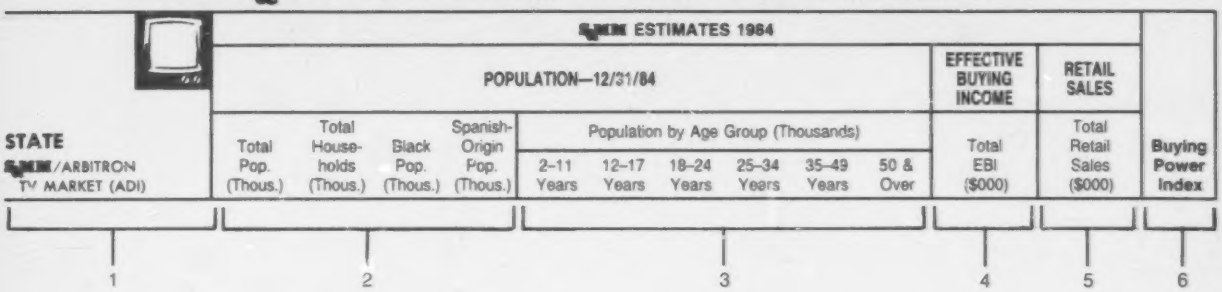
WILMINGTON, N.C.— Bladen 8.4, Brunswick 12.1, Columbus 14.1, New Hanover 32.6, Pender 6.5, Robeson 26.2. Tot. Hslds.: 129,000.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 12.7; WASH.: Benton 25.1, Franklin 7.7, Kittitas (eastern portion) 4.1, Walla Walla 10.3, Yakima 38.6. Tot. Hslds.: 172,000.

YOUNGSTOWN, OHIO— Mahoning 43.4, Trumbull 36.9; PA.: Mercer 19.7. Tot. Hslds.: 237,500.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,200.

S&MM's SURVEY OF TELEVISION MARKETS



1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/84. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **black persons** and **Spanish-origin persons** living in the ADI as of 12/31/84.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/84. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,243.9	1
Los Angeles, Calif.	12,358.0	2
Chicago, Ill.	8,493.3	3
Philadelphia, Pa.	7,258.6	4
Boston, Mass.	5,469.5	5
San Francisco, Calif.	5,382.4	6
Detroit, Mich.	4,629.8	7
Washington, D.C.	4,134.3	8
Dallas - Ft. Worth, Tex.	4,111.5	9
Houston, Tex.	3,927.7	10
Cleveland, Ohio	3,801.0	11
Pittsburgh, Pa.	3,322.5	12
Atlanta, Ga.	3,189.1	13
Minneapolis - St. Paul, Minn.	3,182.1	14
Seattle - Tacoma, Wash.	3,070.4	15
Miami, Fla.	2,967.0	16
St. Louis, Mo.	2,890.8	17
Denver, Colo.	2,578.8	18
Tampa - St. Petersburg, Fla.	2,541.0	19
Sacramento - Stockton, Calif.	2,435.9	20
Baltimore, Md.	2,429.2	21
Indianapolis, Ind.	2,291.7	22
Hartford - New Haven, Conn.	2,241.8	23
Phoenix, Ariz.	2,178.5	24
Portland, Ore.	2,101.9	25
San Diego, Calif.	2,085.3	26
Cincinnati, Ohio	1,913.5	27
Milwaukee, Wisc.	1,882.4	28
Kansas City, Mo.	1,855.8	29
Salt Lake City, Utah	1,841.7	30
Nashville, Tenn.	1,836.5	31
Charlotte, N.C.	1,800.3	32
Orlando - Daytona Beach - Melbourne, Fla.	1,800.2	33
New Orleans, La.	1,782.0	34
Columbus, Ohio	1,734.5	35
Buffalo, N.Y.	1,714.0	36
Raleigh - Durham, N.C.	1,697.7	37
Memphis, Tenn.	1,668.0	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,635.6	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,630.4	40
Oklahoma City, Okla.	1,587.3	41
San Antonio, Tex.	1,566.8	42
Providence - New Bedford, R.I.-Mass.	1,556.7	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,514.6	44
Charleston - Huntington, W.Va.	1,481.7	45
Harrisburg - York - Lancaster - Lebanon, Pa.	1,423.9	46
Louisville, Ky.	1,409.6	47
Birmingham, Ala.	1,371.4	48
Dayton, Ohio	1,364.8	49
Greensboro - Winston-Salem - High Point, N.C.	1,327.2	50
Albany - Schenectady - Troy, N.Y.	1,315.7	51
Flint - Saginaw - Bay City, Mich.	1,267.8	52
Shreveport - Texarkana, La.-Tex.-Ark.	1,231.8	53
Little Rock, Ark.	1,225.3	54
Tulsa, Okla.	1,202.6	55
Mobile - Pensacola, Ala.-Fla.	1,193.3	56
Fresno - Visalia, Calif.	1,174.9	57
Albuquerque, N.M.	1,168.8	58
Richmond, Va.	1,158.0	59
Wilkes-Barre - Scranton, Pa.	1,145.1	60
Knoxville, Tenn.	1,139.3	61
Jacksonville, Fla.	1,109.7	62
Wichita - Hutchinson, Kans.	1,099.3	63
Toledo, Ohio	1,061.6	64
Syracuse, N.Y.	1,048.0	65
West Palm Beach, Fla.	1,009.7	66
Green Bay, Wisc.	993.1	67
Roanoke - Lynchburg, Va.	977.6	68
Des Moines, Iowa	970.5	69
Rochester, N.Y.	957.7	70
Springfield - Decatur - Champaign, Ill.	937.1	71
Omaha, Neb.	929.9	72
Cedar Rapids - Waterloo - Dubuque, Iowa	893.7	73
Lexington, Ky.	886.6	74
Davenport - Rock Island - Moline, Iowa-Ill.	878.0	75
Portland - Poland Spring, Maine	871.2	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	861.6	77
Spokane, Wash.	855.5	78
Chattanooga, Tenn.	825.0	79
Jackson, Miss.	806.9	80
Johnstown - Altoona, Pa.	806.6	81
Austin, Tex.	802.0	82
Bristol - Kingsport - Johnson City, Tenn.	787.3	83
South Bend - Elkhart, Ind.	786.1	84
Springfield, Mo.	777.3	85
Columbia, S.C.	774.8	86
Baton Rouge, La.	763.3	87
Tucson, Ariz.	729.6	88
Evansville, Ind.	718.1	89
Huntsville - Decatur - Florence, Ala.	704.2	90
Lincoln - Hastings - Kearney, Neb.	675.7	91
El Paso, Tex.	672.5	92
Ft. Wayne, Ind.	663.9	93
Waco - Temple, Tex.	649.9	94
Greenville - New Bern - Washington, N.C.	649.7	95
Youngstown, Ohio	647.2	96
McAllen - Brownsville, Tex.	635.3	97
Burlington - Plattsburgh, Vt.-N.Y.	623.5	98
Lansing, Mich.	616.3	99
Sioux Falls - Mitchell, S.D.	610.6	100
Charleston, S.C.	604.3	101
Augusta, Ga.	597.5	102
Fargo, N.D.	596.7	103
Savannah, Ga.	594.9	104
Peoria, Ill.	586.4	105
Springfield, Mass.	583.1	106
Colorado Springs - Pueblo, Colo.	582.0	107
Lafayette, La.	571.7	108
Salinas - Monterey, Calif.	570.9	109
Las Vegas, Nev.	551.7	110
Columbus, Ga.	537.6	111
Monroe - El Dorado, La.-Ark.	535.1	112
Corpus Christi, Tex.	526.3	113
Madison, Wisc.	523.6	114
Rockford, Ill.	518.3	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	505.6	116
Montgomery, Ala.	496.9	117
Amarillo, Tex.	479.0	118
Beaumont - Port Arthur, Tex.	476.2	119
Yakima, Wash.	469.9	120
Duluth - Superior, Minn.-Wisc.	468.1	121
Ft. Myers - Naples, Fla.	466.6	122
Joplin - Pittsburg, Mo.-Kans.	460.9	123
Macon, Ga.	458.3	124
La Crosse - Eau Claire, Wisc.	454.0	125
Wichita Falls - Lawton, Tex.-Okla.	452.0	126
Tallahassee - Thomasville, Fla.-Ga.	451.1	127
Wheeling - Steubenville, W.Va.-Ohio	450.5	128
Wausau - Rhinelander, Wisc.	444.1	129
Columbus - Tupelo, Miss.	443.4	130
Binghamton, N.Y.	433.6	131
Columbia - Jefferson City, Mo.	432.2	132
Lubbock, Tex.	432.1	133
Boise, Ida.	430.2	134
Eugene, Ore.	427.4	135
Terre Haute, Ind.	426.0	136
Sioux City, Iowa	425.8	137
Erie, Pa.	423.9	138
Traverse City - Cadillac, Mich.	417.3	139
Reno, Nev.	410.7	140
Florence, S.C.	403.8	141
Minot - Bismarck - Dickinson, N.D.	403.2	142
Odessa - Midland, Tex.	397.2	143
Topeka, Kans.	394.9	144
Bakersfield, Calif.	391.4	145
Bluefield - Beckley - Oak Hill, W.Va.	390.4	146
Albany, Ga.	389.7	147
Chico - Redding, Calif.	388.2	148
Rochester - Mason City - Austin, Minn.-Iowa	386.2	149
Ft. Smith, Ark.	374.2	150
Wilmington, N.C.	370.5	151
Bangor, Maine	347.0	152
Tyler, Tex.	339.6	153
Quincy - Hannibal, Ill.-Mo.	331.9	154
Abilene - Sweetwater, Tex.	316.2	155
Medford, Ore.	312.1	156
Idaho Falls - Pocatello, Ida.	310.5	157
Alexandria, La.	309.9	158
Utica, N.Y.	295.2	159
Dothan, Ala.	269.3	160
Rapid City, S.D.	265.7	161
Greenwood - Greenville, Miss.	264.3	162
Laurel - Hattiesburg, Miss.	251.6	163
Clarksburg - Weston, W.Va.	244.9	164
Sarasota, Fla.	241.6	165
Elmira, N.Y.	240.2	166
Watertown - Carthage, N.Y.	235.8	167
Salisbury, Md.	228.9	168
Billings - Hardin, Mont.	224.7	169
Lake Charles, La.	220.0	170
Meridian, Miss.	211.8	171
Gainesville, Fla.	208.2	172
Ardmore - Ada, Okla.	199.7	173
Panama City, Fla.	194.9	174
El Centro - Yuma, Calif.-Ariz.	191.6	175
Missoula, Mont.	187.5	176
Jonesboro, Ark.	183.8	177
Grand Junction, Colo.	181.9	178
Great Falls, Mont.	181.0	179
Biloxi - Gulfport - Pascagoula, Miss.	176.9	180
Alexandria, Minn.	166.3	181
Roswell, N.M.	165.8	182
Marquette, Mich.	158.7	183
Casper - Riverton, Wyo.	156.7	184
Eureka, Calif.	149.4	185
Palm Springs, Calif.	149.1	186
Tuscaloosa, Ala.	143.2	187
St. Joseph, Mo.	136.0	188
Lafayette, Ind.	132.3	189
Laredo, Tex.	125.2	190
Anniston, Ala.	124.9	191
Butte, Mont.	124.6	192
Jackson, Tenn.	122.0	193
San Angelo, Tex.	121.0	194
Hagerstown, Md.	116.6	195
Lima, Ohio	113.9	196
Bowling Green, Ky.	104.8	197
Charlottesville, Va.	100.9	198
Harrisonburg, Va.	99.0	199
Parkersburg, W.Va.	92.9	200
Twin Falls, Ida.	88.7	201
Presque Isle, Maine	87.9	202
Flagstaff, Ariz.	87.4	203
Zanesville, Ohio	84.5	204
Cheyenne, Wyo.	79.8	205
Ottumwa - Kirksville, Iowa-Mo.	78.6	206
Victoria, Tex.	77.6	207
Bend, Ore.	67.8	208
Mankato, Minn.	64.9	209
Selma, Ala.	54.0	210
Helena, Mont.	46.9	211
North Platte, Neb.	43.5	212
Alpena, Mich.	41.9	213
Glendive, Mont.	14.2	214

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,756.1	1
Los Angeles, Calif.	4,455.8	2
Chicago, Ill.	3,034.4	3
Philadelphia, Pa.	2,654.7	4
San Francisco, Calif.	2,080.6	5
Boston, Mass.	2,017.0	6
Detroit, Mich.	1,674.3	7
Washington, D.C.	1,512.3	8
Dallas - Ft. Worth, Tex.	1,511.2	9
Cleveland, Ohio	1,408.3	10
Houston, Tex.	1,397.8	11
Pittsburgh, Pa.	1,254.7	12
Seattle - Tacoma, Wash.	1,198.5	13
Minneapolis - St. Paul, Minn.	1,164.4	14
Miami, Fla.	1,159.6	15
Atlanta, Ga.	1,150.3	16
St. Louis, Mo.	1,043.6	17
Tampa - St. Petersburg, Fla.	1,036.0	18
Denver, Colo.	1,004.2	19
Sacramento - Stockton, Calif.	921.4	20
Baltimore, Md.	874.6	21
Indianapolis, Ind.	829.3	22
Phoenix, Ariz.	826.1	23
Hartford - New Haven, Conn.	817.9	24
Portland, Ore.	802.2	25
San Diego, Calif.	766.5	26
Milwaukee, Wisc.	699.6	27
Orlando - Daytona Beach - Melbourne, Fla.	698.1	28
Cincinnati, Ohio	697.9	29
Kansas City, Mo.	691.4	30
Nashville, Tenn.	663.0	31
Charlotte, N.C.	651.7	32
Columbus, Ohio	647.0	33
New Orleans, La.	633.6	34
Buffalo, N.Y.	621.6	35
Oklahoma City, Okla.	602.6	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	602.4	37
Raleigh - Durham, N.C.	599.9	38
Memphis, Tenn.	581.0	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	580.5	40
Salt Lake City, Utah	579.0	41
Providence - New Bedford, R.I.-Mass.	564.0	42
Charleston - Huntington, W.Va.	528.9	43
Harrisburg - York - Lancaster - Lebanon, Pa.	527.6	44
San Antonio, Tex.	516.5	45
Norfolk - Portsmouth - Newport News - Hampton, Va.	509.5	46
Dayton, Ohio	508.1	47
Birmingham, Ala.	506.8	48
Louisville, Ky.	502.3	49
Greensboro - Winston-Salem - High Point, N.C.	492.3	50
Albany - Schenectady - Troy, N.Y.	484.4	51
Tulsa, Okla.	454.0	52
Flint - Saginaw - Bay City, Mich.	445.9	53
Shreveport - Texarkana, La.-Tex.-Ark.	443.4	54
Little Rock, Ark.	442.1	55
Wilkes-Barre - Scranton, Pa.	427.1	56
Mobile - Pensacola, Ala.-Fla.	421.3	57
Wichita - Hutchinson, Kans.	420.0	58
West Palm Beach, Fla.	417.8	59
Knoxville, Tenn.	416.7	60
Albuquerque, N.M.	409.6	61
Richmond, Va.	404.6	62
Jacksonville, Fla.	402.5	63
Fresno - Visalia, Calif.	402.2	64
Toledo, Ohio	386.0	65
Des Moines, Iowa	376.3	66
Syracuse, N.Y.	369.1	67
Green Bay, Wisc.	361.2	68
Springfield - Decatur - Champaign, Ill.	354.8	69
Omaha, Neb.	349.3	70
Rochester, N.Y.	348.8	71
Roanoke - Lynchburg, Va.	339.4	72
Cedar Rapids - Waterloo - Dubuque, Iowa	329.7	73
Davenport - Rock Island - Moline, Iowa-Ill.	328.9	74
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	326.7	75
Portland - Poland Spring, Maine	321.8	76
Spokane, Wash.	319.6	77
Lexington, Ky.	314.7	78
Austin, Tex.	299.4	79
Chattanooga, Tenn.	296.6	80
Johnstown - Altoona, Pa.	290.7	81
Springfield, Mo.	287.5	82
South Bend - Elkhart, Ind.	283.2	83
Tucson, Ariz.	280.2	84
Bristol - Kingsport - Johnson City, Tenn.	278.5	85
Jackson, Miss.	277.8	86
Columbia, S.C.	266.8	87
Evansville, Ind.	264.3	88
Huntsville - Decatur - Florence, Ala.	259.8	89
Lincoln - Hastings - Kearney, Neb.	257.6	90
Baton Rouge, La.	254.2	91
Youngstown, Ohio	237.5	92
Ft. Wayne, Ind.	235.7	93
Sioux Falls - Mitchell, S.D.	226.4	94
Waco - Temple, Tex.	223.8	95
Greenville - New Bern - Washington, N.C.	221.7	96
Burlington - Plattsburgh, Vt.-N.Y.	220.3	97
Las Vegas, Nev.	219.0	98
Peoria, Ill.	216.0	99
Colorado Springs - Pueblo, Colo.	215.4	100
Lansing, Mich.	215.1	101
Fargo, N.D.	212.5	102
Springfield, Mass.	211.3	103
Augusta, Ga.	204.4	104
El Paso, Tex.	203.7	105
Madison, Wisc.	203.0	106
Charleston, S.C.	201.9	107
Savannah, Ga.	200.4	108
Salinas - Monterey, Calif.	199.6	109
Lafayette, La.	194.2	110
Ft. Myers - Naples, Fla.	193.8	111
Rockford, Ill.	191.8	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	190.0	113
Monroe - El Dorado, La.-Ark.	186.8	114
Columbus, Ga.	185.3	115
Montgomery, Ala.	176.3	116
Duluth - Superior, Minn.-Wisc.	175.2	117
Joplin - Pittsburg, Mo.-Kans.	175.2	117
Amarillo, Tex.	173.8	119
McAllen - Brownsville, Tex.	173.0	120
Yakima, Wash.	172.0	121
Corpus Christi, Tex.	169.7	122
Beaumont - Port Arthur, Tex.	168.1	123
Wheeling - Steubenville, W.Va.-Ohio	166.7	124
Reno, Nev.	164.3	125
La Crosse - Eau Claire, Wisc.	163.4	126
Eugene, Ore.	162.2	127
Wichita Falls - Lawton, Tex.-Okla.	160.9	128
Wausau - Rhinelander, Wisc.	160.5	129
Terre Haute, Ind.	160.3	130
Sioux City, Iowa	160.1	131
Tallahassee - Thomasville, Fla.-Ga.	158.2	132
Macon, Ga.	156.4	133
Binghamton, N.Y.	156.0	134
Columbus - Tupelo, Miss.	153.7	135
Traverse City - Cadillac, Mich.	153.6	136
Boise, Ida.	153.3	137
Columbia - Jefferson City, Mo.	153.1	138
Erie, Pa.	153.1	138
Chico - Redding, Calif.	150.6	140
Lubbock, Tex.	147.9	141
Rochester - Mason City - Austin, Minn.-Iowa	147.3	142
Topeka, Kans.	145.3	143
Minot - Bismarck - Dickinson, N.D.	140.2	144
Florence, S.C.	139.9	145
Bluefield - Beckley - Oak Hill, W.Va.	139.7	146
Odessa - Midland, Tex.	138.7	147
Bakersfield, Calif.	138.0	148
Ft. Smith, Ark.	136.2	149
Albany, Ga.	130.8	150
Wilmington, N.C.	129.0	151
Quincy - Hannibal, Ill.-Mo.	124.6	152
Bangor, Maine	123.8	153
Tyler, Tex.	119.2	154
Medford, Ore.	117.5	155
Abilene - Sweetwater, Tex.	115.3	156
Sarasota, Fla.	108.9	157
Alexandria, La.	105.3	158
Utica, N.Y.	104.4	159
Idaho Falls - Pocatello, Ida.	98.6	160
Dothan, Ala.	96.3	161
Rapid City, S.D.	94.9	162
Clarksburg - Weston, W.Va.	89.9	163
Laurel - Hattiesburg, Miss.	87.7	164
Billings - Hardin, Mont.	86.1	165
Elmira, N.Y.	85.8	166
Greenwood - Greenville, Miss.	84.3	167
Salisbury, Md.	84.0	168
Watertown - Carthage, N.Y.	78.8	169
Gainesville, Fla.	77.5	170
Lake Charles, La.	76.0	171
Ardmore - Ada, Okla.	74.8	172
Meridian, Miss.	74.4	173
Panama City, Fla.	72.6	174
Missoula, Mont.	72.1	175
Great Falls, Mont.	68.8	176
Grand Junction, Colo.	67.6	177
Jonesboro, Ark.	67.6	177
Biloxi - Gulfport - Pascagoula, Miss.	62.2	179
El Centro - Yuma, Calif.-Ariz.	62.0	180
Roswell, N.M.	59.3	181
Alexandria, Minn.	59.2	182
Eureka, Calif.	58.8	183
Casper - Riverton, Wyo.	56.4	184
Marquette, Mich.	55.5	185
Palm Springs, Calif.	54.8	186
Tuscaloosa, Ala.	51.5	187
St. Joseph, Mo.	50.8	188
Butte, Mont.	46.6	189
Lafayette, Ind.	45.9	190
Jackson, Tenn.	45.0	191
Anniston, Ala.	43.3	192
San Angelo, Tex.	43.2	193
Hagerstown, Md.	41.7	194
Lima, Ohio	40.8	195
Bowling Green, Ky.	37.2	196
Charlottesville, Va.	35.6	197
Parkersburg, W.Va.	35.1	198
Harrisonburg, Va.	33.3	199
Laredo, Tex.	33.0	200
Zanesville, Ohio	31.2	201
Twin Falls, Ida.	30.7	202
Cheyenne, Wyo.	30.6	203
Presque Isle, Maine	29.4	204
Ottumwa - Kirksville, Iowa-Mo.	29.2	205
Flagstaff, Ariz.	27.5	206
Victoria, Tex.	26.1	207
Bend, Ore.	25.1	208
Mankato, Minn.	23.4	209
Helena, Mont.	18.5	210
Selma, Ala.	18.4	211
North Platte, Neb.	16.2	212
Alpena, Mich.	15.5	213
Glendive, Mont.	5.4	214

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	235,835,709	1
Los Angeles, Calif.	150,932,145	2
Chicago, Ill.	102,624,275	3
Philadelphia, Pa.	83,140,167	4
San Francisco, Calif.	75,717,503	5
Boston, Mass.	68,793,523	6
Washington, D.C.	57,081,548	7
Detroit, Mich.	53,052,652	8
Dallas - Ft. Worth, Tex.	49,465,108	9
Houston, Tex.	47,895,179	10
Cleveland, Ohio	40,662,844	11
Minneapolis - St. Paul, Minn.	37,748,910	12
Seattle - Tacoma, Wash.	36,675,051	13
Pittsburgh, Pa.	34,961,876	14
Atlanta, Ga.	34,759,995	15
Miami, Fla.	33,986,306	16
St. Louis, Mo.	31,642,663	17
Denver, Colo.	31,454,927	18
Hartford - New Haven, Conn.	29,830,886	19
Tampa - St. Petersburg, Fla.	26,613,168	20
Sacramento - Stockton, Calif.	26,230,752	21
Baltimore, Md.	25,698,240	22
San Diego, Calif.	25,198,528	23
Indianapolis, Ind.	23,640,723	24
Phoenix, Ariz.	22,516,154	25
Portland, Ore.	22,018,022	26
Kansas City, Mo.	21,604,267	27
Milwaukee, Wisc.	21,473,508	28
Cincinnati, Ohio	20,176,784	29
Orlando - Daytona Beach - Melbourne, Fla.	18,472,211	30
Columbus, Ohio	17,698,573	31
New Orleans, La.	17,536,353	32
Buffalo, N.Y.	17,433,998	33
Nashville, Tenn.	17,342,576	34
Oklahoma City, Okla.	17,329,131	35
Charlotte, N.C.	17,297,207	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	17,047,873	37
Providence - New Bedford, R.I.-Mass.	16,671,046	38
Salt Lake City, Utah	15,792,072	39
Raleigh - Durham, N.C.	15,495,661	40
Harrisburg - York - Lancaster - Lebanon, Pa.	15,429,401	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	14,596,638	42
San Antonio, Tex.	14,406,699	43
Dayton, Ohio	14,265,035	44
Albany - Schenectady - Troy, N.Y.	14,252,354	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	14,196,060	46
Memphis, Tenn.	13,874,794	47
Louisville, Ky.	13,751,977	48
Greensboro - Winston-Salem - High Point, N.C.	13,047,822	49
Wichita - Hutchinson, Kans.	12,916,697	50
West Palm Beach, Fla.	12,696,278	51
Tulsa, Okla.	12,418,852	52
Charleston - Huntington, W.Va.	12,361,810	53
Flint - Saginaw - Bay City, Mich.	12,351,331	54
Birmingham, Ala.	12,122,605	55
Richmond, Va.	11,754,741	56
Rochester, N.Y.	11,555,420	57
Shreveport - Texarkana, La.-Tex.-Ark.	11,341,470	58
Syracuse, N.Y.	11,296,985	59
Mobile - Pensacola, Ala.-Fla.	11,130,245	60
Toledo, Ohio	10,914,300	61
Jacksonville, Fla.	10,776,376	62
Fresno - Visalia, Calif.	10,668,559	63
Little Rock, Ark.	10,638,153	64
Omaha, Neb.	10,595,999	65
Albuquerque, N.M.	10,478,150	66
Wilkes-Barre - Scranton, Pa.	10,386,942	67
Des Moines, Iowa	10,377,601	68
Springfield - Decatur - Champaign, Ill.	9,987,486	69
Green Bay, Wisc.	9,724,050	70
Knoxville, Tenn.	9,722,497	71
Davenport - Rock Island - Moline, Iowa-Ill.	9,624,431	72
Cedar Rapids - Waterloo - Dubuque, Iowa	9,115,500	73
Austin, Tex.	8,993,398	74
Roanoke - Lynchburg, Va.	8,917,253	75
Portland - Poland Spring, Maine	8,581,853	76
Spokane, Wash.	7,813,225	77
Lexington, Ky.	7,776,636	78
South Bend - Elkhart, Ind.	7,722,002	79
Baton Rouge, La.	7,458,122	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,380,595	81
Chattanooga, Tenn.	7,122,999	82
Evansville, Ind.	6,996,704	83
Johnstown - Altoona, Pa.	6,953,653	84
Columbia, S.C.	6,943,377	85
Lincoln - Hastings - Kearney, Neb.	6,938,193	86
Peoria, Ill.	6,906,476	87
Tucson, Ariz.	6,760,958	88
Lansing, Mich.	6,696,619	89
Jackson, Miss.	6,674,332	90
Youngstown, Ohio	6,644,976	91
Bristol - Kingsport - Johnson City, Tenn.	6,588,125	92
Salinas - Monterey, Calif.	6,546,967	93
Ft. Wayne, Ind.	6,496,428	94
Huntsville - Decatur - Florence, Ala.	6,397,333	95
Springfield, Mo.	6,311,089	96
Las Vegas, Nev.	6,155,105	97
Waco - Temple, Tex.	6,126,277	98
Springfield, Mass.	6,120,765	99
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	6,058,744	100
Fargo, N.D.	5,935,176	101
Rockford, Ill.	5,768,414	102
Sioux Falls - Mitchell, S.D.	5,753,446	103
Madison, Wisc.	5,730,279	104
Burlington - Plattsburgh, Vt.-N.Y.	5,604,307	105
Colorado Springs - Pueblo, Colo.	5,526,106	106
Lafayette, La.	5,205,219	107
El Paso, Tex.	5,178,714	108
Ft. Myers - Naples, Fla.	5,175,253	109
Beaumont - Port Arthur, Tex.	5,076,526	110
Savannah, Ga.	5,074,661	111
Greenville - New Bern - Washington, N.C.	4,924,710	112
Augusta, Ga.	4,922,920	113
Charleston, S.C.	4,899,975	114
Amarillo, Tex.	4,743,297	115
Yakima, Wash.	4,708,363	116
Corpus Christi, Tex.	4,694,693	117
Reno, Nev.	4,647,335	118
Odessa - Midland, Tex.	4,521,141	119
Binghamton, N.Y.	4,419,942	120
Topeka, Kans.	4,384,375	121
Duluth - Superior, Minn.-Wisc.	4,376,674	122
Wichita Falls - Lawton, Tex.-Okla.	4,304,656	123
Columbus, Ga.	4,297,403	124
Minot - Bismarck - Dickinson, N.D.	4,281,971	125
La Crosse - Eau Claire, Wisc.	4,219,703	126
Macon, Ga.	4,215,488	127
Erie, Pa.	4,154,117	128
Joplin - Pittsburg, Mo.-Kans.	4,117,535	129
Bakersfield, Calif.	4,115,555	130
Columbia - Jefferson City, Mo.	4,104,598	131
Wausau - Rhinelander, Wisc.	4,100,773	132
Wheeling - Steubenville, W.Va.-Ohio	4,082,876	133
Monroe - El Dorado, La.-Ark.	4,015,397	134
Montgomery, Ala.	4,002,837	135
Boise, Ida.	3,940,746	136
Terre Haute, Ind.	3,895,390	137
Rochester - Mason City - Austin, Minn.-Iowa	3,879,827	138
Sioux City, Iowa	3,824,607	139
Eugene, Ore.	3,796,677	140
Tallahassee - Thomasville, Fla.-Ga.	3,779,768	141
McAllen - Brownsville, Tex.	3,772,706	142
Lubbock, Tex.	3,720,282	143
Chico - Redding, Calif.	3,464,307	144
Traverse City - Cadillac, Mich.	3,403,260	145
Tyler, Tex.	3,344,408	146
Ft. Smith, Ark.	3,161,415	147
Florence, S.C.	3,098,475	148
Columbus - Tupelo, Miss.	3,058,313	149
Abilene - Sweetwater, Tex.	2,982,118	150
Bluefield - Beckley - Oak Hill, W.Va.	2,974,170	151
Albany, Ga.	2,940,891	152
Sarasota, Fla.	2,930,907	153
Quincy - Hannibal, Ill.-Mo.	2,924,901	154
Bangor, Maine	2,905,762	155
Wilmington, N.C.	2,842,718	156
Utica, N.Y.	2,827,456	157
Rapid City, S.D.	2,786,837	158
Idaho Falls - Pocatello, Ida.	2,606,207	159
Medford, Ore.	2,597,412	160
Alexandria, La.	2,480,450	161
Billings - Hardin, Mont.	2,210,839	162
Elmira, N.Y.	2,197,617	163
Lake Charles, La.	2,125,280	164
Dothan, Ala.	2,107,329	165
Salisbury, Md.	2,017,248	166
Watertown - Carthage, N.Y.	2,016,548	167
Laurel - Hattiesburg, Miss.	1,946,180	168
Gainesville, Fla.	1,940,683	169
Clarksburg - Weston, W.Va.	1,889,144	170
Grand Junction, Colo.	1,812,210	171
Missoula, Mont.	1,751,769	172
Casper - Riverton, Wyo.	1,720,752	173
Great Falls, Mont.	1,667,755	174
Biloxi - Gulfport - Pascagoula, Miss.	1,604,164	175
Ardmore - Ada, Okla.	1,600,453	176
Meridian, Miss.	1,595,191	177
Palm Springs, Calif.	1,574,589	178
Roswell, N.M.	1,566,580	179
Greenwood - Greenville, Miss.	1,538,035	180
Panama City, Fla.	1,485,499	181
El Centro - Yuma, Calif.-Ariz.	1,439,442	182
Eureka, Calif.	1,422,814	183
Jonesboro, Ark.	1,406,264	184
Lafayette, Ind.	1,317,233	185
Marquette, Mich.	1,290,705	186
St. Joseph, Mo.	1,289,358	187
Alexandria, Minn.	1,262,258	188
San Angelo, Tex.	1,230,891	189
Tuscaloosa, Ala.	1,181,283	190
Charlottesville, Va.	1,105,020	191
Lima, Ohio	1,101,357	192
Butte, Mont.	1,099,437	193
Hagerstown, Md.	1,043,303	194
Jackson, Tenn.	1,031,941	195
Anniston, Ala.	1,018,464	196
Parkersburg, W.Va.	902,111	197
Bowling Green, Ky.	860,723	198
Cheyenne, Wyo.	849,175	199
Victoria, Tex.	802,896	200
Harrisonburg, Va.	787,285	201
Twin Falls, Ida.	758,874	202
Zanesville, Ohio	720,044	203
Presque Isle, Maine	703,327	204
Laredo, Tex.	699,469	205
Flagstaff, Ariz.	686,337	206
Ottumwa - Kirksville, Iowa-Mo.	616,412	207
Mankato, Minn.	604,062	208
Bend, Ore.	596,307	209
Helena, Mont.	490,986	210
North Platte, Neb.	419,137	211
Alpena, Mich.	356,698	212
Selma, Ala.	320,268	213
Glendive, Mont.	132,527	214

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	99,490,745	1
Los Angeles, Calif.	74,286,011	2
Chicago, Ill.	45,027,908	3
Philadelphia, Pa.	40,751,217	4
Boston, Mass.	37,060,628	5
San Francisco, Calif.	35,969,260	6
Dallas - Ft. Worth, Tex.	26,087,643	7
Washington, D.C.	25,894,683	8
Detroit, Mich.	25,063,702	9
Houston, Tex.	24,514,478	10
Miami, Fla.	20,558,008	11
Cleveland, Ohio	20,112,305	12
Minneapolis - St. Paul, Minn.	19,658,122	13
Atlanta, Ga.	18,553,080	14
Seattle - Tacoma, Wash.	17,664,053	15
Denver, Colo.	16,827,939	16
St. Louis, Mo.	16,164,733	17
Pittsburgh, Pa.	15,780,093	18
Tampa - St. Petersburg, Fla.	14,723,206	19
Baltimore, Md.	13,710,370	20
Hartford - New Haven, Conn.	13,475,588	21
Sacramento - Stockton, Calif.	13,163,266	22
Indianapolis, Ind.	12,931,299	23
Phoenix, Ariz.	12,544,914	24
San Diego, Calif.	11,745,639	25
Orlando - Daytona Beach - Melbourne, Fla.	11,201,809	26
Kansas City, Mo.	11,106,057	27
Portland, Ore.	11,086,670	28
Oklahoma City, Okla.	10,308,125	29
New Orleans, La.	9,647,279	30
Cincinnati, Ohio	9,602,096	31
Charlotte, N.C.	9,471,415	32
Milwaukee, Wisc.	9,457,935	33
Columbus, Ohio	8,817,960	34
Providence - New Bedford, R.I.-Mass.	8,751,717	35
Nashville, Tenn.	8,697,239	36
Raleigh - Durham, N.C.	8,581,722	37
Salt Lake City, Utah	8,464,889	38
Memphis, Tenn.	8,106,226	39
San Antonio, Tex.	7,967,752	40
Grand Rapids - Kalamazoo - Battle Creek, Mich.	7,886,466	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	7,835,518	42
Harrisburg - York - Lancaster - Lebanon, Pa.	7,677,303	43
Buffalo, N.Y.	7,593,951	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	7,447,527	45
Albany - Schenectady - Troy, N.Y.	7,161,537	46
Greensboro - Winston-Salem - High Point, N.C.	7,113,358	47
Louisville, Ky.	6,882,592	48
West Palm Beach, Fla.	6,871,764	49
Dayton, Ohio	6,664,631	50
Wichita - Hutchinson, Kans.	6,350,131	51
Flint - Saginaw - Bay City, Mich.	6,308,573	52
Charleston - Huntington, W.Va.	6,246,165	53
Tulsa, Okla.	6,075,959	54
Shreveport - Texarkana, La.-Tex.-Ark.	6,010,402	55
Jacksonville, Fla.	5,975,643	56
Richmond, Va.	5,911,930	57
Knoxville, Tenn.	5,911,670	58
Mobile - Pensacola, Ala.-Fla.	5,819,254	59
Toledo, Ohio	5,767,354	60
Albuquerque, N.M.	5,731,342	61
Birmingham, Ala.	5,728,302	62
Little Rock, Ark.	5,693,235	63
Fresno - Visalia, Calif.	5,420,041	64
Portland - Poland Spring, Maine	5,392,690	65
Wilkes-Barre - Scranton, Pa.	5,227,807	66
Rochester, N.Y.	5,096,596	67
Des Moines, Iowa	5,090,139	68
Omaha, Neb.	4,986,951	69
Syracuse, N.Y.	4,897,678	70
Austin, Tex.	4,852,525	71
Springfield - Decatur - Champaign, Ill.	4,704,733	72
Green Bay, Wisc.	4,556,673	73
Roanoke - Lynchburg, Va.	4,287,702	74
Lexington, Ky.	4,139,740	75
Davenport - Rock Island - Moline, Iowa-Ill.	4,117,320	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,065,801	77
South Bend - Elkhart, Ind.	4,059,969	78
Cedar Rapids - Waterloo - Dubuque, Iowa	4,010,926	79
Chattanooga, Tenn.	3,930,953	80
Spokane, Wash.	3,902,453	81
Las Vegas, Nev.	3,877,862	82
Evansville, Ind.	3,837,570	83
Baton Rouge, La.	3,825,485	84
Jackson, Miss.	3,642,652	85
Tucson, Ariz.	3,590,147	86
Columbia, S.C.	3,483,747	87
Springfield, Mass.	3,483,409	88
Springfield, Mo.	3,426,812	89
Burlington - Plattsburgh, Vt.-N.Y.	3,395,922	90
Johnstown - Altoona, Pa.	3,389,453	91
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,368,602	92
Lincoln - Hastings - Kearney, Neb.	3,354,214	93
Bristol - Kingsport - Johnson City, Tenn.	3,288,212	94
Ft. Wayne, Ind.	3,236,249	95
Waco - Temple, Tex.	3,203,272	96
Madison, Wisc.	3,171,804	97
Lansing, Mich.	3,137,814	98
Ft. Myers - Naples, Fla.	3,131,278	99
Colorado Springs - Pueblo, Colo.	3,126,292	100
Odessa - Midland, Tex.	3,126,033	101
Youngstown, Ohio	3,085,385	102
Lafayette, La.	3,079,888	103
Fargo, N.D.	3,075,098	104
Huntsville - Decatur - Florence, Ala.	3,065,875	105
Sioux Falls - Mitchell, S.D.	3,036,447	106
Salinas - Monterey, Calif.	2,972,180	107
El Paso, Tex.	2,972,042	108
Corpus Christi, Tex.	2,934,327	109
McAllen - Brownsville, Tex.	2,883,802	110
Reno, Nev.	2,683,533	111
Greenville - New Bern - Washington, N.C.	2,832,239	112
Charleston, S.C.	2,825,964	113
Savannah, Ga.	2,791,112	114
Peoria, Ill.	2,773,578	115
Amarillo, Tex.	2,678,953	116
Beaumont - Port Arthur, Tex.	2,614,870	117
Rockford, Ill.	2,581,656	118
Wichita Falls - Lawton, Tex.-Okla.	2,381,813	119
Duluth - Superior, Minn.-Wisc.	2,327,121	120
Augusta, Ga.	2,312,176	121
Minot - Bismarck - Dickinson, N.D.	2,306,286	122
Yakima, Wash.	2,284,300	123
La Crosse - Eau Claire, Wisc.	2,221,303	124
Lubbock, Tex.	2,205,418	125
Terre Haute, Ind.	2,197,229	126
Rochester - Mason City - Austin, Minn.-Iowa	2,195,227	127
Columbia - Jefferson City, Mo.	2,190,020	128
Erie, Pa.	2,188,231	129
Florence, S.C.	2,163,296	130
Macon, Ga.	2,148,997	131
Monroe - El Dorado, La.-Ark.	2,144,666	132
Columbus, Ga.	2,116,158	133
Bakersfield, Calif.	2,100,908	134
Tallahassee - Thomasville, Fla.-Ga.	2,090,439	135
Joplin - Pittsburg, Mo.-Kans.	2,072,935	136
Eugene, Ore.	2,050,596	137
Wausau - Rhinelander, Wisc.	2,036,831	138
Sioux City, Iowa	2,023,186	139
Montgomery, Ala.	2,016,990	140
Topeka, Kans.	2,010,701	141
Binghamton, N.Y.	1,984,185	142
Traverse City - Cadillac, Mich.	1,961,493	143
Boise, Ida.	1,952,257	144
Chico - Redding, Calif.	1,948,589	145
Abilene - Sweetwater, Tex.	1,888,479	146
Wheeling - Steubenville, W.Va.-Ohio	1,870,478	147
Sarasota, Fla.	1,800,962	148
Tyler, Tex.	1,778,064	149
Wilmington, N.C.	1,756,038	150
Bluefield - Beckley - Oak Hill, W.Va.	1,736,933	151
Bangor, Maine	1,713,877	152
Columbus - Tupelo, Miss.	1,695,465	153
Albany, Ga.	1,688,248	154
Ft. Smith, Ark.	1,642,355	155
Medford, Ore.	1,567,243	156
Salisbury, Md.	1,519,826	157
Rapid City, S.D.	1,442,235	158
Billings - Hardin, Mont.	1,397,014	159
Quincy - Hannibal, Ill.-Mo.	1,396,631	160
Idaho Falls - Pocatello, Ida.	1,394,844	161
Utica, N.Y.	1,306,420	162
Alexandria, La.	1,276,391	163
Grand Junction, Colo.	1,185,845	164
Dothan, Ala.	1,182,442	165
Laurel - Hattiesburg, Miss.	1,170,176	166
Lake Charles, La.	1,145,417	167
Gainesville, Fla.	1,125,855	168
Roswell, N.M.	1,118,173	169
Greenwood - Greenville, Miss.	1,036,226	170
Casper - Riverton, Wyo.	1,020,179	171
Elmira, N.Y.	1,000,570	172
El Centro - Yuma, Calif.-Ariz.	975,127	173
Watertown - Carthage, N.Y.	949,406	174
Biloxi - Gulfport - Pascagoula, Miss.	942,582	175
Panama City, Fla.	939,018	176
Clarksburg - Weston, W.Va.	933,215	177
Great Falls, Mont.	933,165	178
Laredo, Tex.	896,979	179
Missoula, Mont.	890,121	180
Meridian, Miss.	849,869	181
Eureka, Calif.	817,501	182
Palm Springs, Calif.	803,208	183
Ardmore - Ada, Okla.	800,697	184
San Angelo, Tex.	779,056	185
St. Joseph, Mo.	773,139	186
Alexandria, Minn.	753,397	187
Lafayette, Ind.	742,073	188
Charlottesville, Va.	740,423	189
Jonesboro, Ark.	726,107	190
Jackson, Tenn.	690,129	191
Lima, Ohio	675,820	192
Tuscaloosa, Ala.	672,674	193
Hagerstown, Md.	669,440	194
Butte, Mont.	648,206	195
Bowling Green, Ky.	577,080	196
Marquette, Mich.	554,377	197
Victoria, Tex.	550,467	198
Parkersburg, W.Va.	543,247	199
Cheyenne, Wyo.	522,827	200
Flagstaff, Ariz.	512,108	201
Anniston, Ala.	451,009	202
Harrisonburg, Va.	449,581	203
Twin Falls, Ida.	429,430	204
Mankato, Minn.	427,149	205
Zanesville, Ohio	391,658	206
Presque Isle, Maine	383,361	207
Bend, Ore.	340,299	208
Ottumwa - Kirksville, Iowa-Mo.	324,747	209
Helena, Mont.	262,533	210
North Platte, Neb.	224,056	211
Selma, Ala.	199,191	212
Alpena, Mich.	171,059	213
Glendive, Mont.	101,950	214

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4099	1
Los Angeles, Calif.	5.6851	2
Chicago, Ill.	3.7456	3
Philadelphia, Pa.	3.1652	4
San Francisco, Calif.	2.7532	5
Boston, Mass.	2.6516	6
Washington, D.C.	2.0535	7
Detroit, Mich.	1.9979	8
Dallas - Ft. Worth, Tex.	1.[illegible]7	9
Houston, Tex.	.1262	10
Cleveland, Ohio	1.5733	11
Minneapolis - St. Paul, Minn.	1.4540	12
Miami, Fla.	1.3843	13
Seattle - Tacoma, Wash.	1.3781	14
Atlanta, Ga.	1.3720	15
Pittsburgh, Pa.	1.3220	16
St. Louis, Mo.	1.2307	17
Denver, Colo.	1.2165	18
Hartford - New Haven, Conn.	1.0789	19
Tampa - St. Petersburg, Fla.	1.0704	20
Baltimore, Md.	1.0201	21
Sacramento - Stockton, Calif.	1.0181	22
Indianapolis, Ind.	.9502	23
San Diego, Calif.	.9359	24
Phoenix, Ariz.	.9098	25
Portland, Ore.	.8605	26
Kansas City, Mo.	.8317	27
Milwaukee, Wisc.	.7937	28
Cincinnati, Ohio	.7745	29
Orlando - Daytona Beach - Melbourne, Fla.	.7687	30
New Orleans, La.	.7134	31
Oklahoma City, Okla.	.7087	32
Charlotte, N.C.	.7058	33
Columbus, Ohio	.6929	34
Nashville, Tenn.	.6922	35
Buffalo, N.Y.	.6579	36
Salt Lake City, Utah	.6570	37
Providence - New Bedford, R.I.-Mass.	.6568	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6507	39
Raleigh - Durham, N.C.	.6416	40
Memphis, Tenn.	.5972	41
Harrisburg - York - Lancaster - Lebanon, Pa.	.5965	42
San Antonio, Tex.	.5956	43
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5940	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	.5829	45
Albany - Schenectady - Troy, N.Y.	.5526	46
Dayton, Ohio	.5455	47
Louisville, Ky.	.5451	48
Greensboro - Winston-Salem - High Point, N.C.	.5273	49
Charleston - Huntington, W.Va.	.5090	50
Flint - Saginaw - Bay City, Mich.	.4916	51
West Palm Beach, Fla.	.4901	52
Wichita - Hutchinson, Kans.	.4901	52
Birmingham, Ala.	.4833	54
Tulsa, Okla.	.4821	55
Shreveport - Texarkana, La.-Tex.-Ark.	.4626	56
Richmond, Va.	.4624	57
Mobile - Pensacola, Ala.-Fla.	.4506	58
Jacksonville, Fla.	.4406	59
Little Rock, Ark.	.4403	60
Toledo, Ohio	.4341	61
Albuquerque, N.M.	.4339	62
Fresno - Visalia, Calif.	.4309	63
Rochester, N.Y.	.4225	64
Knoxville, Tenn.	.4216	65
Syracuse, N.Y.	.4204	66
Wilkes-Barre - Scranton, Pa.	.4185	67
Des Moines, Iowa	.4005	68
Omaha, Neb.	.3985	69
Springfield - Decatur - Champaign, Ill.	.3815	70
Green Bay, Wisc.	.3773	71
Portland - Poland Spring, Maine	.3645	72
Davenport - Rock Island - Moline, Iowa-Ill.	.3559	73
Roanoke - Lynchburg, Va.	.3544	74
Austin, Tex.	.3540	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3448	76
Lexington, Ky.	.3209	77
Spokane, Wash.	.3138	78
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3100	79
South Bend - [illegible] Ind.	.3095	80
Chattanooga, [illegible]	.2983	81
Baton Rouge, La.	.2972	82
Evansville, Ind.	.2845	83
Jackson, Miss.	.2818	84
Johnstown - Altoona, Pa.	.2815	85
Columbia, S.C.	.2805	86
Tucson, Ariz.	.2757	87
Bristol - Kingsport - Johnson City, Tenn.	.2698	88
Lincoln - Hastings - Kearney, Neb.	.2693	89
Springfield, Mo.	.2679	90
Ft. Wayne, Ind.	.2567	91
Las Vegas, Nev.	.2554	92
Youngstown, Ohio	.2549	93
Lansing, Mich.	.2544	94
Huntsville - Decatur - Florence, Ala.	.2538	95
Springfield, Mass.	.2483	96
Waco - Temple, Tex.	.2479	97
Peoria, Ill.	.2475	98
Salinas - Monterey, Calif.	.2439	99
Burlington - Plattsburgh, Vt.-N.Y.	.2398	100
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2379	101
Fargo, N.D.	.2367	102
Sioux Falls - Mitchell, S.D.	.2333	103
Colorado Springs - Pueblo, Colo.	.2285	104
Madison, Wisc.	.2283	105
El Paso, Tex.	.2257	106
Lafayette, La.	.2202	107
Greenville - New Bern - Washington, N.C.	.2155	108
Rockford, Ill.	.2151	109
Savannah, Ga.	.2131	110
Ft. Myers - Naples, Fla.	.2120	111
Charleston, S.C.	.2110	112
Corpus Christi, Tex.	.2035	113
Augusta, Ga.	.1992	114
Beaumont - Port Arthur, Tex.	.1990	115
Amarillo, Tex.	.1943	116
Odessa - Midland, Tex.	.1935	117
McAllen - Brownsville, Tex.	.1933	118
Reno, Nev.	.1913	119
Yakima, Wash.	.1837	120
Duluth - Superior, Minn.-Wisc.	.1780	121
Columbus, Ga.	.1766	122
Wichita Falls - Lawton, Tex.-Okla.	.1762	123
Monroe - El Dorado, La.-Ark.	.1715	124
La Crosse - Eau Claire, Wisc.	.1713	125
Minot - Bismarck - Dickinson, N.D.	.1699	126
Macon, Ga.	.1698	127
Binghamton, N.Y.	.1682	128
Erie, Pa.	.1669	129
Joplin - Pittsburg, Mo.-Kans.	.1663	130
Montgomery, Ala.	.1662	131
Columbia - Jefferson City, Mo.	.1661	132
Topeka, Kans.	.1644	133
Wausau - Rhinelander, Wisc.	.1642	134
Terre Haute, Ind.	.1628	135
Bakersfield, Calif.	.1614	136
Wheeling - Steubenville, W.Va.-Ohio	.1602	137
Tallahassee - Thomasville, Fla.-Ga.	.1599	138
Lubbock, Tex.	.1594	139
Rochester - Mason City - Austin, Minn.-Iowa	.1587	140
Boise, Ida.	.1578	141
Sioux City, Iowa	.1570	142
Eugene, Ore.	.1569	143
Traverse City - Cadillac, Mich.	.1465	144
Chico - Redding, Calif.	.1448	145
Florence, S.C.	.1440	146
Columbus - Tupelo, Miss.	.1354	147
Tyler, Tex.	.1342	148
Ft. Smith, Ark.	.1309	149
Bluefield - Beckley - Oak Hill, W.Va.	.1305	150
Albany, Ga.	.1288	151
Abilene - Sweetwater, Tex.	.1276	152
Wilmington, N.C.	.1271	153
Bangor, Maine	.1252	154
Sarasota, Fla.	.1188	155
Quincy - Hannibal, Ill.-Mo.	.1164	156
Medford, Ore.	.1129	157
Utica, N.Y.	.1101	158
Rapid City, S.D.	.1097	159
Idaho Falls - Pocatello, Ida.	.1084	160
Alexandria, La.	.1038	161
Billings - Hardin, Mont.	.0940	162
Salisbury, Md.	.0934	163
Dothan, Ala.	.0909	164
Lake Charles, La.	.0863	165
Elmira, N.Y.	.0860	166
Laurel - Hattiesburg, Miss.	.0858	167
Gainesville, Fla.	.0812	168
Watertown - Carthage, N.Y.	.0809	169
Clarksburg - Weston, W.Va.	.0792	170
Grand Junction, Colo.	.0777	171
Greenwood - Greenville, Miss.	.0761	172
Missoula, Mont.	.0704	173
Casper - Riverton, Wyo.	.0702	174
Roswell, N.M.	.0702	174
Great Falls, Mont.	.0692	176
Meridian, Miss.	.0685	177
Biloxi - Gulfport - Pascagoula, Miss.	.0677	178
Panama City, Fla.	.0668	179
El Centro - Yuma, Calif.-Ariz.	.0665	180
Ardmore - Ada, Okla.	.0660	181
Palm Springs, Calif.	.0617	182
Jonesboro, Ark.	.0597	183
Eureka, Calif.	.0591	184
Alexandria, Minn.	.0561	185
St. Joseph, Mo.	.0544	186
Lafayette, Ind.	.0538	187
San Angelo, Tex.	.0522	188
Marquette, Mich.	.0515	189
Tuscaloosa, Ala.	.0506	190
Charlottesville, Va.	.0471	191
Butte, Mont.	.0466	192
Lima, Ohio	.0465	193
Jackson, Tenn.	.0462	194
Hagerstown, Md.	.0454	195
Laredo, Tex.	.0430	196
Anniston, Ala.	.0407	197
Bowling Green, Ky.	.0388	198
Parkersburg, W.Va.	.0379	199
Cheyenne, Wyo.	.0352	200
Victoria, Tex.	.0349	201
Harrisonburg, Va.	.0340	202
Flagstaff, Ariz.	.0325	203
Twin Falls, Ida.	.0322	204
Zanesville, Ohio	.0302	205
Presque Isle, Maine	.0299	206
Mankato, Minn.	.0272	207
Ottumwa - Kirksville, Iowa-Mo.	.0261	208
Bend, Ore.	.0251	209
Helena, Mont.	.0194	210
North Platte, Neb.	.0173	211
Salina, Ala.	.0153	212
Alpena, Mich.	.0142	213
Glendive, Mont.	.0063	214

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
ALABAMA													
ANNISTON	124.9	43.3	23.3	1.1	18.0	11.1	21.1	20.8	21.5	28.7	1,018,464	451,809	.0407
BIRMINGHAM	1,371.4	506.8	346.2	8.8	201.7	124.5	153.8	229.3	245.9	372.1	12,122,605	5,728,302	.4833
DOTHAN	269.3	96.3	63.9	3.1	42.8	25.9	30.0	43.8	48.8	68.9	2,107,329	1,182,442	.0909
HUNTSVILLE-DECATUR-FLORENCE	704.2	259.8	91.5	5.0	103.2	69.3	82.0	114.1	140.8	173.5	6,397,333	3,065,875	.2538
MOBILE-PENSACOLA	1,193.3	421.3	282.9	16.3	189.9	118.0	149.9	201.0	222.3	270.6	11,130,245	5,819,254	.4306
MONTGOMERY	496.9	176.3	195.3	4.8	77.8	48.1	60.1	77.5	86.2	130.6	4,032,837	2,016,990	.1602
SELMA	54.0	18.4	30.5	.6	9.4	6.1	6.1	7.9	8.6	14.0	320,268	199,191	.0153
TUSCALOOSA	143.2	51.5	41.1	1.2	20.5	11.8	25.1	24.4	24.1	32.9	1,181,383	672,674	.0556
ARIZONA													
FLAGSTAFF	87.4	27.5	1.3	9.0	15.4	8.3	17.0	16.9	13.9	12.1	686,397	512,108	.0375
PHOENIX	2,178.5	826.1	99.8	313.8	320.5	194.2	258.5	373.2	396.9	570.8	22,316,154	12,544,914	.9998
TUCSON	729.6	280.2	20.1	181.8	103.1	63.1	95.6	130.3	125.9	188.0	6,760,958	3,590,147	.2757
ARKANSAS													
FT. SMITH	374.2	136.2	9.3	3.1	54.4	34.3	45.8	59.5	67.7	100.8	3,161,415	1,642,355	.1[illegible]
JONESBORO	183.8	67.6	3.4	1.1	25.6	16.5	20.8	26.9	32.6	56.0	1,406,364	726,107	.0[illegible]
LITTLE ROCK	1,225.3	442.1	221.5	8.8	181.6	111.1	139.0	197.6	216.2	339.4	10,636,153	5,693,235	.4403
CALIFORNIA													
BAKERSFIELD	391.4	138.0	20.2	95.2	62.7	35.8	47.1	68.4	69.4	92.5	4,115,535	2,100,998	.1614
CHICO-REDDING	388.2	150.6	2.7	20.9	50.8	32.6	46.1	65.2	68.2	113.5	3,464,307	1,940,589	.1448

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1 in per capita effective buying income
in per capita retail sales
in percentage of travelers
in percentage of adults owning stock
in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner

925 MISSION STREET SAN FRANCISCO CA 94103

Sources: The Scarborough San Francisco Market Study, 1985, 6-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

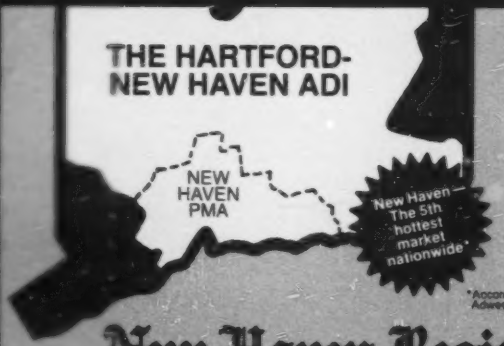
S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1984

STATE / S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
CA (cont.)													
EL CENTRO-YUMA	191.6	62.0	5.0	93.7	33.2	19.6	23.9	29.8	32.0	45.6	1,439,442	975,127	.0665
EUREKA	149.4	58.8	.6	5.9	19.5	11.5	19.9	29.3	25.6	38.8	1,422,814	817,501	.0591
FRESNO-VISALIA	1,174.9	402.2	45.4	374.5	187.6	111.2	146.0	204.9	205.0	274.6	10,668,559	5,420,041	.4309
LOS ANGELES	12,358.0	4,455.8	1,133.7	3,323.9	1,727.4	1,065.9	1,540.2	2,311.1	2,358.3	2,956.1	150,932,145	74,286,011	5.6851
PALM SPRINGS	149.1	54.8	6.9	31.5	21.1	12.6	15.7	24.4	25.0	45.3	1,574,581	803,300	.0617
SACRAMENTO-STOCKTON	2,435.9	921.4	122.4	316.9	338.8	213.0	295.2	449.7	452.1	607.4	26,230,752	13,163,266	1.0181
SALINAS-MONTEREY	570.9	199.6	21.8	145.8	78.5	45.6	79.2	115.8	96.3	135.7	6,546,967	2,972,180	.2439
SAN DIEGO	2,085.3	766.5	117.9	347.3	269.4	165.7	320.0	403.8	364.1	498.0	25,198,528	11,745,639	.9359
SAN FRANCISCO	5,382.4	2,080.6	467.0	736.6	653.8	440.4	627.8	1,078.5	1,086.6	1,346.8	75,717,503	35,969,260	2.7532
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	505.6	190.0	11.0	86.9	57.9	38.9	80.3	94.5	86.4	133.9	6,058,744	3,368,602	.2379
COLORADO													
COLORADO SPRINGS-PUEBLO	582.0	215.4	24.6	94.1	85.5	53.2	81.6	104.9	105.5	131.5	5,526,106	3,126,292	.2285
DENVER	2,578.8	1,004.2	85.3	247.8	363.7	219.9	345.2	555.5	494.7	515.7	31,454,927	16,827,939	1.2165
GRAND JUNCTION	181.9	67.6	.4	14.8	26.4	15.6	21.8	34.1	32.9	44.8	1,812,210	1,185,845	.0777
CONNECTICUT													
HARTFORD-NEW HAVEN	2,241.8	817.9	163.4	81.7	280.6	205.0	268.8	386.1	416.7	627.1	29,830,856	13,475,588	1.0789
DISTRICT OF COLUMBIA													
WASHINGTON	4,134.3	1,512.3	948.9	104.2	555.6	385.5	485.7	814.3	879.2	898.3	57,081,548	25,894,683	2.0535
FLORIDA													
FT. MYERS-NAPLES	466.6	193.8	34.0	24.9	49.9	33.6	38.3	59.6	70.9	203.6	5,175,253	3,131,278	.2120
GAINESVILLE	208.2	77.5	39.6	6.3	25.7	16.1	45.2	41.4	32.5	41.3	1,940,683	1,125,855	.0812
JACKSONVILLE	1,109.7	402.5	252.5	19.0	164.9	103.7	134.1	193.8	204.3	273.1	10,776,376	5,975,643	.4406
MIAMI	2,967.0	1,159.6	462.7	787.0	328.1	226.3	294.9	461.8	545.6	1,041.7	33,986,306	20,558,008	1.3843

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS



FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 500,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 52% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1985

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
FL (cont.)													
ORLANDO-DAYTONA BEACH-MELBOURNE	1,800.2	698.1	232.5	51.8	221.6	156.0	204.6	271.4	322.2	578.5	18,472,211	11,201,809	.7687
PANAMA CITY	194.9	72.6	24.1	2.6	28.5	18.6	21.5	29.6	36.9	53.8	1,485,499	939,018	.0668
SARASOTA	241.6	108.9	13.3	3.9	19.8	14.9	17.9	28.1	34.0	123.0	2,930,907	1,800,962	.1188
TALLAHASSEE-THOMASVILLE	451.1	158.2	152.9	6.2	69.4	41.6	67.8	80.0	76.1	101.2	3,779,768	2,090,439	.1599
TAMPA-ST. PETERSBURG	2,541.0	1,036.0	268.3	121.9	285.0	193.9	242.3	357.7	407.7	995.5	26,613,168	14,723,206	1.0704
WEST PALM BEACH	1,009.7	417.8	148.0	47.0	110.6	73.3	91.3	142.8	159.7	408.0	12,696,278	6,871,764	.4901
GEORGIA													
ALBANY	389.7	130.8	137.3	4.1	66.2	40.1	44.8	63.3	66.8	94.1	2,940,891	1,688,248	.1288
ATLANTA	3,189.1	1,150.3	710.6	34.3	477.8	296.9	377.9	617.4	643.7	676.6	34,759,995	18,553,080	1.3720
AUGUSTA	597.5	204.4	229.7	8.7	94.0	59.3	74.0	101.9	105.2	142.2	4,922,920	2,312,176	.1992
COLUMBUS	537.6	185.3	207.6	8.9	80.4	51.9	82.0	87.9	88.6	129.1	4,297,403	2,116,158	.1766
MACON	458.3	156.4	167.3	4.5	70.4	45.8	55.5	76.1	84.5	110.6	4,215,488	2,148,997	.1698
SAVANNAH	594.9	200.4	205.0	9.1	92.6	55.9	90.8	101.1	97.1	135.4	5,074,661	2,791,112	.2131
IDAHO													
BOISE	430.2	153.3	1.8	23.3	69.4	38.4	50.2	78.6	77.5	99.3	3,940,746	1,952,257	.1578
IDAHO FALLS-POCATELLO	310.5	98.6	.7	15.0	61.4	29.3	39.3	51.9	50.7	61.3	2,606,207	1,394,844	.1084
TWIN FALLS	88.7	30.7	.1	4.4	14.7	7.8	9.0	13.9	15.2	24.3	758,874	429,430	.0322
ILLINOIS													
CHICAGO	8,493.3	3,034.4	1,634.0	691.2	1,229.6	788.0	1,010.8	1,503.3	1,587.1	2,098.6	102,624,275	45,027,908	3.7456
PEORIA	386.4	216.0	28.2	5.4	85.2	50.7	79.9	100.4	102.6	148.1	6,906,476	2,773,578	.2475
QUINCY-HANNIBAL	331.9	124.6	6.7	2.3	44.4	28.5	40.3	48.6	54.5	105.3	2,924,901	1,396,631	.1164
ROCKFORD	518.3	191.8	29.9	9.9	77.6	50.2	58.3	87.6	96.8	131.0	5,768,414	2,581,656	.2151
SPRINGFIELD-DECATUR-CHAMPAIGN	937.1	354.8	52.4	8.2	127.7	78.8	134.7	157.6	160.1	248.7	9,987,486	4,704,733	.3815
INDIANA													
EVANSVILLE	718.1	264.3	30.9	3.5	103.4	65.8	81.6	116.3	126.9	200.9	6,996,704	3,837,570	.2845
FT. WAYNE	663.9	235.7	28.9	10.7	104.6	63.1	76.8	113.6	117.8	164.2	6,496,428	3,236,249	.2567
INDIANAPOLIS	2,291.7	829.3	200.2	17.2	338.3	215.0	284.7	394.7	426.5	560.4	23,640,723	12,931,299	.9502
LAFAYETTE	132.3	45.9	2.0	1.5	16.1	9.7	33.1	22.9	19.9	27.0	1,317,233	742,073	.0538
SOUTH BEND-ELKHART	786.1	283.2	59.1	10.2	120.0	73.3	90.5	131.3	138.8	205.8	7,722,002	4,059,969	.3095
TERRE HAUTE	426.0	160.3	7.3	2.0	57.5	36.5	50.4	64.2	71.4	133.1	3,895,390	2,197,229	.1628

CAN TV MATCH THIS?

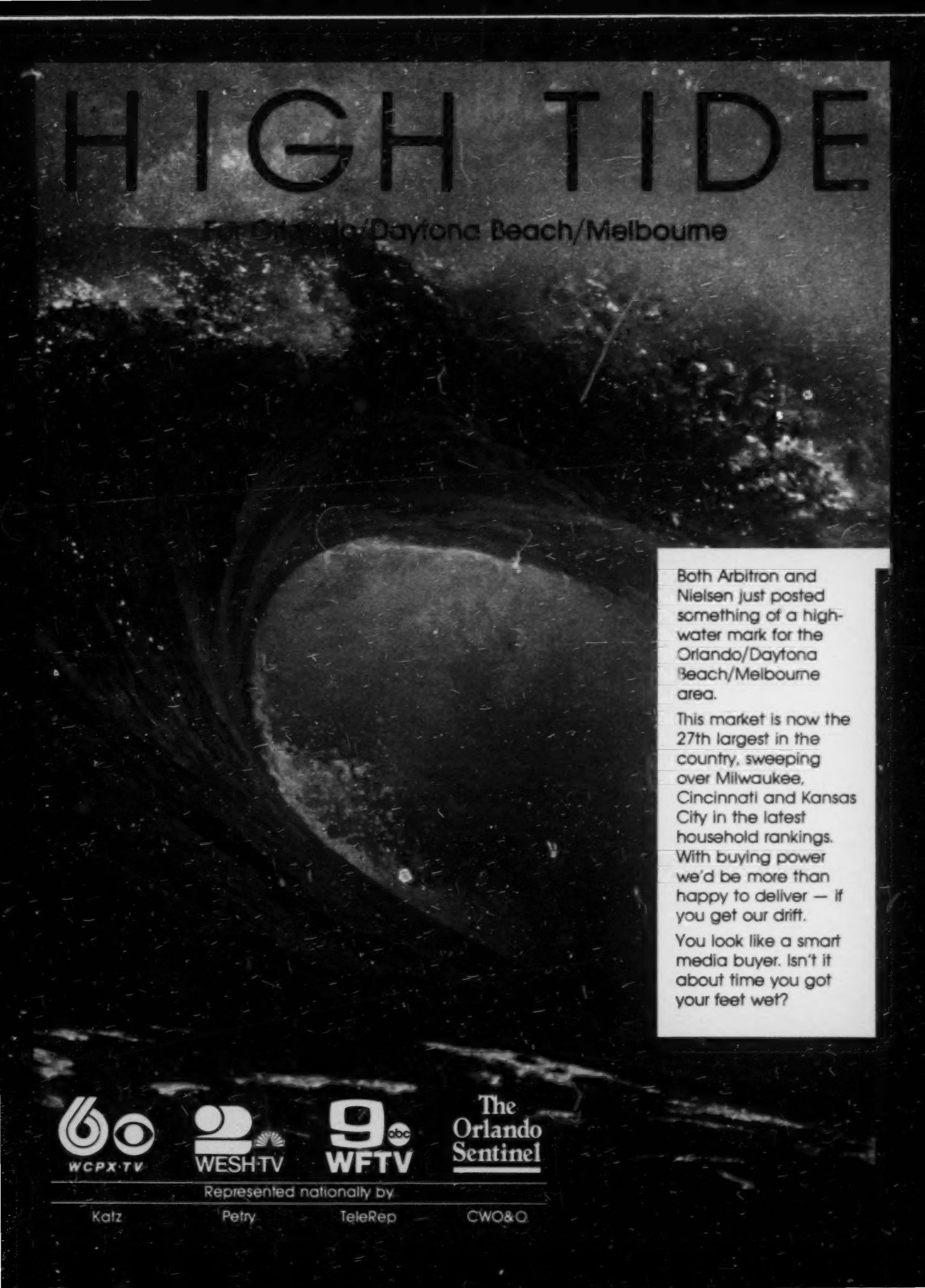
We Reach 91% of $35,000 or More Income Households with Only 5 Combination Ads!

That's in the Indianapolis MSA. In the $23.6 Billion ADI, our reach of this profitable group is 75%! And, we don't limit your sell to seconds. Contact your Star or News representative. Or, phone Alan Judkins, Advertising Director at (317) 633-1132.

Source: 1985 Simmons Market Study

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

Member: Million Market Newspapers, Inc.
Metropolitan Sunday Newspapers, Inc.
representing Sunday Comics


HIGH TIDE
Orlando/Daytona Beach/Melbourne
Both Arbitron and Nielsen just posted something of a high-water mark for the Orlando/Daytona Beach/Melbourne area.
This market is now the 27th largest in the country, sweeping over Milwaukee, Cincinnati and Kansas City in the latest household rankings. With buying power we'd be more than happy to deliver — if you get our drift.
You look like a smart media buyer. Isn't it about time you got your feet wet?
6 WCPX-TV
WESH-TV
9 abc WFTV
The Orlando Sentinel
Represented nationally by
Katz
Petry
TeleRep
CWO&O

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1984

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	893.7	329.7	13.7	5.3	127.7	84.3	122.6	149.8	148.7	230.7	9,115,500	4,010,926	.3448
DAVENPORT-ROCK ISLAND-MOLINE	878.0	328.9	23.4	25.0	129.5	82.3	98.3	145.2	155.9	237.4	9,624,431	4,117,320	.3559
DES MOINES	970.5	376.3	17.4	8.7	132.0	83.0	123.2	159.7	165.8	276.1	10,377,691	5,090,139	.4005
OTTUMWA-KIRKSVILLE	78.6	29.2	.4	.4	9.9	6.0	11.9	12.2	12.2	24.2	616,412	324,747	.0261
SIOUX CITY	425.8	160.1	1.3	2.7	62.4	37.8	48.8	64.1	67.5	129.9	3,824,607	2,023,186	.1570
KANSAS													
TOPEKA	394.9	145.3	26.7	13.2	53.3	30.8	65.9	68.7	62.7	99.5	4,384,375	2,010,701	.1644
WICHITA-HUTCHINSON	1,099.3	420.0	41.7	33.9	154.4	92.7	131.2	181.4	188.0	313.7	12,916,697	6,350,131	.4901
KENTUCKY													
BOWLING GREEN	104.8	37.2	7.6	.7	14.3	8.7	17.4	17.3	18.3	25.5	860,723	577,080	.0388
LEXINGTON	886.6	314.7	54.4	6.5	132.3	81.6	118.5	155.2	158.5	212.0	7,776,636	4,139,740	.3209
LOUISVILLE	1,409.6	502.3	146.8	10.9	209.9	132.0	171.2	247.0	256.2	347.1	13,751,977	6,882,592	.5451
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	861.6	326.7	53.2	5.4	114.5	72.6	105.8	130.3	147.7	265.8	7,380,595	4,065,801	.3100
LOUISIANA													
ALEXANDRIA	309.9	105.3	66.1	5.2	48.8	30.0	42.3	48.7	52.6	75.5	2,480,450	1,276,391	.1038
BATON ROUGE	763.3	254.2	248.3	13.6	124.5	76.2	110.6	141.6	131.4	149.8	7,458,122	3,825,485	.2972
LAFAYETTE	571.7	194.2	143.4	11.4	95.2	61.4	74.9	92.6	98.0	126.8	5,205,219	3,079,888	.2202
LAKE CHARLES	220.0	76.0	46.2	2.9	35.5	21.8	28.0	37.2	39.9	49.2	2,125,280	1,145,417	.0863
MONROE-EL DORADO	535.1	186.8	179.8	4.9	86.2	52.3	66.7	77.3	87.5	145.1	4,015,397	2,144,666	.1715
NEW ORLEANS	1,782.0	633.6	529.8	60.0	281.6	176.8	224.6	323.1	314.7	395.6	17,536,353	9,647,279	.7134
SHREVEPORT-TEXARKANA	1,231.8	443.4	345.2	20.7	169.8	114.2	134.0	189.9	212.7	348.2	11,341,470	6,010,402	.4626
MAINE													
BANGOR	347.0	123.8	.4	1.1	48.9	32.4	41.7	57.5	61.2	94.9	2,905,762	1,713,877	.1252
PORTLAND-POLAND SPRING	871.2	321.8	2.3	4.0	119.9	80.7	99.8	147.9	154.3	243.4	8,581,853	5,392,690	.3645
PRESQUE ISLE	87.9	29.4	.7	.5	13.7	9.3	11.0	14.5	15.4	21.1	703,327	383,361	.0299
MARYLAND													
BALTIMORE	2,429.2	874.6	591.1	23.8	315.2	230.1	291.2	435.3	469.9	621.1	25,698,240	13,710,370	1.0201
HAGERSTOWN	116.6	41.7	5.1	.7	14.6	10.7	14.0	19.7	21.9	32.7	1,043,303	669,440	.0454
SALISBURY	228.9	84.0	51.9	1.8	29.5	21.1	25.5	36.1	40.9	69.2	2,017,248	1,519,826	.0934
MASSACHUSETTS													
BOSTON	5,469.5	2,017.0	207.8	111.2	687.6	501.9	675.6	967.2	987.9	1,508.8	68,793,523	37,060,628	2.6516
SPRINGFIELD	583.1	211.3	33.4	24.5	72.4	52.3	84.7	95.8	96.9	165.9	6,120,765	3,483,409	.2483
MICHIGAN													
ALPENA	41.9	15.5	.0	.1	5.9	4.4	4.4	5.7	7.7	12.6	356,698	171,059	.0142
DETROIT	4,699.8	1,674.3	908.1	78.5	682.6	446.1	559.7	825.6	848.9	1,125.8	53,052,652	25,063,702	1.9979
FLINT-SAGINAW-BAY CITY	1,267.8	445.9	122.1	30.8	199.9	131.2	158.6	210.0	230.0	294.9	12,351,331	6,308,573	.4916
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,630.4	580.5	98.1	31.9	245.8	154.8	213.9	279.6	286.5	393.9	17,047,873	7,886,466	.6507
LANSING	616.3	215.1	36.1	16.2	90.0	56.1	97.7	116.6	108.3	127.7	6,696,619	3,137,814	.2544
MARQUETTE	138.7	55.5	1.5	.8	21.3	13.3	25.5	25.8	24.4	43.1	1,290,705	554,377	.0515
TRAVERSE CITY-CADILLAC	417.3	153.6	2.6	2.4	59.8	40.9	42.7	65.3	72.3	122.8	3,403,260	1,961,493	.1465

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1984

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
MINNESOTA													
ALEXANDRIA	166.3	59.2	.1	.6	24.0	16.2	18.1	23.0	27.1	52.1	1,262,258	753,397	.0561
DULUTH-SUPERIOR	458.1	175.2	1.3	1.5	65.1	42.6	52.7	74.4	77.0	141.3	4,376,674	2,327,121	.1780
MANKATO	64.9	23.4	.2	.4	8.3	5.2	12.4	10.7	9.5	16.6	604,062	427,149	.0272
MINNEAPOLIS-ST. PAUL	3,182.1	1,164.4	52.4	27.2	455.8	298.4	405.3	583.7	572.4	759.8	37,748,910	19,658,122	1.4540
ROCHESTER-MASON CITY-AUSTIN	386.2	147.3	.8	3.6	54.0	35.9	41.4	60.1	67.1	115.0	3,879,827	2,195,227	.1587
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	176.9	62.2	36.1	3.4	27.7	16.7	26.4	30.0	30.8	38.8	1,604,164	942,582	.0677
COLUMBUS-TUPELO	443.4	153.7	129.1	3.6	70.1	42.9	55.7	67.7	75.8	115.9	3,058,313	1,695,465	.1354
GREENWOOD-GREENVILLE	264.3	84.3	157.5	3.6	48.9	29.2	32.6	37.5	37.8	67.1	1,538,035	1,036,226	.0761
JACKSON	606.9	277.8	351.7	7.3	133.4	79.9	97.7	131.5	134.8	199.5	6,674,332	3,642,652	.2815
LAUREL-HATTIESBURG	251.6	87.7	70.8	2.4	40.0	24.0	33.0	39.1	42.2	64.3	1,946,180	1,170,176	.0858
MERIDIAN	211.8	74.4	81.8	2.2	34.8	20.4	24.0	31.3	34.3	59.5	1,595,191	849,869	.0685
MISSOURI													
COLUMBIA-JEFFERSON CITY	432.2	153.1	21.2	3.3	56.4	35.9	67.8	72.5	71.5	115.0	4,104,598	2,190,020	.1661
JOPLIN-PITTSBURG	460.9	175.2	4.1	3.9	62.9	39.4	49.1	66.6	78.5	150.5	4,117,535	2,072,935	.1663
KANSAS CITY	1,855.8	691.4	194.1	39.3	260.9	161.9	223.1	324.7	344.5	481.1	21,604,267	11,106,057	.8317
ST. JOSEPH	136.0	50.8	2.7	1.8	17.6	11.4	16.8	19.5	21.7	44.7	1,289,358	773,139	.0544
ST. LOUIS	2,890.8	1,043.6	418.3	26.3	411.9	270.7	323.0	472.4	525.7	795.2	31,642,663	16,164,733	1.2307
SPRINGFIELD	777.3	287.5	8.3	6.2	103.4	66.0	89.1	112.6	134.9	248.7	6,311,089	3,426,812	.2679
MONTANA													
BILLINGS-HARDIN	224.7	86.1	.3	5.1	34.6	20.0	25.6	40.5	40.6	55.0	2,210,839	1,397,014	.0940
BUTTE	124.6	46.6	.1	1.5	16.7	10.7	19.1	22.2	20.9	31.1	1,099,437	648,206	.0466
GLENDIVE	14.2	5.4	.0	.1	2.3	1.3	1.8	2.4	2.4	3.5	132,527	101,950	.0063
GREAT FALLS	181.0	68.8	1.0	2.0	27.4	17.1	21.3	29.9	32.4	46.1	1,667,755	933,165	.0692
HELENA	46.9	18.5	.1	.4	6.9	4.2	5.7	9.2	8.6	10.6	490,986	262,533	.0194
MISSOULA	187.5	72.1	.2	1.8	27.3	17.0	22.5	36.0	34.9	43.3	1,751,769	890,121	.0704
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	675.7	257.6	4.1	7.9	91.8	54.7	88.7	109.9	109.7	199.1	6,938,193	3,354,214	.2693
NORTH PLATTE	43.5	16.2	.1	1.6	7.0	3.9	4.7	7.2	7.6	11.5	419,137	224,056	.0173
OMAHA	929.9	349.3	47.3	14.0	137.9	86.8	106.8	158.0	164.9	243.8	10,593,999	4,986,951	.3985
NEVADA													
LAS VEGAS	551.7	219.0	56.3	40.1	76.5	48.8	67.6	104.7	116.2	120.1	6,155,105	3,877,862	.2554
RENO	410.7	164.3	6.0	21.5	50.9	34.1	49.0	81.2	88.3	100.1	4,647,335	2,883,533	.1913
NEW MEXICO													
ALBUQUERQUE	1,168.8	409.6	15.8	420.4	192.8	119.2	142.4	211.6	213.4	243.2	10,478,150	5,731,342	.4339
ROSWELL	165.8	59.3	5.0	46.2	27.5	15.7	18.5	25.7	27.9	43.7	1,566,580	1,118,173	.0702

S&MM's SURVEY OF TELEVISION MARKETS

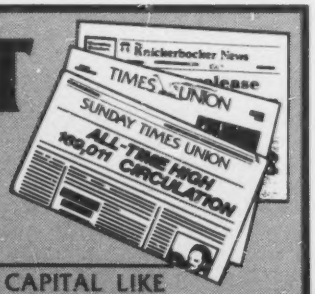
S&MM ESTIMATES 1984

STATE / S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,315.7	484.4	39.7	12.8	173.0	122.2	152.5	214.1	230.4	388.7	14,252,354	7,161,537	.5526
BINGHAMTON	433.6	156.0	4.2	2.7	59.6	42.4	50.7	67.0	78.6	122.9	4,419,942	1,984,185	.1682
BUFFALO	1,714.0	621.6	125.1	21.0	230.0	161.6	202.9	268.2	300.3	503.5	17,433,998	7,593,951	.6579
ELMIRA	240.2	85.6	5.3	1.5	34.2	23.6	26.8	36.6	42.4	69.2	2,197,617	1,000,570	.0860
NEW YORK	18,243.9	6,756.1	3,087.0	2,232.2	2,330.0	1,644.8	1,920.7	3,055.6	3,594.3	5,214.1	235,835,709	99,490,745	8.4091
ROCHESTER	957.7	348.8	82.4	20.4	130.0	90.1	118.9	168.4	176.2	246.4	11,555,420	5,096,596	.4225
SYRACUSE	1,048.0	369.1	41.6	10.0	142.6	98.9	150.3	174.2	179.9	271.4	11,296,985	4,897,678	.4204
UTICA	295.2	104.4	5.8	2.5	39.2	27.7	36.8	43.7	49.7	89.9	2,827,456	1,306,420	.1101
WATERTOWN-CARTHAGE	235.8	78.8	.5	1.1	35.4	24.0	32.4	35.0	39.2	62.4	2,016,548	949,406	.0809
NORTH CAROLINA													
CHARLOTTE	1,800.3	651.7	347.8	12.9	262.8	167.2	207.8	313.4	352.1	445.1	17,297,207	9,471,415	.7058
GREENSBORO-WINSTON SALEM-HIGH POINT	1,327.2	492.3	242.0	9.1	182.1	121.1	152.2	228.7	263.1	345.8	13,047,822	7,113,358	.5293
GREENVILLE-NEW BERN-WASHINGTON	649.7	221.7	221.0	9.9	95.6	58.4	110.4	108.9	108.4	145.3	4,924,710	2,832,239	.2155
RALEIGH-DURHAM	1,697.7	599.9	530.0	22.3	243.3	152.3	249.9	313.1	308.5	378.4	15,495,661	8,581,722	.6416
WILMINGTON	370.5	129.0	100.7	3.5	58.8	36.9	41.5	62.7	67.0	91.9	2,842,718	1,756,038	.1271
NORTH DAKOTA													
FARGO	396.7	212.5	1.7	4.0	84.3	52.5	83.5	95.6	93.8	166.3	5,935,176	3,075,098	.2367
MINOT-BISMARCK-DICKINSON	403.2	140.2	1.2	2.3	63.7	38.8	49.3	66.9	66.4	102.4	4,281,971	2,306,286	.1699
OHIO													
CINCINNATI	1,913.5	697.9	194.9	10.9	283.0	180.1	234.0	322.8	345.4	484.1	20,176,784	9,602,096	.7745
CLEVELAND	3,801.0	1,408.3	478.7	51.0	535.5	351.7	435.4	638.0	693.1	1,032.5	40,662,844	20,112,305	1.5733
COLUMBUS	1,734.5	647.0	156.0	10.9	252.7	154.8	228.3	313.7	322.0	408.2	17,698,573	8,817,960	.6929
DAYTON	1,364.8	508.1	129.3	8.9	201.2	127.2	157.4	228.9	257.5	348.7	14,265,055	6,664,631	.5455
LIMA	113.9	40.8	11.7	.9	17.5	10.8	13.2	18.6	19.4	30.3	1,101,357	675,820	.0465
TOLEDO	1,061.6	386.0	72.0	32.9	161.2	97.3	134.9	178.4	181.1	272.7	10,914,300	5,767,354	.4341
YOUNGSTOWN	647.2	237.5	62.8	7.1	89.6	58.8	72.6	103.3	114.3	189.9	6,644,976	3,085,385	.2549
ZANESVILLE	84.5	31.2	3.8	.3	12.7	8.1	9.7	13.2	14.9	23.1	720,044	391,658	.0302

100+GRP IMPACT

THE ALBANY POWER PACKAGE*

The Albany-Schenectady-Troy MSA'S #1 media buy delivers over 100 GRPs in virtually every key demographic category. For details, contact Chris Cunningham Jr. at (518) 454-5680.



NOBODY COVERS NEW YORK'S CAPITAL LIKE
NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION Mornings and Sunday
Knickerbocker News Evenings
HEARST NEWSPAPERS

*Single insertion each: daily & Sunday Times Union, The Knickerbocker News

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1984

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
OKLAHOMA													
ARDMORE-ADA	199.7	74.8	9.1	2.1	27.8	17.5	21.2	27.8	34.0	65.3	1,600,453	800,697	.0660
OKLAHOMA CITY	1,587.3	602.6	103.2	33.0	227.9	131.7	204.8	270.5	284.5	414.4	17,329,131	10,308,125	.7087
TULSA	1,202.6	454.0	79.9	15.8	175.4	105.4	130.3	201.9	225.3	325.2	12,418,852	6,075,959	.4821
OREGON													
BEND	67.8	25.1	.0	1.2	10.1	5.8	7.0	13.8	12.8	15.9	596,307	340,299	.0251
EUGENE	427.4	162.2	1.6	8.7	60.9	36.0	52.7	84.5	77.0	102.1	3,796,677	2,050,596	.1569
MEDFORD	312.1	117.5	1.1	10.0	44.9	27.2	30.5	54.3	57.4	87.8	2,597,412	1,567,243	.1129
PORTLAND	2,101.9	802.2	34.9	50.2	296.4	176.8	240.7	410.3	382.3	526.5	22,018,022	11,086,670	.8605
PENNSYLVANIA													
ERIE	423.9	153.1	14.6	2.5	61.9	39.4	51.8	68.1	72.2	117.3	4,154,117	2,188,231	.1669
HARRISBURG-YORK-LANCASTER-LEBANON	1,423.9	527.6	55.8	19.7	195.3	127.6	164.3	241.1	265.1	389.5	15,429,401	7,677,303	.5965
JOHNSTOWN-ALTOONA	806.6	290.7	7.7	3.2	110.4	71.5	107.8	125.3	135.1	233.7	6,953,653	3,389,453	.2815
PHILADELPHIA	7,258.6	2,654.7	1,149.2	196.3	949.6	665.3	848.5	1,192.9	1,327.1	2,074.8	83,140,167	40,751,217	3.1652
PITTSBURGH	3,322.5	1,254.7	199.6	16.4	417.9	289.4	390.6	531.7	576.9	1,028.8	34,961,876	15,780,093	1.3220
WILKES BARRE-SCRANTON	1,145.1	427.1	7.3	4.5	145.5	98.4	124.8	170.6	197.0	379.0	10,386,942	5,227,807	.4185
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,558.7	564.0	41.8	34.0	201.3	141.5	187.1	254.3	268.8	464.1	16,671,046	8,751,717	.6568
SOUTH CAROLINA													
CHARLESTON	604.3	201.9	215.3	8.9	95.7	59.5	91.8	113.1	105.1	117.2	4,899,975	2,825,964	.2110
COLUMBIA	774.8	266.8	291.6	9.8	116.4	75.0	113.5	142.5	137.0	165.7	6,943,377	3,483,747	.2805
FLORENCE	403.8	139.9	148.1	4.0	67.0	41.1	46.6	69.7	71.8	92.9	3,098,475	2,163,296	.1440
GREENVILLE-SPARTANBURG-ASHEVILLE	1,635.6	602.4	248.5	11.8	230.1	147.7	186.7	270.4	313.6	440.9	14,196,060	7,835,518	.5940
SOUTH DAKOTA													
RAPID CITY	265.7	94.9	1.5	4.6	43.6	24.2	35.2	48.9	44.2	58.0	2,786,837	1,442,235	.1097
SIOUX FALLS-MITCHELL	610.6	226.4	.7	1.9	88.7	56.0	74.0	92.1	97.1	180.9	5,753,446	3,036,447	.2333
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	787.3	278.5	13.7	4.3	115.8	72.8	86.6	130.6	154.4	204.7	6,588,125	3,288,212	.2698
CHATTANOOGA	825.0	296.6	76.6	6.0	124.4	75.7	92.6	140.2	160.9	205.5	7,122,999	3,930,953	.2983
JACKSON	122.0	45.0	26.8	.9	17.9	10.8	13.7	20.1	21.3	34.3	1,031,941	690,129	.0462
KNOXVILLE	1,139.3	416.7	48.2	7.8	163.6	105.5	131.5	192.1	216.0	297.5	9,722,497	5,911,670	.4216
MEMPHIS	1,668.0	581.0	616.6	15.7	263.9	165.3	203.1	277.1	285.7	413.8	13,874,794	8,106,226	.5972
NASHVILLE	1,836.5	663.0	229.0	16.4	258.8	163.4	224.2	312.2	345.8	475.0	17,342,576	8,697,239	.6922
TEXAS													
ABILENE-SWEETWATER	316.2	115.3	14.4	44.1	44.3	26.6	38.6	45.8	52.4	97.7	2,982,718	1,888,479	.1276
AMARILLO	479.0	173.8	17.9	69.2	75.9	42.5	56.3	78.1	85.7	121.8	4,743,297	2,678,953	.1943
AUSTIN	802.0	299.4	77.4	154.2	109.4	65.2	131.1	160.8	134.3	175.7	8,993,398	4,852,525	.3540
BEAUMONT-PORT ARTHUR	476.2	168.1	103.1	16.1	72.2	44.9	54.3	76.2	85.7	126.3	5,076,526	2,614,870	.1990
CORPUS CHRISTI	526.3	169.7	18.3	303.5	91.3	52.7	64.7	89.0	89.5	118.1	4,694,693	2,934,327	.2035
DALLAS-FT. WORTH	4,111.5	1,511.2	566.2	349.6	607.3	363.5	496.6	765.6	796.1	947.9	49,465,108	26,087,643	1.9087
EL PASO	672.5	203.7	23.1	438.0	123.7	70.0	95.2	113.6	116.5	127.1	5,178,714	2,972,042	.2257
HOUSTON	3,927.7	1,397.8	731.6	643.2	621.1	351.2	496.3	817.2	759.4	738.6	47,895,179	24,514,478	1.8262
LAREDO	125.2	33.0	.1	118.4	26.3	14.9	14.7	19.1	19.4	25.5	699,469	896,979	.0450
LUBBOCK	432.1	147.9	26.1	123.9	68.6	40.5	65.8	70.0	72.5	97.6	3,720,282	2,205,418	.1594

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1984

STATE / S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
TX (cont.)													
MCALLEN-BROWNSVILLE	635.3	173.0	1.6	560.3	134.1	73.5	69.2	97.7	99.0	134.4	3,772,706	2,883,802	.1933
ODESSA-MIDLAND	397.2	138.7	19.6	113.3	65.9	36.8	49.1	69.3	71.9	88.1	4,521,141	3,126,033	.1935
SAN ANGELO	121.0	43.2	4.2	31.2	17.1	10.3	16.3	19.4	20.3	33.6	1,230,891	779,056	.0522
SAN ANTONIO	1,566.8	516.5	92.6	802.3	258.2	155.6	191.1	260.4	271.8	372.9	14,406,699	7,967,752	.5956
TYLER	339.6	119.2	71.0	15.0	49.8	29.0	43.4	54.9	58.2	93.1	3,344,408	1,778,064	.1342
VICTORIA	77.6	26.1	5.5	27.2	13.0	7.6	9.5	13.9	14.0	16.5	802,896	550,467	.0349
WACO-TEMPLE	649.9	223.8	108.5	71.3	90.6	50.9	128.9	104.8	98.8	152.1	6,126,277	3,203,272	.2479
WICHITA FALLS-LAWTON	452.0	160.9	38.5	26.9	64.5	38.4	63.5	72.0	76.4	121.2	4,304,656	2,381,813	.1762
UTAH													
SALT LAKE CITY	1,841.7	579.0	10.9	77.3	373.0	167.2	247.0	324.8	288.4	335.2	15,792,072	8,464,889	.6570
VERMONT													
BURLINGTON-PLATTSBURGH	623.5	220.3	3.9	5.1	87.9	59.6	84.8	110.1	110.5	151.8	5,604,307	3,395,922	.2398
VIRGINIA													
CHARLOTTESVILLE	100.9	35.6	14.4	.9	10.9	7.6	21.1	20.0	17.0	21.8	1,105,020	740,423	.0471
HARRISONBURG	99.0	33.3	2.3	.7	12.1	8.0	18.0	16.2	17.1	24.9	787,285	449,581	.0340
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,514.6	509.5	457.8	23.3	213.4	136.1	240.9	271.2	273.7	330.7	14,596,638	7,447,527	.5829
RICHMOND	1,158.0	404.6	334.9	10.1	155.3	106.2	136.3	209.0	220.5	298.1	11,754,741	5,911,930	.4624
ROANOKE-LYNCHBURG	977.6	339.4	159.8	6.3	128.4	86.5	125.7	161.0	184.1	266.6	8,917,253	4,287,968	.3544
WASHINGTON													
SEATTLE-TACOMA	3,070.4	1,198.5	99.1	62.4	410.1	257.0	381.0	597.2	579.5	750.2	36,675,051	17,664,053	1.3781
SPOKANE	855.5	319.6	5.7	18.9	127.5	75.4	106.5	151.4	151.0	214.1	7,813,225	3,902,453	.3138
YAKIMA	469.9	172.0	4.9	41.9	72.5	42.5	55.0	84.0	83.6	114.6	4,708,363	2,284,300	.1837
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	390.4	139.7	26.8	2.9	61.5	35.5	41.8	65.1	64.7	109.1	2,974,170	1,736,933	.1305
CHARLESTON-HUNTINGTON	1,481.7	528.9	32.9	9.0	230.5	136.6	170.2	248.0	265.1	381.8	12,361,810	6,246,165	.5090
CLARKSBURG-WESTON	244.9	89.9	1.8	2.0	35.0	22.0	27.2	38.4	41.2	73.5	1,889,144	933,215	.0792
PARKERSBURG	92.9	35.1	.8	.4	13.4	8.6	9.8	15.3	17.8	25.1	902,111	543,247	.0379
WHEELING-STEUBENVILLE	450.5	166.7	10.6	2.2	63.8	40.1	48.7	71.7	77.5	135.4	4,082,876	1,870,478	.1602
WISCONSIN													
GREEN BAY	993.1	361.2	1.2	5.3	145.5	100.2	116.6	161.8	169.0	267.0	9,724,050	4,556,673	.3773
LA CROSSE-EAU CLAIRE	454.0	163.4	.6	1.6	63.3	41.9	63.6	71.8	72.5	126.3	4,219,703	2,221,303	.1713
MADISON	523.6	203.0	5.9	4.2	68.9	45.6	77.7	103.3	89.2	123.5	5,730,279	3,171,804	.2283
MILWAUKEE	1,882.4	699.6	166.3	44.9	264.9	178.5	227.3	324.1	337.6	490.3	21,473,508	9,457,935	.7937
WAUSAU-RHINELANDER	444.1	160.5	.6	1.7	65.1	44.4	52.1	69.1	75.3	123.2	4,100,773	2,036,831	.1642
WYOMING													
CASPER-RIVERTON	156.7	56.4	.6	5.7	25.8	13.7	20.0	31.2	28.5	30.7	1,720,752	1,020,179	.0702
CHEYENNE	79.8	30.6	2.1	7.4	12.0	7.0	10.5	14.8	14.7	17.8	849,175	522,827	.0352
TOTAL UNITED STATES ADIs	236,697.1	86,419.1	28,441.5	17,106.8	33,398.1	21,413.3	28,755.7	41,044.4	43,221.6	61,469.8	2,557,546,894	1,286,122,347	99.2553

SECTION F

Sales and Marketing MANAGEMENT

Zip Code Characteristics

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Zip data defined

This year's Zip Code section contains data for six very diverse areas. In previous years, we had included rankings of the top 50 Zips for a number of different characteristics, such as Asian population, Children age 0–5 years, and Single-person households. This year, we have reconfigured the data to show more than 50 individual characteristics for each of the half dozen selected Zips, which is just a quarter of the data that's available for any 5-digit area. The great depth of Zip information, coupled with the much finer geographic definition of Zip Code areas, makes it a very desirable format for those looking to do highly specific profiling or targeting.

To give marketers an idea of how characteristics can vary widely within even a single city, we have selected three of this year's Zips from different parts of New York City. The three—Brooklyn Heights (11201), Chinatown (10013), and upper Manhattan's Morningside (10026)—show vastly different pictures of race, ethnicity, income, and housing, even though they are all located within five miles of each other. The other three Zips were selected as textbook portrayals of a typical White/Upper Middle Class area (Mentor, OH—44060), a heavily Hispanic section of Miami's Dade County (33144), and Ithaca, NY, (14850), a Zip with a large student population from both Cornell Univ. and Ithaca College.

A quick study of the differences between these areas' income levels, renter-vs. owner-occupied housing, racial and ethnic makeup, educational attainment, and a number of other characteristics, further illustrates the need for highly specific data in market profiling and customer targeting. If you would like more information on Zip Code demographics, contact Bill Communications' Market Statistics Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

VITAL INFORMATION
Zip Code: 11201
Name: Brooklyn Heights
State: New York
Metro: New York
County: Kings

DEMOGRAPHIC CHARACTERISTICS
Population: 45,226
Total households: 20,678
Sex: Male - 22,895 (50.6%)
Female - 22,331 (49.4%)

Population by age group:
0-5 - 2,445 (5.4%)
6-13 - 3,482 (7.7%)
14-17 - 2,332 (5.2%)
18-24 - 5,229 (11.6%)
25-34 - 11,481 (25.4%)
35-44 - 6,435 (14.2%)
45-54 - 4,489 (9.9%)
55-64 - 3,678 (8.1%)
85 & over - 5,655 (12.5%)

Race: White - 29,720 (65.7%)
Black - 10,870 (24.0%)
Amer. Indian, Eskimo - 138 (0.3%)
Asian, Pacific Islander - 1,559 (3.4%)
Other - 2,939 (6.5%)

Spanish origin: Mexican - 250 (0.6%)
Puerto Rican - 4,911 (10.9%)
Cuban - 464 (1.0%)
Other Spanish origin - 1,784 (3.9%)

Number of households with:
1 person - 9,967 (48.2%)
2 persons - 5,797 (28.0%)
3 persons - 2,219 (10.7%)
4 persons - 1,439 (7.0%)
5 persons - 693 (3.4%)
6 or more - 563 (2.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 3,139 (15.2%)
$5,000-$9,999 - 3,265 (15.8%)
$10,000-$14,999 - 3,233 (15.6%)
$15,000-$19,999 - 2,822 (13.6%)
$20,000-$24,999 - 2,212 (10.7%)
$25,000-$29,999 - 1,374 (6.6%)
$30,000-$34,999 - 1,092 (5.3%)
$35,000-$39,999 - 939 (4.5%)
$40,000-$49,999 - 1,058 (5.1%)
$50,000-$74,999 - 980 (4.7%)
$75,000 or more - 564 (2.7%)
Median household income: $16,068
Average household income: $21,764

Educational attainment (age 25 and over):
Did not finish high school - 8,100 (25.5%)
Finished high school only - 6,393 (20.1%)
Completed 1-3 years of college - 4,702 (14.8%)
Completed 4 or more years of college - 12,543 (39.5%)

HOUSING CHARACTERISTICS
Number of housing units: 22,168
Owner-occupied units: 2,983 (13.5%)
Renter-occupied units: 17,643 (79.6%)

Number of bedrooms:
0 or 1 - 12,410 (60.2%)
2 - 5,408 (26.2%)
3 or more - 2,808 (13.6%)

Number of bathrooms:
1 only - 17,050 (82.7%)
1½ or more - 2,862 (13.9%)

Motor vehicles available to household:
None - 14,511 (70.4%)
1 - 5,676 (27.5%)
2 - 417 (2.0%)
3 or more - 22 (0.1%)

VITAL INFORMATION
Zip Code: 10013
Name: Chinatown
State: New York
Metro: New York
County: New York (Manhattan)

DEMOGRAPHIC CHARACTERISTICS
Population: 22,320
Total households: 8,936
Sex: Male - 12,886 (57.7%)
Female - 9,434 (42.3%)

Population by age group:
0-5 - 933 (4.2%)
6-13 - 1,339 (6.0%)
14-17 - 732 (3.3%)
18-24 - 1,879 (8.4%)
25-34 - 5,575 (25.0%)
35-44 - 3,314 (14.8%)
45-54 - 2,812 (12.6%)
55-64 - 2,706 (12.1%)
65 & over - 3,030 (13.6%)

Race: White - 10,428 (46.7%)
Black - 1,818 (8.1%)
Amer. Indian, Eskimo - 20 (0.1%)
Asian, Pacific Islander - 9,590 (43.0%)
Other - 464 (2.1%)

Spanish origin: Mexican - 67 (0.3%)
Puerto Rican - 478 (2.1%)
Cuban - 48 (0.2%)
Other Spanish origin - 491 (2.2%)

Number of households with:
1 person - 3,464 (38.8%)
2 persons - 2,884 (32.2%)
3 persons - 1,250 (14.0%)
4 persons - 751 (8.4%)
5 persons - 340 (3.9%)
6 or more - 241 (2.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 1,659 (18.6%)
$5,000-$9,999 - 2,051 (23.0%)
$10,000-$14,999 - 1,898 (21.2%)
$15,000-$19,999 - 1,078 (12.1%)
$20,000-$24,999 - 777 (8.7%)
$25,000-$29,999 - 475 (5.3%)
$30,000-$34,999 - 323 (3.6%)
$35,000-$39,999 - 191 (2.1%)
$40,000-$49,999 - 196 (2.2%)
$50,000-$74,999 - 178 (2.0%)
$75,000 or more - 110 (1.2%)
Median household income: $12,014
Average household income: $15,434

Educational attainment (age 25 and over):
Did not finish high school - 8,429 (48.3%)
Finished high school only - 2,754 (15.8%)
Completed 1-3 years of college - 1,849 (10.6%)
Completed 4 or more years of college - 4,405 (25.3%)

HOUSING CHARACTERISTICS
Number of housing units: 9,371
Owner-occupied units: 621 (6.6%)
Renter-occupied units: 8,155 (87.0%)

Number of bedrooms:
0 or 1 - 5,851 (66.7%)
2 - 2,400 (27.3%)
3 or more - 525 (6.0%)

Number of bathrooms:
1 only - 5,625 (64.2%)
1½ or more - 423 (4.8%)

Motor vehicles available to household:
None - 7,088 (80.8%)
1 - 1,593 (18.2%)
2 - 95 (1.1%)
3 or more - 0

VITAL INFORMATION
Zip Code: 10026
Name: Morningside
State: New York
Metro: New York
County: New York

DEMOGRAPHIC CHARACTERISTICS
Population: 25,747
Total households: 10,213
Sex: Male - 11,646 (45.2%)
Female - 14,101 (54.8%)

Population by age group:
0-5 - 2,095 (8.1%)
6-13 - 2,835 (11.0%)
14-17 - 1,955 (7.6%)
18-24 - 2,952 (11.5%)
25-34 - 3,398 (13.2%)
35-44 - 2,728 (10.6%)
45-54 - 2,804 (10.9%)
55-64 - 3,294 (12.8%)
65 & over - 3,686 (14.3%)

Race: White - 380 (1.5%)
Black - 24,333 (94.5%)
Amer. Indian, Eskimo - 121 (0.5%)
Asian, Pacific Islander - 40 (0.2%)
Other - 873 (3.4%)

Spanish origin: Mexican - 117 (0.5%)
Puerto Rican - 1,011 (3.9%)
Cuban - 23 (0.1%)
Other Spanish origin - 324 (1.3%)

Number of households with:
1 person - 3,948 (38.7%)
2 persons - 2,393 (23.4%)
3 persons - 1,494 (14.6%)
4 persons - 970 (9.5%)
5 persons - 553 (5.4%)
6 or more - 855 (8.4%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 4,772 (46.7%)
$5,000-$9,999 - 2,383 (23.3%)
$10,000-$14,999 - 1,461 (14.3%)
$15,000-$19,999 - 838 (8.2%)
$20,000-$24,999 - 324 (3.2%)
$25,000-$29,999 - 253 (2.5%)
$30,000-$34,999 - 24 (0.2%)
$35,000-$39,999 - 43 (0.4%)
$40,000-$49,999 - 56 (0.5%)
$50,000-$74,999 - 46 (0.5%)
$75,000 or more - 13 (0.1%)
Median household income: $5,688
Average household income: $8,405

Educational attainment (age 25 and over):
Did not finish high school - 9,663 (60.7%)
Finished high school only - 4,655 (29.3%)
Completed 1-3 years of college - 1,020 (6.4%)
Completed 4 or more years of college - 572 (3.6%)

HOUSING CHARACTERISTICS
Number of housing units: 12,521
Owner-occupied units: 145 (1.2%)
Renter-occupied units: 9,870 (78.8%)

Number of bedrooms:
0 or 1 - 4,053 (40.5%)
2 - 2,985 (29.8%)
3 or more - 2,977 (29.7%)

Number of bathrooms:
1 only - 8,801 (87.9%)
1½ or more - 446 (4.5%)

Motor vehicles available to household:
None - 9,297 (92.8%)
1 - 638 (6.4%)
2 - 75 (0.7%)
3 or more - 5 (less than 0.1%)

VITAL INFORMATION
Zip Code: 44060
Name: Mentor
State: Ohio
Metro: Cleveland
County: Lake

DEMOGRAPHIC CHARACTERISTICS
Population: 53,549
Total households: 17,041
Sex: Male - 26,466 (49.4%)
Female - 27,077 (50.6%)

Population by age group:
0-5 - 4,831 (9.0%)
6-13 - 8,259 (15.4%)
14-17 - 4,405 (8.2%)
18-24 - 5,529 (10.3%)
25-34 - 9,847 (18.4%)
35-44 - 7,849 (14.3%)
45-54 - 5,713 (10.7%)
55-64 - 4,347 (8.1%)
65 & over - 2,932 (5.5%)

Race: White - 53,114 (99.2%)
Black - 41 (0.1%)
Amer. Indian, Eskimo - 91 (0.1%)
Asian, Pacific Islander - 317 (0.6%)
Other - 40 (0.1%)

Spanish origin: Mexican - 41 (0.1%)
Puerto Rican - 51 (0.1%)
Cuban - 26 (less than 0.1%)
Other Spanish origin - 198 (0.4%)

Number of households with:
1 person - 2,070 (12.1%)
2 persons - 5,012 (29.4%)
3 persons - 3,463 (20.3%)
4 persons - 3,665 (21.5%)
5 persons - 1,859 (10.9%)
6 or more - 972 (5.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 585 (3.4%)
$5,000-$9,999 - 1,041 (6.1%)
$10,000-$14,999 - 1,501 (8.8%)
$15,000-$19,999 - 2,264 (13.3%)
$20,000-$24,999 - 2,902 (17.0%)
$25,000-$29,999 - 2,437 (14.3%)
$30,000-$34,999 - 1,988 (11.7%)
$35,000-$39,999 - 1,441 (8.5%)
$40,000-$49,999 - 1,717 (10.1%)
$50,000-$74,999 - 903 (5.3%)
$75,000 or more - 262 (1.5%)
Median household income: $25,443
Average household income: $28,071

Educational attainment (age 25 and over):
Did not finish high school - 5,795 (19.0%)
Finished high school only - 13,199 (43.2%)
Completed 1-3 years of college - 5,592 (18.3%)
Completed 4 or more years of college - 5,931 (19.4%)

HOUSING CHARACTERISTICS
Number of housing units: 17,834
Owner-occupied units: 14,477 (81.2%)
Renter-occupied units: 2,692 (15.1%)

Number of bedrooms:
0 or 1 - 715 (4.2%)
2 - 3,497 (20.4%)
3 or more - 12,957 (75.5%)

Number of bathrooms:
1 only - 6,278 (35.2%)
1½ or more - 10,854 (63.2%)

Motor vehicles available to household:
None - 242 (1.4%)
1 - 4,061 (23.7%)
2 - 8,939 (52.1%)
3 or more - 3,927 (22.9%)

VITAL INFORMATION
Zip Code: 14850
Name: Ithaca
State: New York
Metro: Nonmetropolitan
County: Tompkins

DEMOGRAPHIC CHARACTERISTICS
Population: 52,398
Total households: 19,187
Sex: Male - 25,964 (49.6%)
Female - 26,434 (50.4%)

Population by age group:
0-5 - 3,095 (5.9%)
6-13 - 3,799 (7.3%)
14-17 - 2,438 (4.7%)
18-24 - 18,464 (35.4%)
25-34 - 10,099 (19.3%)
35-44 - 4,511 (8.6%)
45-54 - 3,630 (6.9%)
55-64 - 3,807 (6.9%)
65 & over - 4,755 (9.1%)

Race: White - 43,122 (91.8%)
Black - 2,090 (4.0%)
Amer. Indian, Eskimo - 83 (0.2%)
Asian, Pacific Islander - 1,758 (3.4%)
Other - 335 (0.6%)

Spanish origin: Mexican - 136 (0.3%)
Puerto Rican - 193 (0.4%)
Cuban - 73 (0.1%)
Other Spanish origin - 704 (1.3%)

Number of households with:
1 person - 5,628 (29.3%)
2 persons - 6,490 (33.8%)
3 persons - 3,147 (16.4%)
4 persons - 2,416 (12.6%)
5 persons - 995 (5.2%)
6 or more - 513 (2.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 3,115 (16.2%)
$5,000-$9,999 - 3,980 (20.7%)
$10,000-$14,999 - 3,350 (17.5%)
$15,000-$19,999 - 2,429 (12.7%)
$20,000-$24,999 - 1,926 (10.0%)
$25,000-$29,999 - 1,362 (7.1%)
$30,000-$34,999 - 771 (4.0%)
$35,000-$39,999 - 712 (3.7%)
$40,000-$49,999 - 715 (3.7%)
$50,000-$74,999 - 631 (3.3%)
$75,000 or more - 196 (1.0%)
Median household income: $13,600
Average household income: $17,733

Educational attainment (age 25 and over):
Did not finish high school - 4,032 (15.2%)
Finished high school only - 6,211 (23.3%)
Completed 1-3 years of college - 3,742 (14.1%)
Completed 4 or more years of college - 12,617 (47.4%)

HOUSING CHARACTERISTICS
Number of housing units: 19,945
Owner-occupied units: 8,316 (41.7%)
Renter-occupied units: 10,844 (54.4%)

Number of bedrooms:
0 or 1 - 5,474 (28.5%)
2 - 5,234 (27.2%)
3 or more - 8,482 (44.3%)

Number of bathrooms:
1 only - 12,931 (67.8%)
1½ or more - 5,614 (29.3%)

Motor vehicles available to household:
None - 2,876 (15.0%)
1 - 9,362 (48.9%)
2 - 5,209 (27.2%)
3 or more - 1,719 (8.9%)

BUSINESS WITH BILL*

[Frankly, an advertisement]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

I had worked on *Successful Meetings* magazine less than five months when I made a serious mistake. It was a blunder that could have cost Bill Communications several thousand dollars, and it not only embarrassed me but I was sure it would put the man who had hired me in a tight spot with top management. When I told him what I had done, he was stunned. As he walked out of my office, he said, "Let me think about what to do."

We did not know each other very well, so I was uncertain, and a little uneasy, about what might happen.

The next morning, he handed me a copy of his memo to the president and the treasurer of the company. Although he had played no part in my blunder, he aligned himself squarely alongside me. He explained fully what I had done and why I had done it, and he proposed some steps he and I might take to rectify the situation. (They were things I did not want to do, but I was willing to do them if top management required appeasement.) He closed the memo by expressing confidence in me. It was a trust I had not yet earned.

To my surprise, neither the president nor the treasurer needed to be mollified. In fact, they joined in supporting me.

It was an unforgettable demonstration of how people are expected to treat each other at Bill Communications.

Take a look at the magazines. I think the results speak for themselves.

Charles L. Wrye
Editor
Successful Meetings

With Bill: 2 Years

Freedom of operation won't guarantee success to those of us who publish business magazines—but lack of operational elbowroom is often a direct ticket to failure. Fortunately, we at Bill don't find "Big Daddy" looking over our shoulders each day.

Bill's corporate management realizes it is impossible to be expert in each of the varied and rapidly changing fields in which the company publishes. Thus each magazine is permitted to chart its individual course and speed. Perhaps this is why many hardworking and creative people find the climate at Bill to their liking. They grow in it, and their magazines flourish along with them.

This is hardly a foolproof formula, of course. Like any company, we are occasionally disappointed by an employee who does not grow despite the climate. However, success has proved that it works. Some of us, in fact, can't imagine publishing any other way!

Bernie Kovach
President
Hartman Communications
(A BillCom Subsidiary)

With Bill: 25 Years

Shortly after joining Bill Communications, I met with our president, Morgan Browne, and I asked him, "What is our corporate philosophy?" I was told, "We have none." It wasn't until several years later that I realized the wisdom of that response and how successful a philosophy it really is. The willingness to accept diversity, and a high tolerance for ambiguity, have produced a working environment at Bill that fosters innovation and creates a great deal of enthusiasm.

Probably the most difficult type of job for the average person is a job with a great deal of freedom. At the same time, it can be the most rewarding. All of us at Bill can use our unique talents to the best of our ability for a common cause. The relative lack of company policy seems to produce a high degree of personal responsibility. An example of this is our budgeting process, which is participative, not top/down. There is accountability, to be sure, but no second-guessing, and it's no secret that we work a lot harder for goals that we've helped to develop.

In the 23 years I've been involved with direct mail, I've never had the creative freedom that I have at Bill, and the results prove it—3 Folio awards for circulation excellence in the past 2 years. Bill Communications, an outstanding place to work.

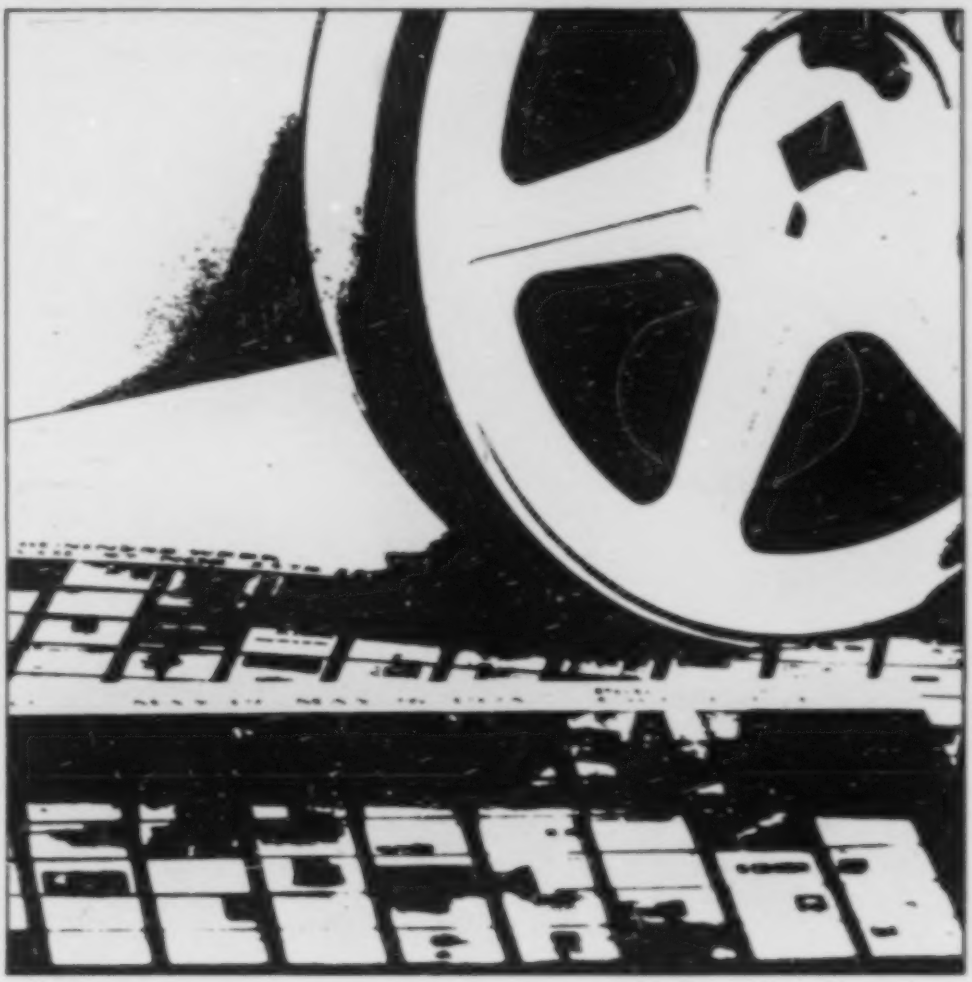
Gerry Burdick
Circulation Director
Restaurant Business Div.

With Bill: 3½ Years

***BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* INCENTIVE MARKETING □ INDUSTRIAL CHEMICAL NEWS □ INSTITUTIONAL DISTRIBUTION □ JOBBER RETAILER □ MODERN TIRE DEALER □ PLASTICS TECHNOLOGY □ RESTAURANT BUSINESS □ RESTAURANT AND HOTEL DESIGN □ SALES & MARKETING MANAGEMENT □ SUCCESSFUL MEETINGS □ *INFORMATION DIVISION:* BILLCOM LIST RENTAL □ FOODSERVICE RESEARCH CENTER □ MARKET STATISTICS □ SALES BUILDERS □ SM DATA BANK**

CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800].

This Publication is available in Microform.



Please send additional information for _____
(name of publication)

Name _____

Institution _____

Street _____

City _____

State _____ Zip _____

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

University Microfilms International

VITAL INFORMATION
Zip Code: 33144
Name: Tamiami
State: Florida
Metro: Miami-Hialeah
County: Dade

DEMOGRAPHIC CHARACTERISTICS
Population: 22,028
Total households: 7,631
Sex: Male - 10,082 (45.8%)
Female - 11,946 (54.2%)

Population by age group:
0-5 901 (4.1%)
6-13 - 1,906 (8.6%)
14-17 - 1,550 (7.0%)
18-24 - 2,430 (11.0%)
25-34 - 1,986 (9.0%)
35-44 - 2,617 (11.9%)
45-54 - 3,388 (15.3%)
55-64 - 3,210 (14.6%)
65 & over - 4,081 (18.4%)

Race: White - 21,237 (96.4%)
Black - 237 (1.1%)
Amer. Indian, Eskimo - 20 (0.1%)
Asian, Pacific Islander - 84 (0.4%)
Other - 450 (2.0%)

Spanish origin: Mexican - 55 (0.2%)
Puerto Rican - 388 (1.8%)
Cuban - 13,747 (62.4%)
Other Spanish origin - 1,427 (6.5%)

Number of households with:
1 person -1,529 (20.0%)
2 persons - 2,248 (29.5%)
3 persons - 1,482 (19.4%)
4 persons - 1,242 (16.3%)
5 persons - 591 (7.7%)
6 or more -540 (7.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 1,012 (13.3%)
$5,000-$9,999 - 1,057 (13.9%)
$10,000-$14,999 - 1,297 (17.0%)
$15,000-$19,999 - 1,305 (17.1%)
$20,000-$24,999 - 790 (10.4%)
$25,000-$29,999 - 880 (11.5%)
$30,000-$34,999 - 497 (6.5%)
$35,000-$39,999 - 205 (2.7%)
$40,000-$49,999 - 289 (3.8%)
$50,000-$74,999 - 229 (3.0%)
$75,000 or more - 70 (0.9%)
Median household income: $16,638
Average household income: $19,337

Educational attainment (age 25 and over):
Did not finish high school - 6,577 (43.2%)
Finished high school only - 4,339 (28.5%)
Completed 1-3 years of college - 2,347 (15.4%)
Completed 4 or more years of college - 1,979 (13.0%)

HOUSING CHARACTERISTICS
Number of housing units: 8,128
Owner-occupied units: 5,202 (64.0%)
Renter-occupied units: 2,470 (30.4%)

Number of bedrooms:
0 or 1 - 2,330 (30.4%)
2 - 2,854 (37.2%)
3 or more - 2,481 (32.4%)

Number of bathrooms:
1 only - 4,927 (64.2%)
1½ or more - 2,653 (34.6%)

Motor vehicles available to household:
None - 955 (12.4%)
1 - 3,003 (39.1%)
2 - 2,499 (32.6%)
3 or more - 1,215 (15.8%)

BOARD OF EDITORS
Robert H. Albert, Editor & Associate Publisher
Editorial Director: **Richard Kern** Art and Production Editor: **Tom Loria.** Associate Production Managers: **Mick Andreano, Daisy Moy.** Reader Services (Research). **Bristol Voss,** 212-986-4800. Copy Editor: **Adeline Cippoletti.**

RESEARCH & DATA PREPARATION
Market Statistics, Inc., Edward J. Spar, President; **Elias Fokas, Robert M. Katz,** Senior Vice Presidents; **Dean Stoecker,** Director of Western Division (213-545-4559); **Sandra C. London,** Director of Marketing, New York—New England (212-986-4800); **Juan F. Yanes,** Manager, Data Processing; **Mary Cortina,** Research Manager; **Michail Teverovsky,** Assistant Manager, Data Processing; **Yip Ching Ngai,** Senior Programmer; **Craig A. Wrobel,** Director of Midwest Division (312-782-1266); **David Wachsman,** Director of Marketing, New Jersey—South (212-986-4800); **Floy Jo, Andrea Yurasits,** Research Associates; **Kevin McNamara,** Programmer; **Sandra Lotzen,** Research Assistant; **Liz Albert, Carol N. Faiman,** Sales Assistants; **Joel Jones,** Systems Analyst.

SUBSCRIPTIONS
Edward M. Strauss III, Director of Circulation; **Frank Curcio,** Art Production Director; **Lynn C. Bushell,** Fulfillment Manager; **Edward Murray,** Subscription Sales Manager; **Mary Ann Jurkovic,** Manager of Customer Service and Group Subscription Sales; Subscription/Customer Services Department: **212-986-4800.**

SALES BUILDERS DIV.
Robert H. Albert, Editor-in-Chief; **Edward M. Strauss III,** Director of Marketing and Operations; **Frank Curcio,** Director of Manufacturing and Creative Services; **Lynn C. Bushell,** Fulfillment Manager; **Edward Murray,** Manager of Marketing Operations; **Jill Lerner,** Art/Production Coordinator; **Mary Ann Jurkovic,** Manager of Order Processing and Customer Service.

BUSINESS STAFF
Ken Reiss, Publisher
Don Mates, National Advertising Manager; **Joseph J. Furey,** Business Manager; **Daisy Moy,** Associate Production Manager; **Andrea Nase Nord,** Promotion Manager; **Frank Curcio,** Promotion Art Director; **Judi Hoar,** Assistant to the Publisher; **Cheryl V. Green, Nancy Matjasich,** Staff Assistants: **Jeanine Quelch,** Sales Coordinator. S&MM Expo Postcard Mailer: **Sherry Cohen,** Manager.

LOCATION OF SALES OFFICES & REPRESENTATIVES
East: 633 Third Ave., New York, NY 10164-0563. Phone 212-986-4800; **Don Mates,** National Advertising Manager; **Bob Benson, Scott Parmelee, Linda Niepokoj.**
Midwest: 307 N. Michigan Ave., Chicago, IL 60601. Phone 312-782-1266. **Tom Galligan, Blayne Long.**
West: (Includes Hawaii & Mexico) 2081 Business Center Dr., Suite 180, Irvine, CA 92715. Phone 714-752-1456. **Hugh Kice, Terry Miles.**
South: 18 Perimeter Park, Suite 100, Atlanta, GA 30341. Phone 404-451-0770. **Patrick Toal.**
Canada: American Publishers Representatives Ltd., 41 Britain St., Suite 303, Toronto, Ontario, M5A 1R7. Phone 416-363-1388. **Alan Gozbee, Alex Kinninmont, Bill Williams.**
Great Britain: Greg Davis Associates, DSB House, 30 High St., Beckenham, Kent, BR3 1AY England. Phone 0-1-658-5723. **Greg Davis.**

William J. Carmichael, Market Manager—Newspapers, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662.

SURVEY OF BUYING POWER
William J. Carmichael, Publishing Director, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662.

BILL COMMUNICATIONS OFFICERS
John W. Hartman, Chairman of the Board; **Morgan T. Browne,** President; **Irwin Levine,** Treasurer; **Donald A. Karas, Bernard Kovach,** Senior Vice Presidents; **Robert H. Albert, Chris Ayers, Jeffrey P. Berlind, Murray Elman, John S. Fragale, Raymond Lewis, Ken Reiss, Malcolm Riley, Stanley J. Romaine, Edward J. Spar,** Vice Presidents. Other Bill publications and divisions include Incentive Marketing, Industrial Chemical News, Institutional Distribution, Jobber Retailer, Modern Tire Dealer, Plastics Technology, Restaurant Business, Restaurant and Hotel Design, Successful Meetings, Foodservice Research Center, Market Statistics, Sales Builders, SM Data Bank.

STATEMENT OF PURPOSE
Sales & Marketing Management is published for all executives responsible for the profitable sale and marketing of their companies' products and services.
Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563.

ADVERTISERS' INDEX

This index is provided as an additional reader's service. The Publisher does not assume any liability for errors or omissions.

Aberdeen Woods 49
Advertising Checking Bureau 9
Akron Beacon Journal 133
Alaska Dailies 102
Amelia Island Plantation 17–19
American Management Assn. 21,154
American Marketing Assn. 14
American Motors Corp. 11
AT&T Gift Certificates 23
Asbury Park Press 129
Atlanta Journal Constitution 114–115
Austin American Statesman 144

Bakersfield Californian 105
Bill Communications 179
Bell & Howell ..... Cover II
Bergen Record 86
Buffalo Evening News 130

Capital Newspapers 172
Charlotte Observer News 132
Chicago Sun Times 75
Chicago Tribune 119
Cleveland Plain Dealer 135
Columbus Dispatch 137
Condel Park Suite 30

Dallas Morning News 145
Dallas Times Herald 95
Data Service 35–40
Denver Rocky Mountain News 110
Downing Displays ..... Cover III

Elyria Chronicle Telegram 136
Erie Time News 139
Exec-U-Call 41

Fort Worth Star Telegram 143
Fresno Bee 104

Gannett Michigan Newspapers 124
Georgia Group 116
Gerald Fried 48
Greater Chicago Newspapers 117

Home Center Magazine 24
Horvitz Newspapers 134
Houston Chronicle 147
Hyatt Hotels ..... Cover IV

Indianapolis Star & News 168

JVC 29

KMEG-TV 77
KOLN/KGIN-TV 85

Lexington Herald Leader 121
Los Angeles Daily News 107
Los Angeles Times 67

Market Statistics 26–27,44
Marketing Displays 50
MassMeetings 12
Memphis Commercial Appeal 141
Milwaukee Jounal 153
Minolta 43
Multi-Systems 16

Naples Daily News 112
New Equipment Digest 25
New Haven Register 111,167
New Orleans Times Picayune 79
NY Times Regional Newspapers 73
Newark Star Ledger 128
Newport News 149
Newsday 130

Orange County Register 103
Orlando Sentinel 169

Phoenix Newspapers 65
Pittsburgh Press 2
Prentice-Hall, Inc. 33
Providence Journal 140

Quincy Patriot Ledger 122

Raleigh Durham Unit 89
Rand McNally 47
Reno Gazette Journal 126
Riverside Press Enterprise 66

Sacramento Bee 108
Sacramento Union 108
St. Louis Post Dispatch 127
St. Petersburgh Times 113
Sales Consultants 20
San Antonio Express 148
San Antonio Light 146
San Francisco Newspaper 109,166
San Jose Mercury News 69
Schnectady Gazette 129
Seattle Times 151
Seiko 15
Shreveport Times/Journal 78
South Bend Tribune 120
Springfield Newspapers 123
Stockon Record 68
Syracuse Newspapers 131

Thomas Register 1
Toshiba 31
Tribune-Oakland 106
Tulsa World Tribune 138
TV Guide 4

University Microfilms 180

Virginia Pilot Ledger 149

Washington Post 71,80,96
WJFM-Radio 81
WKZO-Radio 83
WKZO-TV 82
Worcester Telegram Gazette 123

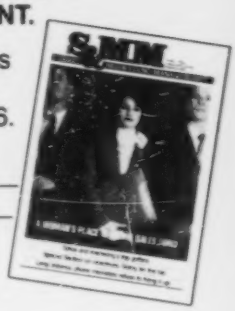
SUBSCRIPTION PROBLEMS?

Many subscription problems are not really problems—just a need for information. Perhaps, by reading the following information, any questions you may have regarding your subscription will be answered.

1. When sending an inquiry about your magazine subscription, please attach a current mailing label. The information provided on this label is very important and will allow us to provide faster personal service. (If you do not have a label, send us your name and address as they appear on the mailing label.)
2. **Change of address:**
   Please allow us six weeks notice to make any adjustment to your mailing address. Be sure to include both your current address label and your new address. If possible, attach a label in place of your current address.
3. **Missing or late issue:**
   The first issue of your subscription should be sent to you within six (6) weeks of order receipt. If your magazines stop coming, or there is an interruption in your service, please write Mary Ann Jurkovic at 633 Third Avenue, New York, NY 10017, or call (212) 986-4800, and let us know so we can extend your subscription. Or, if you prefer, we will replace the missing issue or issues if our supplies permit.
4. **Duplicate copies:**
   If you receive two copies of each issue, compare the mailing labels. Any difference, however slight, may be the cause of receiving duplicate copies of the magazine. Please send us both labels and tell us which one is correct, and we will correct the problem.
5. **Expiration date:**
   By looking at the mailing label on your magazine, you can determine when your subscription expires: The month and year of the last issue in your current subscription appears in the upper-right-hand corner.
6. **Duplicate bills or renewals:**
   It is possible that we may receive your payment or renewal instructions after we have sent a second notice. Just disregard the second notice if you have already responded.

Our objective is to provide the best possible service, but every now and then unforseen circumstances do not allow us to give you the service you deserve. Your assistance and understanding will be appreciated.

Is this a pass-along copy? If so, why not join the mainstream and receive **your own** personal copy of **SALES & MARKETING MANAGEMENT.**



A one year subscription will bring you 12 monthly news and feature issues, plus 4 special Survey issues (including the Survey of Buying Power), all for only $36.

In Canada–$50(U.S.)

OVERSEAS ORDERS–$65 (Payment must accompany order)

Call **TOLL-FREE** (800)543-3000 (Ask for operator 202.)

☐ Check enclosed ☐ Bill me, I'll send payment later.

Name_____
(please print)

Title_____
(please print)

Company_____

Street_____

City_____ State_____ Zip_____

Signature_____ Telephone_____

Please check the primary type of business your company or division is engaged in:

☐ Manufacturing ☐ Retailing

☐ Distribution, Wholesale

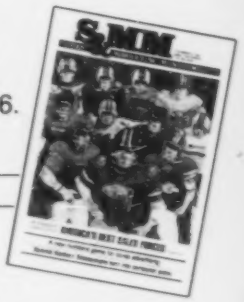
☐ Service (transportation, financial, etc.) _____
(please describe)

☐ Other_____
(please describe)

4H2T

☐ I would prefer not to receive advertising or information by mail from companies not affiliated with Bill Communications.

Know someone who'd enjoy a year of **S&MM**?
Pass this card along to that colleague or friend!



A one year subscription includes 12 monthly news and feature issues, plus 4 special Survey issues (including the Survey of Buying Power), all for only $36.

In Canada–$50(U.S.)

OVERSEAS ORDERS–$65 (Payment must accompany order)

Call **TOLL-FREE** (800)543-3000 (Ask for operator 202.)

☐ Check enclosed ☐ Bill me, I'll send payment later.

Name_____
(please print)

Title_____
(please print)

Company_____

Street_____

City_____ State_____ Zip_____

Signature_____ Telephone_____

Please check the primary type of business your company or division is engaged in:

☐ Manufacturing ☐ Retailing

☐ Distribution, Wholesale

☐ Service (transportation, financial, etc.) _____
(please describe)

☐ Other_____
(please describe)

4H2S

☐ I would prefer not to receive advertising or information by mail from companies not affiliated with Bill Communications.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 179 NEW YORK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

S&MM A BILL PUBLICATION
SALES & MARKETING MANAGEMENT

Subscription Service Department
P.O. BOX 1024
SOUTH EASTERN, PA 19398-9990

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 179 NEW YORK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

S&MM A BILL PUBLICATION
SALES & MARKETING MANAGEMENT

Subscription Service Department
P.O. BOX 1024
SOUTH EASTERN, PA 19398-9990

WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index, page 182, shows where to find advertisements of many of the companies mentioned.

Market Information

1. ***The St. Louis Post-Dispatch*** provides a market kit showing basic readership demographics to prime audiences in the St. Louis market.

2. *The Springfield Market*, a comprehensive survey of newspaper readers in western Massachusetts, is available from the **Springfield Newspapers**.

3. ***The Plain Dealer***, Cleveland, OH, outlines its Total Coverage Program, which gives you total market saturation through advertisements and direct mailing of *The Shopping News* to non-subscribers.

4. Complete information on buying the Dallas market is available from ***The Dallas Times Herald***.

5. To help marketers pinpoint their advertising, ***Pittsburgh Press/Post Gazette*** offers written material on ZIP/ZAP, a program for preprints that uses a combination of home delivery by zones along with delivery to selected Zip Codes.

6. *Reader Action Report* is available from ***New Equipment Digest***, summarizing the results of inquiry follow-up to NED over a 15-year period. Information includes percentages on actual purchases and those considering buying.

7. The Eastern New York State food market is presented in a booklet from ***The Times Union & Knickerbocker News***, Albany. Overview includes market analysis, advertisers' objectives and suggestions on how to reach that market.

8. A market study from ***The Syracuse Newspaper*** shows the spending power and media income of its audience as well as the coverage of its newspapers.

9. ***The Chicago Sun Times*** co-op action plan can help manufacturers and distributors make better use of co-op funds.

10. ***Advertising Checking Bureau***'s *Co-op Booklet 500A* shows you how to end co-op frustration by getting maximum sales effectiveness from your co-op program.

11. ***The Providence Journal Bulletin*** details how its research department provides help before, during, and after testing and tells how you can target your advertising preprint to special demographic groups.

12. Marketing information from ***The New Haven Register & Journal-Courier*** (CT) supplies a geographic and demographic profile using research from a variety of public, private, and government agencies.

13. ***The Columbus Dispatch/Columbus Citizen-Journal*** research department offers two informative books on the growing Columbus market: *Columbus, The Uncommon Market* and *Columbus, Ohio, A Choice Test Market*.

(continued on next page)

10/28/85
do not use after
1/28/86

WORTH WRITING S&MM FOR Please send me the items circled below:

1	2	3	4	5	6	7	8	9	10	11	12	13	
14	15	16	17	18	19	20	21	22	23	24	25		
101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128

Name _____

Title _____

Company _____

Address _____ For faster service, please call me at: _____

City _____ State _____ Zip _____

I am presently a subscriber A ☐ Yes B ☐ No

Place Stamp Here

S&MM

P.O. Box 2783
Clinton, Iowa 52735

READER SERVICE CARD

WORTH WRITING S&MM FOR

(continued)

14. ***The Tampa Tribune*** offers its *1985 Tampa Bay Market & Media* booklet which contains the unprecedented growth occurring in this market, along with demographics on population, retail sales, and newspaper coverage.

15. *The 1985–86 Indianapolis Marketing Area Data & Map*, from ***The Indianapolis Star & News*** includes detailed data for all counties within the coverage area plus circulation and readership demographics.

Sales Fleets

16. A product information booklet from **Toyota Motor Sales** offers application, model, and specification summaries for its 1985 fleet line.

17. To assist you with all of your fleet needs, **U.S. Fleet Leasing** offers a brochure detailing their unique services.

18. Information from **American Motors** Fleet Operations explains why the 1986 AMC/Jeep/Renault lines should be part of your fleet operations. Specifications, applications, and services are detailed.

Meeting Information

19. Hershey Hotel & Resorts offers a group meeting guide illustrating the accommodations, facilities, and recreational availabilities at its five properties.

20. The Columbia Inn, Columbia, MD, offers a brochure describing its meeting facilities, guest accommodations, and easy access to both Baltimore and Washington, DC.

Computer/Software Information

21. Cos II, a training program from **McGraw-Hill Training Systems**, teaches sales executives how to analyze the sales environment and sell in a professional and precise manner.

22. Specifications are available on SalesBASE/pc, a comprehensive sales/contact management system from **Business Systems Int'l.** For use with the IBM PC, XT, and compatibles, this system eliminates many frustrations associated with managing sales.

Miscellaneous

23. Protect and organize sales materials and files carried in your trunk. **Trav-L-File** includes 12 hanging files and two partitions for dividing file into easy-to-find sections. Spec sheet gives details and prices.

24. A 16-page brochure from **Bell & Howell** will show you how to create professional quality slides and other visuals for your business presentations at an affordable price, with their Business Graphics System.

25. A catalogue from **Gerald Fried Display** shows the different types of sales presentation cases and packaging available.

Use numbers **101-128** to request additional information from advertisers in this issue.

READER SERVICE CARD

S&MM

P.O. Box 2783
Clinton, Iowa 52735

Place Stamp Here

WORTH WRITING S&MM FOR Please send me the items circled below:

10/28/85
do not use after
1/28/86

1	2	3	4	5	6	7	8	9	10	11	12	13	
14	15	16	17	18	19	20	21	22	23	24	25		
101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128

Name _____

Title _____

Company _____

Address _____ For faster service, please call me at: _____

City _____ State _____ Zip _____

I am presently a subscriber A ☐ Yes B ☐ No

Downing Displays
work as hard as you do

At Downing, we make displays that work as hard as you do. Displays that are easy to transport and assemble. Quality and workmanship that make every Downing Display, from our smallest table-top to the limits of your imagination, the most versatile, durable, effective displays found anywhere.

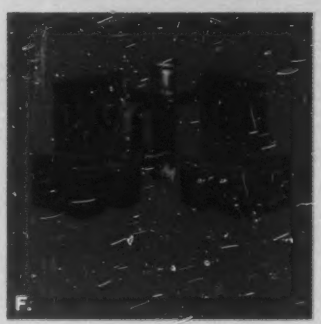
A. 10′ Unlimited Exhibit with Transparency Panel and Lighted Header (Shipping container converts to a table)

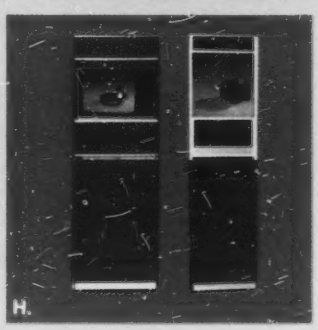
B. The Downing 10′ UPS Exhibit (Meets UPS shipping requirements)

C. 10′ Unlimited Exhibit with Photo Mural and Transparency Panel

D. An 8′ Illuminated Transparency Tower

E. 4′ x 7′ 360° Table-Top Display (Reversible)





F. 20′ x 20′ Island Display with Illuminated Transparency Tower

G. The Downing Hinged Panel Exhibit (Shipping case converts to table)

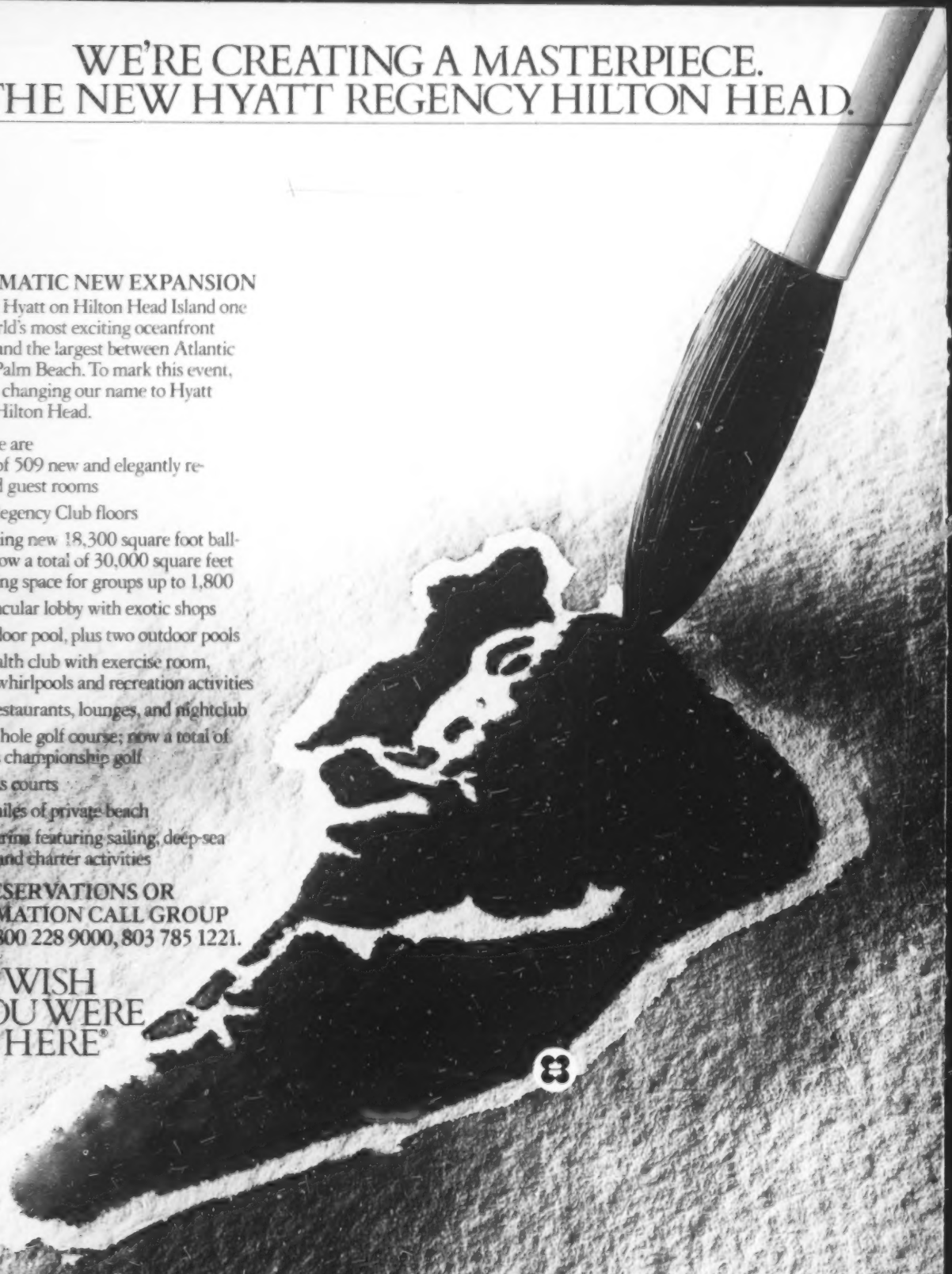
H. Lightweight Rear-Screen Projection Unit and Video Monitor Enclosure

downing

Downing Displays, Inc., 115 West McMicken Avenue, Cincinnati, Ohio 45210 / (513) 621-7888

© 1984 - Downing Displays, Inc.

WE'RE CREATING A MASTERPIECE. THE NEW HYATT REGENCY HILTON HEAD.



A DRAMATIC NEW EXPANSION is making Hyatt on Hilton Head Island one of the world's most exciting oceanfront resorts—and the largest between Atlantic City and Palm Beach. To mark this event, we're also changing our name to Hyatt Regency Hilton Head.

Now there are

- A total of 509 new and elegantly redesigned guest rooms
- 2 new Regency Club floors
- A stunning new 18,300 square foot ballroom; now a total of 30,000 square feet of meeting space for groups up to 1,800
- A spectacular lobby with exotic shops
- New indoor pool, plus two outdoor pools
- New health club with exercise room, saunas, whirlpools and recreation activities
- Three restaurants, lounges, and nightclub
- New 18 hole golf course; now a total of 54 holes championship golf
- 25 tennis courts
- Three miles of private beach
- New marina featuring sailing, deep-sea fishing, and charter activities

FOR RESERVATIONS OR INFORMATION CALL GROUP SALES 800 228 9000, 803 785 1221.

Don't you WISH YOU WERE HERE®

HYATT REGENCY HILTON HEAD

PALMETTO DUNES, SOUTH CAROLINA

Circle No. 110 on Reader Service Card